

# Memorandum

**To:** Redevelopment Commission Chair and Members  
**From:** Tom Wisemiller, Economic Development Project Coordinator  
**Date:** October 1, 2014  
**Subject:** October Redevelopment Commission Meeting

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The Redevelopment Commission is scheduled to meet for a regular business meeting at 5:30 p.m. on Tuesday, October 7<sup>th</sup>, 2014 at the Greenville City Hall.

Major topics of discussion at the October meeting will include:

- Carl Rees, Economic Development Officer, and partners will give an update on the status of Uptown Theatre arrangements; staff will ask for outlay to support demolition of chimney;
- Casey Verburg, Economic Development Project Coordinator will recommend revisions to the Small Business Plan Competition Program Guidelines;
- Carl Rees will give an update on the Evans Street Gateway Public Art Project.

A closed session will follow the Report from the Secretary.

We look forward to seeing you at the October meeting. If you have any questions or need additional information, please feel free to call me at 329-4514, or Betty Moseley at 329-4481.

Redevelopment Commission Meeting  
Tuesday, October 7<sup>th</sup>, 2014 ~ 5:30 PM

City Council Chambers ~ 200 West 5<sup>th</sup> Street

**Agenda**

- I. Welcome
- II. Roll Call
- III. Approval of Minutes – September 2, 2014
- IV. Consideration of Revisions to Small Business Plan Competition Program Guidelines
- V. Update on Uptown Theatre Partnership
- VI. Public Comment Period
- VII. Update on Evans Street Gateway Public Art Project
- VIII. Report from Secretary
  - a. Monthly Financial Report
- IX. Comments from Commission Members
- X. Closed Session
- XI. Adjournment

**DRAFT OF MINUTES PROPOSED FOR ADOPTION**  
**Redevelopment Commission**  
**Meeting Minutes**  
**Tuesday, September 2, 2014**  
**Greenville, North Carolina**

**Present:**

- |   |   |   |
|---|---|---|
| <input checked="" type="checkbox"/> Angela Marshall | <input checked="" type="checkbox"/> Mark Woodson      | <input checked="" type="checkbox"/> Sharif Hatoum |
| <input checked="" type="checkbox"/> Jeremy King     | <input checked="" type="checkbox"/> Patricia Dunn     |   |
| <input checked="" type="checkbox"/> Judy Siguaw     | <input checked="" type="checkbox"/> Richard Patterson |   |

**Absent:**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Angela Marshall | <input type="checkbox"/> Mark Woodson      | <input type="checkbox"/> Sharif Hatoum |
| <input type="checkbox"/> Jeremy King     | <input type="checkbox"/> Patricia Dunn     |  |
| <input type="checkbox"/> Judy Siguaw     | <input type="checkbox"/> Richard Patterson |  |

**Staff:**

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Merrill Flood                       | <input checked="" type="checkbox"/> Betty Moseley     |
| <input checked="" type="checkbox"/> Carl Rees                           | <input checked="" type="checkbox"/> Jonathan Edwards  |
| <input checked="" type="checkbox"/> Kandie Smith (City Council Liaison) | <input checked="" type="checkbox"/> Casey Verburg     |
| <input checked="" type="checkbox"/> Niki Jones                          | <input checked="" type="checkbox"/> Christian Lockamy |
| <input checked="" type="checkbox"/> Tom Wisemiller                      |   |
- 

**I. Welcome**

**II. Roll Call**

**III. Approval of Minutes – August 5, 2014**

Motion was made by Mr. King and seconded by Ms. Marshall to approve the meeting minutes from August 5, 2014 as presented. Motion carried unanimously.

**IV. Consideration of Small Business Plan Competition Grant Awards**

Mr. Wisemiller introduced Ms. Casey Verburg.

Ms. Verburg stated that eleven applications were received for the Small Business Plan Competition. Four applicants withdrew their applications.

Applicant Summary:

- Campus Cookies
  - Applicant is Mr. Scott Davidson
  - Business is located on Evans Street in the Super Block
  - Seeks \$15,000 to help expand their business, and locate in the Redevelopment Area

- Offers late night and gift delivery of warm baked to order cookies.
- This is their first location outside of Virginia
- Campus Corner
  - Applicant is Mr. Andrew Denton and Mr. Thomas Alligood
  - Business is located off Fifth Street
  - Seeks \$15,000 to help expand their business and locate in the Redevelopment Area
  - Is an upscale men's clothing store
- Cory Kennedy – State Farm
  - Applicant is Mr. Cory Kennedy
  - Business to purchase and locate at 1109 Charles Blvd.
  - Seeks \$30,000 to help expand business and locate in the Redevelopment Area
  - Provides insurance
  - Will revamp the current building
- Crossfit Greenville
  - Applicant is Mr. Matthew Hines
  - Business is located on Dickinson Avenue
  - Seeks \$15,000 to help expand their business and locate in the Redevelopment Area
  - Is a strengthening and conditioning program and gym
- Dickinson Avenue Public House
  - Applicant is Ms. Kristi Southern, Ms. Tandi Mahn, and Mr. Brad Hufford
  - Business is located off Dickinson Avenue
  - Seeks \$15,000 to help expand their business and locate in the Redevelopment Area
  - Is a restaurant and pub that will offer a variety of food options
- Legacy Series
  - Applicant is Mr. Justin Cobb and Mr. Brandon Johnson
  - Business is looking to locate off Dickinson Avenue
  - Seeks \$15,000 to help expand their business and locate in the Redevelopment Area
  - Manages and plans fitness events across the United States
- Perfect Fit
  - Applicant is Ms. Genevia Hill
  - Business is looking to locate in Uptown Greenville
  - Seeks \$15,000 to help expand their business and locate in the Redevelopment Area
  - A retail establishment that sells healthcare products and related specialty accessories to women

Ms. Siguaw stated that there were some excellent applicants. The sub-committee selected four that would each receive \$15,000.

Ms. Marshall stated that the sub-committee created a scoring sheet which aided them in making a selection.

Ms. Dunn asked if Campus Corner was just expanding.

Ms. Verburg replied yes, they plan to bring in a different line of clothing and be able to market to a broader audience.

Ms. Dunn asked if the physical facility itself was expanding.

Ms. Verburg replied no, they did a major revamp just before the competition.

Ms. Siguaw stated that the subcommittee had recommended Crossfit Greenville, Campus Cookies, Cory Kennedy - State Farm, and Dickinson Avenue Public House.

Mr. King stated that he had a conflict on two of the recommendations. They are clients at his law firm.

Ms. Dunn stated that she may have a conflict with one client; State Farm is where she has her insurance.

Mr. Rees stated that usually one would recuse themselves if they stood to financial gain from the decision.

Motion was made by Mr. King and seconded by Mr. Hatoum to allow Mr. Jeremy King to recuse himself from voting on Cory Kennedy – State Farm and Dickinson Avenue Public House. Motion carried unanimously.

Motion was made by Mr. Patterson and seconded by Ms. Siguaw to approve the grants for the agencies that are consistent and in compliance with program guidelines, namely Crossfit Greenville, Campus Cookies, Cory Kennedy - State Farm, and Dickinson Avenue Public House for \$15,000 each. Motion carried unanimously.

## **V. West 5th Streetscape: Final Presentation**

Mr. Wisemiller introduced Mr. Mark Gardner.

Mr. Gardner gave a brief review of the West Fifth Streetscape study and the 2006 Center City master plan. New elements for this area include the intersection of Tyson Street, Fourteenth Avenue and West Fifth Street.

The Traffic Impact Analysis recommendation for this intersection is to convert it to a roundabout. This intersection does not qualify for a traffic signal.

Landscaping for the roundabout includes creating a mirror image quadrant. Pedestrian connectivity would be strong. It would have parklet plazas, bike racks, crosswalks, civic art provisions, and connectivity to the Chapel on Fifth Street.

The Garrett property is a private property that shares a driveway with City property. The roundabout will eliminate that driveway. The new driveway would come off of Tyson Street.

The streetscape concept theme will be continued in decorative crosswalks, decorative sidewalks, sheltered bus stops, striped bike lanes, decorative lighting, and a vegetation strip.

That intersection will have to be demolished and replaced. Various suggestions were offered for lighting, artwork and commemorative artwork, sitting walls, and vegetation.

Once plans are approved, detours will be put in place for Tyson Street, Fourteenth Avenue and West Fifth Street and the intersection will be shut down.

Ms. Dunn asked if that portion of West Fifth Street was a state road.

Mr. Gardner replied yes.

Ms. Dunn asked if DOT was going to be involved in the funding for this project.

Mr. Gardner replied that the project had only been approved for design and discussion. The funding part is yet to be approved.

Ms. Marshall asked if the low wall in the center of the roundabout would have neighborhood names on all four sides or just two sides.

Mr. Gardner replied that the low wall will have the name of a neighborhood on all four sides.

Ms. Dunn asked if the current signal will be taken out if the roundabout is not approved.

Mr. Gardner replied that right now the City has cooperative agreement with DOT to maintain a signal there. The City does not own enough property around the area to match the 2006 master plan. This intersection does not meet the nine points necessary to have a traffic signal. Stop signs would not provide a safe feel. The roundabout was agreed upon by the committee.

Mr. Woodson asked if this project had gone before City Council.

Mr. Rees replied that it will go before Council; however, this meeting is the last opportunity for any objections.

Ms. Dunn asked if the RDC had supplied the money for the plans.

Mr. Gardner replied yes.

## **VI. Public Comment Period**

There were no comments.

## **VII. Reade to Cotanche Alley Elevator Agreement**

Mr. Rees gave a review of the Cotanche to Reade Street Alley project. Recent items completed included lighting, resurfacing, and better access. We have entered a three party agreement with ECU, the Developer and the Redevelopment Commission that allows the City to be a contributor for the elevator core.

The RDC budgeted \$252,000 for alley improvement and assistance with the elevator core. So far, \$20,170 has been expended for the alley design fee, \$43,420 for the utility relocation, \$93,825 for construction work, and \$100,000 for the elevator core.

The agreement ties the building to the lease for 10 years, at \$10,000 a year. It allows for public access.

There are two actions recommended for consideration. The first action is authorization of the agreement with Green Town Properties, Inc. and No Quarters, LLC to collaborate with those two entities on the provision of elevator access to the building at 207 East Fifth Street.

The second action is authorization for a budget amendment to transfer \$5,500 from the Alley Improvement fund to the Cotanche to Reade Alley fund to cover project costs.

Ms. Dunn asked where the elevator was going to be located.

Mr. Rees delineated the location on a map.

Mr. King asked if the cost for the RDC is the 10 year agreement.

Mr. Rees replied that this is the vehicle the City is using to tie the City to the project. Due to timing of the project, we are unable to get in on the front end, so this allows the City to fulfill its commitment to the project.

Ms. Dunn asked who currently owns the building.

Mr. Rees replied that it is a development doing business as No Quarter.

Ms. Siguaw asked if the elevator will serve multiple businesses.

Mr. Rees replied yes.

Ms. Dunn asked if this was a commitment of public funds to maintain that elevator.

Mr. Rees replied no; the agreement specifically excludes maintenance.

Mr. King asked if the RDC cost is \$100,000 fixed.

Mr. Rees replied yes.

Ms. Dunn asked what guarantee does the City have that this project will come to fruition and what safeguards are in place if it doesn't.

Mr. Rees replied that the City will not cut a check until the elevator project is done.

Ms. Marshall asked who will maintenance the elevator.

Mr. Rees replied that the developer must maintain it.

Motion was made by Ms. Marshall and seconded by Mr. Patterson to authorize the agreement with Green Town Properties, Inc. and No Quarters, LLC to collaborate with those two entities on the provision of elevator access to the building at 207 East Fifth Street. Motion carried unanimously.

Motion was made by Ms. Marshall and seconded by Mr. King to authorize a budget amendment to transfer \$5,500 from the Alley Improvement fund to the Cotanche to Reade Alley fund to cover project costs. Motion carried unanimously.

Mr. King asked what the balance was for the Alley Improvement budget.

Mr. Rees replied \$40,000.

### **VIII. Update on Hodges Alley Improvements**

Mr. Rees stated that one of the earliest projects of the Redevelopment Commission using the 2004 General Obligation Bond funds was the complete rebuilding of the streetscape and Hodges parking lot, Cotanche, and Reade. One section of alleyway was left out. The new business owners have done quite a bit of work in this area and are interested in seeing some improvements in this alley. The RDC has an available budget of \$34,000 for these improvements. The proposed project includes resurfacing of approximately 40 linear feet of alley and addition of one or two planters near the entrance.

Ms. Dunn asked who owns alley.

Mr. Rees replied the City of Greenville.

Mr. King asked if this was the last alley.

Mr. Rees replied yes. This alley is in good shape.

Ms. Siguaw asked about the alley behinds Scullery. Will the City need to do this alley too?

Mr. Rees replied that this alley is privately owned and the City does not have access to it yet.

Ms. Siguaw asked if allowed access at some point would we have to do that alley also.

Mr. Rees replied that the City doesn't have to do it, but it would be suggested. The City does need to commit all the funds in that account by the end of this calendar year.

Ms. Dunn asked if there were any plans for putting lights in the alley.

Mr. Rees replied that there were no plans for public lighting. The businesses have private lights in there.

### **IX. Update on Imperial Brownfield Agreement**

Mr. Wisemiller gave the update on the Imperial Brownfield Agreement. He briefly reviewed the background of the Imperial site. The City has received multiple assessment grants from the EPA and one \$400,000 clean-up grant. The State provides liability protection for redevelopers who did not cause the contamination but want to develop the property.

The draft of the Imperial Brownfield planning does not include single-family residents. We can still do multi-unit housing, light industrial, office, restaurant, or retail construction. The next step



is to finalize the draft once there is agreement between the State and the City. Once agreement has been reached, the City can start on the next phase of clean-up.

Ms. Dunn asked what kind of multi-unit housing was being considered.

Mr. Wisemiller replied that it could potentially be a residential type like Nathaniel Village.

Ms. Dunn asked if student housing could be put in there.

Mr. Wisemiller replied yes, just not single-family housing.

Ms. Dunn asked about use of the transit system.

Mr. Wisemiller replied that the GTAC is next door to Imperial. There could be transit bus stops in the area.

Ms. Dunn asked if the project developer was the City.

Mr. Wisemiller replied yes, for purposes of the agreement, the City is the prospective developer.

## **X. Report from Secretary**

### **a. Monthly Financial Report**

Mr. Flood gave the monthly financial report. A hand out was distributed to the commission for review.

Mr. King stated that he did not see the adjustment from last month and asked if the balance for Uptown Alley Improvements was actually less.

Mr. Flood replied yes, the money has not been paid out yet.

Ms. Dunn asked if these are bond funds and if there is a time frame that they must be encumbered or spent.

Mr. Flood replied yes, the funds must be obligated for a project by the end of this calendar year.

## **XI. Comments from Commission Members**

There were no comments.

## **XII. Closed Session**

Mr. Rees read the purpose for closed session in to the record as follows: To prevent the disclosure of information that is privileged or confidential pursuant to the law of this State or of the United States, or not considered a public record within the meaning of Chapter 132 of the General Statutes, said law rendering the information as privileged or confidential being the Open Meetings Law.

To establish or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating the price and other material terms of a contract or proposed contract for the acquisition of real property by purchase, option, exchange, or lease pertaining to tax parcels numbers 13546, 01760, 22418, 11901, 13314, 04475, 04474, 17928, and 15529.

Motion was made by Mr. King and seconded by Mr. Hatoum to enter into closed session.  
Motion carried unanimously.

Motion was made by Mr. King and seconded by Mr. Patterson to move out of closed session and back into open session. Motion carried unanimously.

Motion was made by Mr. King and seconded by Mr. Patterson to authorize staff to move forward with the acquisition of 650 Atlantic Avenue and 431 Bonners Lane for \$58,517.71.  
Motion carried unanimously.

Motion was made by Mr. King and seconded by Mr. Patterson to authorize staff to move forward with the acquisition of 700 Pamlico Avenue for \$32,400.00.

### **XIII. Adjournment**

Motion was made by Mr. Patterson and seconded by Ms. Dunn to adjourn the RDC meeting.  
Motion carried unanimously.

Respectfully submitted,

Carl J. Rees, Economic Development Manager  
The City of Greenville Community Development Department



**REDEVELOPMENT  
COMMISSION**

## **Center City – West Greenville Business Plan Competition Guidelines**

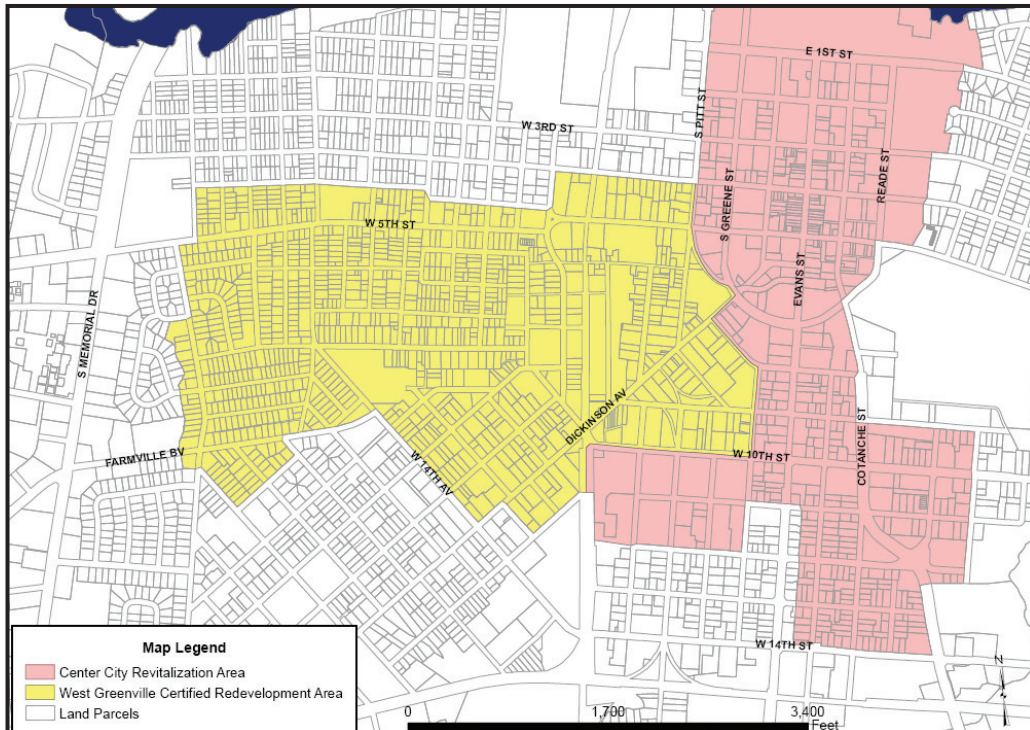
**Due Dates: July 1 and Dec. 1**  
For further information contact:  
Ms. Casey Verburg  
(252) 329-4111  
cverburg@greenvillenc.gov

### **1.0 INTRODUCTION:**

The priority placed on re-seeding Greenville’s redevelopment areas with home grown, prosperous commercial enterprises is made clear by the adopted Center City/West Greenville Revitalization Plan which includes broad goals of:

***“Increasing the economic competitiveness of the revitalization area” and “Repositioning the downtown as a vibrant activity center for the city and region”***

As such, the Greenville Redevelopment Commission has authorized the Business Plan Competition in order to provide an incentive to small business owners and other entrepreneurs to create or expand businesses within the Center City - West Greenville Redevelopment Areas (See map below). These guidelines will be used by the Greenville Redevelopment Commission and associated staff in evaluating submissions for the competition.



Map 1

Submissions will be accepted twice a year with due dates of July 1 and December 1. Awards will typically be made within 90 days of submission. ~~(See table in Section 6.1 for a typical grant timeline)~~ The availability of grant funds from year to year is based on continued authorization of the program by the Redevelopment Commission and funding from the Greenville City Council.

## **2.0 PURPOSE**

The purpose of the Business Plan Competition is to provide an economic incentive to small business owners and other entrepreneurs both from within and without the redevelopment areas to create or expand small business enterprises and create jobs within the bounds of the Center City - West Greenville Redevelopment Areas.

## **3.0 ELIGIBILITY**

- 3.1 Business plan submissions are limited to existing or start-up small businesses that are primarily located, or intend to locate within the boundaries of the Center City - West Greenville Redevelopment Areas.
- 3.2 Submitting entities must be a for-profit business whose tangible net worth is not in excess of \$7.5 million, and whose average net income after Federal income taxes (excluding any carry-over losses) for the preceding two completed fiscal years is not in excess of \$2.5 million. Businesses must be registered with the North Carolina Secretary of State's Office.
- 3.3 All proposals must meet State building code requirements as well as City or Greenville code requirements and must be in conformance with the future zoning requirements specified in the Center City – West Greenville Revitalization Plan.
- 3.4 City/County taxes for any business or individual requesting grant funds cannot be delinquent. In cases where there are delinquent city/county taxes, the applicant(s) must attach a receipt to show ad valorem taxes are current or must attach a copy of the work-out agreement with the Pitt County Tax Collector's Office.
- 3.5 Examples of eligible uses of grant funding include:
  - ✓ Working capital or operating funds
  - ✓ Purchase of equipment, commercial use vehicles or machinery
  - ✓ Improvements to owner occupied property
  - ✓ Leasehold improvements
  - ✓ Expansion of business services or products
  - ✓ Other uses considered according to business plan

## **4.0 FUNDING**

Provided that funding is available, up to four awards of \$15,000, or 10% of the total business

investment with a cap of \$30,000 (whichever is greater) may be made at the sole discretion of the Redevelopment Commission in each grant cycle.

Typically, grant awards will be distributed equally between the Center City and West Greenville revitalization areas with as many as two awards made to businesses in each area. Business Plan Competition Grant funds are distributed as a zero interest loan forgivable over a three (3) year period at one third of the award per year for each year the business operates primarily within the Center City - West Greenville Redevelopment Area and meets all other program criteria. Failure to comply with the program guidelines will result in efforts to recapture grant funding on a pro-rata basis.

## 5.0 APPLICATION AND SELECTION

- 5.1 It is mandatory that those considering entering a submission in the competition enroll in the three-session small business seminars provided free of charge by the Greenville office of the North Carolina Small Business and Technology Development Center (SBTDC) or similar business seminars offered by the Pitt Community College Small Business Center, SCORE, and Exceed prior to the submission deadline. Applicants should note that the Redevelopment Commission will take into consideration attendance at business seminars such as those described above as part of the “applicant experience” in the scoring criteria listed in section seven. ~~A listing of organizations approved to provide free business counseling assistance is included in this application package as attachment “D”.~~
- 5.2 Business plan submissions must be completed in accordance with the business plan outline provided in this package ~~and listed as attachment “B”.~~
- 5.3 Business plan submissions must be accompanied by the application, security documents and employment forms included in this package ~~listed as attachment “A”.~~ Each individual owner of 20% or more of the business must sign the application and associated documents.
- 5.4 Submitting entities will be required to provide profit/loss statements, federal income tax statements and other financial documents as necessary to demonstrate compliance with small business and other eligibility requirements.
- 5.5 ~~Fully completed submissions turned in by the applicable deadline will receive an initial review by a selection subcommittee made up of City staff and Redevelopment Commission members. A voluntary informal interview with the selection committee is also offered at the submission stage. During this interview, selection committee members will share general comments about the application with the applicant. Following the initial application review, applicants will have additional time to make revisions before the Redevelopment Commission considers the applications and makes grant awards.~~
- 5.6 All submitting entities will receive notification ~~via U.S. Mail~~ as to their status. ~~Applicants that are not selected for funding are required to wait a minimum of twelve (12) months from the date of the original submission before resubmitting the same,~~

~~or substantially similar business plan. (Applicants are eligible to submit business plan proposals for substantially different projects at any time.)~~

## 6.0 DISBURSEMENT OF GRANT FUNDS

- 6.1 Those submitting a winning business plan will be required to accept the grant award via the signing of a promissory note within thirty (30) days of award notification. Funds must start to be utilized for the purpose described in the business plan within six (6) months of grant acceptance. The three-year compliance period for this program begins with the date on which the funds are accepted.

TYPICAL GRANT TIMELINE

TIME	ACTIVITY	NOTES
July 1	Due Date	Complete business plan and application due
July 15	Informal Interviews	Comments returned to applicant
August 15	Final draft of business plan due	No late submissions accepted
September 7	Redevelopment Commission Meeting	Commission makes awards
October 7	Promissory note, Deed of Trust, and/or Unified Commercial Code signed	Applicant has 6 months from this date to request disbursement of funds and 3 years from this date to comply with terms of the program

- 6.2 Following the disbursement of funds, recipients will be required to certify each year on or near the anniversary of grant acceptance that they have attended quarterly post-award business counseling facilitated by an individual or organization that has been previously approved by the Redevelopment Commission of Greenville and that the granted funds continue to be used in accordance with their business plan proposal. ~~These applicants who have received funding through the job creation category will also be required to certify that full time positions remain on the company's payroll in the created positions. The Redevelopment Commission will verify the required employment information via review of the business's NCUI-101 forms that are submitted quarterly to the North Carolina Employment Security Commission.~~ This requirement remains in effect during the entire three-year compliance period.

- 6.3 ~~Each year, on or about the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> anniversaries of grant award, grantees or their representative will be required to present a report to the Redevelopment Commission in which the grantee provides updated information regarding the use of grant funds, the status of the business enterprise, along with any other information that will help the Redevelopment Commission to establish that the grant funds are being used for the purpose that they were awarded. This report shall be made in person by the grantee or his/her representative at a regular meeting of the Redevelopment Commission.~~

- 6.4 The Redevelopment Commission of Greenville will not make awards to the same business enterprise within a thirty-six (36) month period.
- 6.5 ~~The disbursement of funds for the job creation incentive will occur after the position has been in place for two (2) consecutive quarters as evidenced by monitoring the submissions of the NCUI 101 form to the State of North Carolina.~~

## 7.0 SCORING

- 7.1 All business plans will be scored in accordance with the Business Plan Evaluation Criteria included in this package as attachment “C”
- 7.2 Other scoring factors that will be taken into consideration by the Redevelopment Commission include:
- ✧ **Cash flow** – Evidence that the business venture is or will bring in more revenue than expenditures at the end of an accounting period.
  - ✧ **Credit History** – Applicant/s should have demonstrated the responsible use of credit either as individuals or for their business ventures. Applicant/s should not have any active liens or judgments on their credit
  - ✧ **Employees** - The number of full or part time, low and moderate income employees that the proposed business intends to hire. The income test for this purpose will include any employees whose total annual income in the previous tax year did not exceed 80% of the area median income.
  - ✧ **Equity** - Level of equity brought by applicant/s to the project. Equity may include cash, real estate, equipment or inventory.
  - ✧ **Experience** - Applicant’s level of experience with the specific business type as well as other general employment, educational and management experience. Attendance at small business seminars such as those described in section 5.1 may be cited in place of or in addition to other formal education or business related experience.



## Center City – West Greenville Business Plan Competition Guidelines

### 1.0 INTRODUCTION:

The priority placed on re-seeding Greenville’s redevelopment areas with home grown, prosperous commercial enterprises is made clear by the adopted Center City/West Greenville Revitalization Plan which includes broad goals of:

*“Increasing the economic competitiveness of the revitalization area” and “Repositioning the downtown as a vibrant activity center for the city and region”*

As such, the Greenville Redevelopment Commission has authorized the Business Plan Competition in order to provide an incentive to small business owners and other entrepreneurs to create or expand businesses within the Center City - West Greenville Redevelopment Areas {See map}. These guidelines will be used by the Greenville Redevelopment Commission and associated staff in evaluating submissions for the competition.

Submissions will be accepted twice a year with due dates of **July 1** and **December 1**. Awards will typically be made within 90 days of submission. The availability of grant funds from year to year is based on continued authorization of the program by the Redevelopment Commission and funding from the Greenville City Council.

### 2.0 PURPOSE

The purpose of the Business Plan Competition is to provide an economic incentive to small business owners and other entrepreneurs both from within and without the redevelopment areas to create or expand small business enterprises and create jobs within the bounds of the Center City - West Greenville Redevelopment Areas.

### 3.0 ELIGIBILITY

- 3.1 Business plan submissions are limited to existing or start-up small businesses that are primarily located, or intend to locate within the boundaries of the Center City - West Greenville Redevelopment Areas.
- 3.2 Submitting entities must be a for-profit business whose tangible net worth is not in excess of \$7.5 million, and whose average net income after Federal income taxes (excluding any carry-over losses) for the preceding two completed fiscal years is not in excess of \$2.5 million. Businesses must be registered with the North Carolina Secretary of State’s Office.
- 3.3 All proposals must meet State building code requirements as well as City of Greenville code requirements and must be in conformance with the future zoning requirements specified in the Center City – West Greenville Revitalization Plan.



- 3.4 City/County taxes for any business or individual requesting grant funds cannot be delinquent. In cases where there are delinquent city/county taxes, the applicant(s) must attach a receipt to show ad valorem taxes are current or must attach a copy of the work-out agreement with the Pitt County Tax Collector's Office.
- 3.5 Examples of eligible uses of grant funding include:
- Working capital or operating funds
  - Purchase of equipment, commercial use vehicles or machinery
  - Improvements to owner occupied property
  - Leasehold improvements
  - Expansion of business services or products
  - Other uses considered according to business plan

#### **4.0 FUNDING**

Provided that funding is available, up to four awards of \$15,000, or 10% of the total business investment with a cap of \$30,000 (whichever is greater) may be made at the sole discretion of the Redevelopment Commission in each grant cycle.

Typically, grant awards will be distributed equally between the Center City and West Greenville revitalization areas with as many as two awards made to businesses in each area. Business Plan Competition Grant funds are distributed as a zero interest loan forgivable over a three (3) year period at one third of the award per year for each year the business operates within the approved area show on the attached map. Failure to comply with the program guidelines or closing of the business will result in efforts to recapture grant funding on a pro-rata basis.

#### **5.0 APPLICATION AND SELECTION**

- 5.1 It is mandatory that those considering entering a submission in the competition enroll in at least three small business seminars provided free of charge by the Greenville office of the Small Business and Technology Development Center (SBTDC), Pitt Community College Small Business Center, or similar business seminars offered by local organizations prior to the submission deadline. Applicants should note that the Redevelopment Commission will take into consideration attendance at business seminars such as those described above as part of the "applicant experience".
- 5.2 Business plan submissions must be completed in accordance with the business plan outline, and checklist provided in this package.
- 5.3 Business plan submissions must be accompanied by the application, security documents and financial information included in this package. Each individual owner of 20% or more of the business must sign the application and associated documents.
- 5.4 If a submitting application is found to be incomplete the applicant will have 1 week to turn in all missing information. If all information is received the applicant can proceed with the process. If information remains missing, the application will be rejected, and the applicant

may resubmit during the next grant cycle.

- 5.5 Existing companies submitting applications will be required to provide profit/loss statements, federal income tax statements, five-year projections, and other financial documents as necessary to demonstrate compliance with small business and other eligibility requirements. New companies will be required to provide personal tax records from the previous year, and five-year projections.
- 5.6 Fully completed submissions turned in by the applicable deadline will receive an interview by a selection subcommittee made up of City staff and Redevelopment Commission members. An interview with the selection committee is scheduled after the application has been submitted, and all criteria have been met. The interview is the final step in the application process. During this interview, selection committee members will share general comments about the application with the applicant. Following the interview, the committee members may request additional information from the applicant through the program manager.
- 5.7 Following the interview, business plans are then brought to the Redevelopment Commission, where the subcommittee will make recommendations based on the business plans, interviews, and provided information.
- 5.8 All submitting entities will receive notification as to their status. If an applicant is missing information and does not receive an interview, they can reapply during the next cycle. First time applicants that are not selected for funding are required to wait a minimum of six (6) months before applying again. If the applicant is not selected upon their second submission, they must wait twelve (12) months before resubmitting their business plan. (Applicants are eligible to submit business plan proposals for substantially different projects at any time.)

## 6.0 DISBURSEMENT OF GRANT FUNDS

- 6.1 Those applicants selected for the business plan award will be required to accept the grant award via the signing of a promissory note within thirty (30) days of award notification. Funds must start to be utilized for the purpose described in the business plan within six (6) months of grant acceptance. The three-year compliance period for this program begins with the date on which the funds are accepted.

EXAMPLE GRANT TIMELINE

TIME	ACTIVITY	NOTES
July 1	Due Date	Complete business plan and application due.
July 20	Interviews	Comments returned to applicant.
August 5	Redevelopment Commission Meeting	Selection committee makes recommendation and winners are selected.
September 7	Promissory note, Deed of Trust, and/or Unified Commercial Code signed	Applicant has 6 months from this date to request disbursement of funds and 3 years from this date to comply with terms of the program.

- 6.2 Following the disbursement of funds, recipients will be required to certify each year on or near the anniversary of grant acceptance that they continue to use the granted funds in accordance with their business plan proposal. This requirement remains in effect during the entire three-year compliance period.
- 6.3 The Redevelopment Commission of Greenville will not make awards to the same business enterprise within a thirty-six (36) month period.
- 6.4 Applicants who are awarded the grant are asked to attend the next month's Redevelopment Commission meeting to present and officially accept the grant.

## 7.0 SCORING

- 7.1 Scoring factors that will be taken into consideration by the Redevelopment Commission include:
- **Cash flow** – Evidence that the business venture is or will bring in more revenue than expenditures at the end of an accounting period.
  - **Credit History** – Applicant/s should have demonstrated the responsible use of credit either as individuals or for their business ventures. Applicant/s should not have any active liens or judgments on their credit
  - **Employees** - The number of full or part time, low and moderate income employees that the proposed business intends to hire. The income test for this purpose will include any employees whose total annual income in the previous tax year did not exceed 80% of the area median income.
  - **Equity** - Level of equity brought by applicant/s to the project. Equity may include cash, real estate, equipment or inventory.
  - **Experience** - Applicant's level of experience with the specific business type as well as other general employment, educational and management experience. Attendance at small business seminars such as those described in section 5.1 may be cited in place of or in addition to other formal education or business related experience.

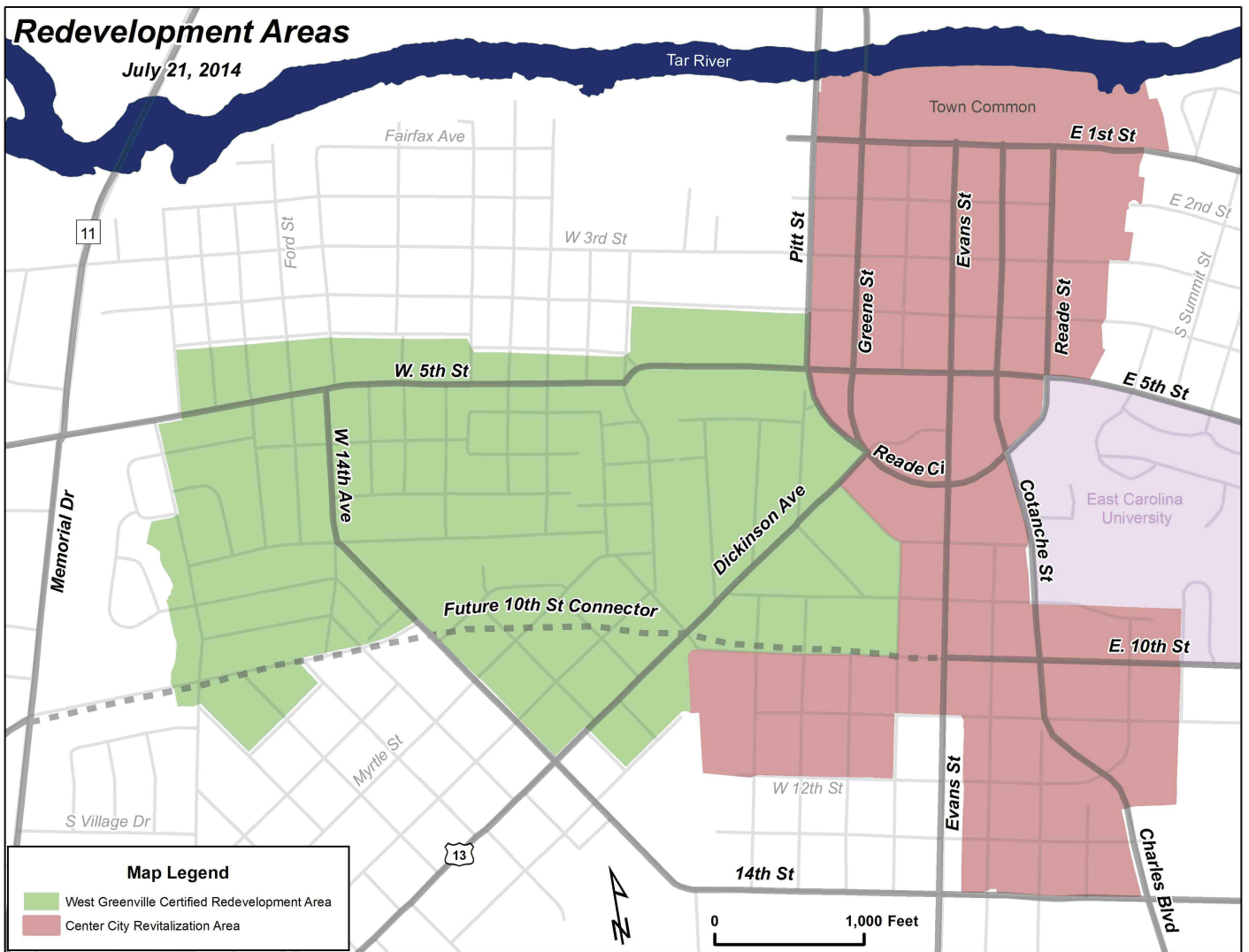
### **For more information please contact:**

Casey Verburg  
Project Coordinator  
252.329.4111  
cverburg@greenvillenc.gov



### Center City – West Greenville Business Plan Competition Map

Map of Approved Location:







## Center City - West Greenville Business Plan Competition Outline

### I. Cover Page

- A. Name of company
- B. Company address
- C. Company phone numbers and email
- D. Logo
- E. Names, titles, and addresses of owners
- F. Month and year the plan was completed
- G. Indicate that the plan is "Confidential"

### II. Table of Contents

- A. List each section with page numbers, along with all attachments, illustrations and maps.

### III. Executive Summary

- A. Brief, one-page summary that represents the various sections of the business plan.

### IV. Description of the Business

- A. What does the business do?
- B. Who will the primary customer group(s) be?
- C. What geographic market does your business serve?  
*If an existing business:*
- D. What is the history of the business?
- E. How will your management improve the business?
- F. What changes do you plan to make?

### V. The Market Plan

- A. Description of industry
  1. Background of industry
  2. Current and future industry trends
  3. Business fit in industry
- B. Your Market
  1. Customer profile and target market
  2. Description (socio-economic, demographic, geographic) of market area
  3. Size of market
  4. Market potential
  5. Market trends
- C. Competition
  1. Direct Competition - These are businesses that are in the same market area and offer the same product, such as two restaurants or a movie theater and a video rental store.

- 2. Indirect Competition - These are the businesses that are in the same market area, but offer an alternative to your business, such as a movie theater and a sports arena.
- 3. Evaluation of Competition - Describe their strengths, weaknesses, size, age, status.
- 4. Competitive Advantage - Compare your business to the competitors and how each is similar and different. Then describe how your business will offer a unique product or service that will gain and maintain your market share.
- D. What are the strategies to reach your target markets?
  - 1. Market Positioning
  - 2. Marketing Tactics
  - 3. Packaging
  - 4. Pricing
  - 5. Promotion
  - 6. Distribution
  - 7. Advertising
  - 8. Public Relations
  - 9. Customer Service

## **VI. Management Structure and Organization**

- A. Legal form of ownership
- B. Describe your Organizational Structure, and who does what (include a chart if necessary)
- C. Management and Personnel
  - 1. How does your background and business experience help you in this business?
  - 2. Describe your management team.
  - 3. Identify their strengths and weaknesses.
  - 4. What will be their duties and responsibilities?
  - 5. Clearly list their job descriptions.
  - 6. Will you have to train people, and at what cost?
- D. Are there additional resources or advisors?

## **VII. Business Operations**

- A. Location
  - 1. What is your business address and why did you choose that location?
  - 2. Will the building be owned or leased?
  - 3. What are the terms and length of the lease contract?
  - 4. What renovations will be needed and at what cost?
  - 5. Describe the neighborhood (improving, stable, deteriorating)
- B. Licenses and Permits
  - 1. Is your business name registered with the Secretary of State and local county Register of Deeds?
  - 2. How will you be impacted by local zoning ordinances?
  - 3. What other licenses or permits will you be required to obtain?

## **VIII. Risk Management**

- A. What types of insurance will your business need?

- B. How will you recover if your business fails?
- C. How will you repay any business debts if your business fails?

### **IX. Exit Strategy**

- A. How are you planning to get out of your business?
- B. Are you building a business to sell?
- C. Are you building a business to pass on to your heirs?

### **X. Action Plan**

- A. Create a three year action plan with a timeline listing milestones for the company.

### **XI. Financial Plan**

- A. Start-up investment requirements
  - 1. Start-up costs
  - 2. Business needs / capital equipment list / existing equipment
  - 3. Source and use of funds statement
- B. Cash Flow Projections
  - 1. Monthly Estimate of revenue and expenses.
  - 2. Assumptions - Basis for where the numbers come from in the estimates.
  - 3. Break-even Analysis - when do sales revenues cover expenses?
- C. For Existing Businesses
  - 1. Income Statement, dated within 90 days.
  - 2. Balance Sheet, dated within 90 days.
  - 3. Tax returns for the prior 3 years.
  - 4. 5-year projections
- D. For New Businesses
  - 1. Personal tax returns for previous year.
  - 2. 5-year projections for new business.





Center City - West Greenville
Business Plan Competition Guidelines

Business Name \_\_\_\_\_ How did you learn of this program? \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_ Federal Tax ID # (if incorporated) \_\_\_\_\_

Type of Business \_\_\_\_\_

Legal Structure (check one)

- Legal structure options: C Corporation, S Corporation, Nonprofit Corporation, Legal Partnership, Sole Proprietorship, Limited Liability Corporation

Contact Person \_\_\_\_\_ Business Phone ( ) \_\_\_\_\_

Home Phone ( ) \_\_\_\_\_ E-Mail \_\_\_\_\_

Number of employees now \_\_\_\_\_ How many jobs will this plan create? \_\_\_\_\_

Briefly describe the business for which you are submitting this application: \_\_\_\_\_

BUSINESS INFORMATION:

Use of Funds Total uses should equal total sources. Sources of Funds Total sources should equal total uses.

Table with 2 columns: Category and Amount. Rows include Land and/or Building Purchases, New Building Construction, Building Improvements, Machinery and Equipment, Inventory, Working Capital, Other, Total Uses, and Total Sources.

**CERTIFICATION AND ACKNOWLEDGMENTS:**

Please read the following and complete the information below.

The undersigned hereby certifies that the information contained in this application and related materials are true and correct. The undersigned hereby affirms that he or she does not discriminate on the basis of race, color, religion, national origin, gender, marital status or age.

**ATTENDANCE AT BUSINESS SEMINAR**

Attendance at small business seminars sponsored by the Small Business Technology Development Center or Pitt Community College Small Business Center are encouraged and may be used to help meet business related experience requirements for this grant program. Please list any seminars recently attended.

Name and sponsor of seminar: \_\_\_\_\_

Dates of seminars: \_\_\_\_\_

**RELEASE:** The undersigned acknowledges that the City of Greenville is authorized to make all inquiries deemed necessary to verify the accuracy of this statement and to determine the creditworthiness of the applicant/s. Although certain information deemed to be a "trade secret" under the North Carolina General Statutes is privileged, this application and all supporting documentation shall be considered as public record.

Each individual owner of 20% or more of this business must sign below and fill in the other information requested.

Name (print) \_\_\_\_\_ Name (print) \_\_\_\_\_ Name (print) \_\_\_\_\_

Address \_\_\_\_\_ Address \_\_\_\_\_ Address \_\_\_\_\_

\_\_\_\_\_

SSN or TIN \_\_\_/\_\_\_/\_\_\_ SSN or TIN \_\_\_/\_\_\_/\_\_\_ SSN or TIN \_\_\_/\_\_\_/\_\_\_

Date of Birth \_\_\_\_\_ Date of Birth \_\_\_\_\_ Date of Birth \_\_\_\_\_

% Ownership \_\_\_\_\_ % Ownership \_\_\_\_\_ % Ownership \_\_\_\_\_

Title/Function \_\_\_\_\_ Title/Function \_\_\_\_\_ Title/Function \_\_\_\_\_

Signature \_\_\_\_\_ Signature \_\_\_\_\_ Signature \_\_\_\_\_

Date \_\_\_\_\_ Date \_\_\_\_\_ Date \_\_\_\_\_



### **Small Business Plan Competition Checklist**

When turning in your application please go through the checklist with the advisor for the Small Business Plan Competition, and make sure all the information below is included. If any of the information below is not included, the plan can be rejected by the committee.

#### **Existing Business**

- Business Plan complete with application, cover page, and plan.
- Clear understanding of company's expansions plans.
- Current location or proposed new location, written in the document.
- Past 3 years financial information for company. (tax returns)
- Five year financial projections.

#### **New Business**

- Business Plan complete with application, cover page, and plan.
- Clear understanding of company's expansions plans.
- Ideal location written in the business plan.
- Five year financial projections.
- Personal tax records for the most recent year.

\_\_\_\_\_  
Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
City Official

\_\_\_\_\_  
Date



September 30, 2014

City of Greenville Redevelopment Commission  
Council Chambers, Third Floor of City Hall  
200 West Fifth Street  
Greenville, NC 27834

Re: Uptown Theater

Dear Redevelopment Commission:

The Magnolia Arts Center has decided not to participate in the Uptown Theater RFI process. Thank you for your consideration.

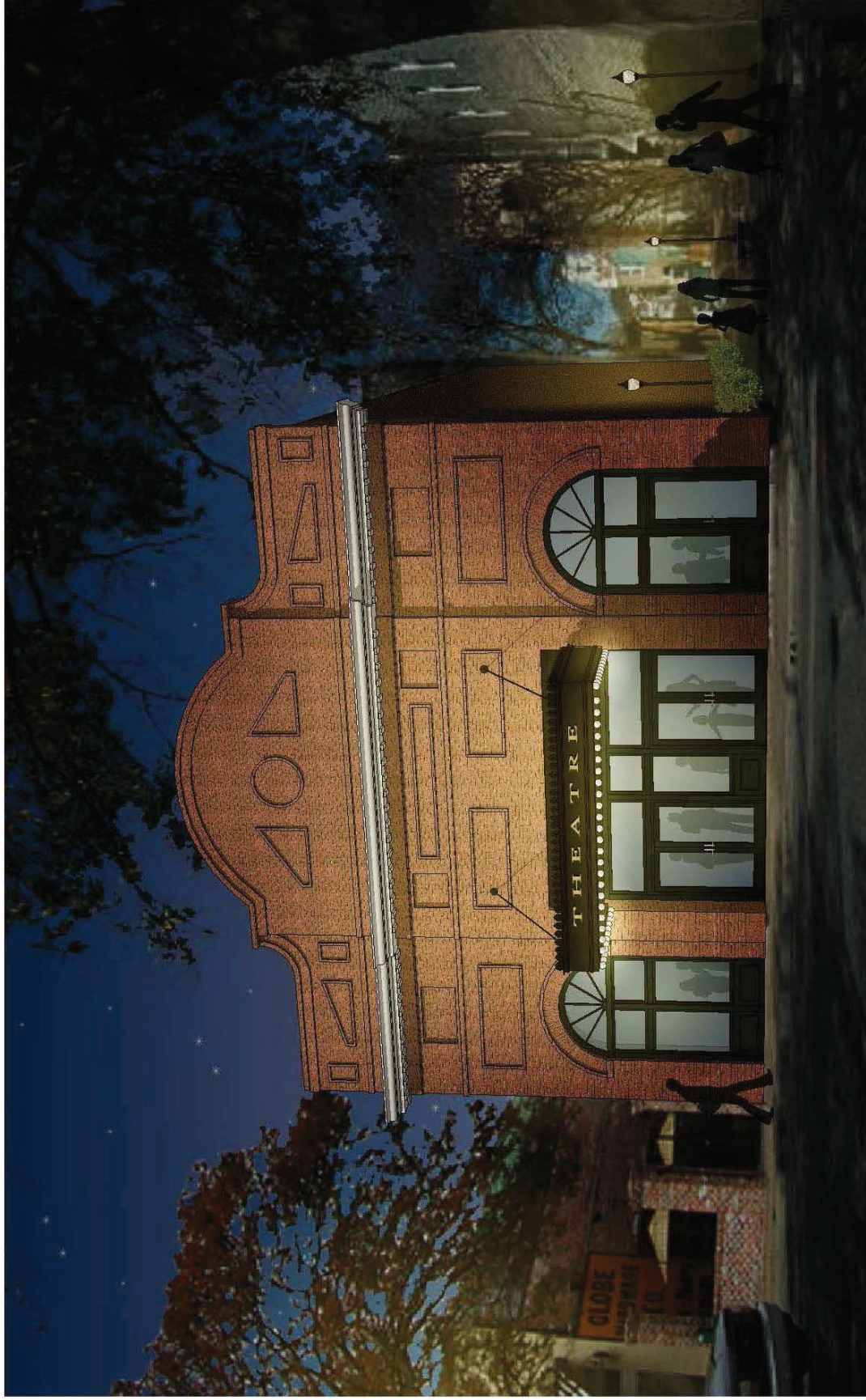
Good luck with your efforts to improve Greenville!

Cordially,

A handwritten signature in black ink that reads "C.C. Moore, Jr." The signature is written in a cursive, slightly slanted style.

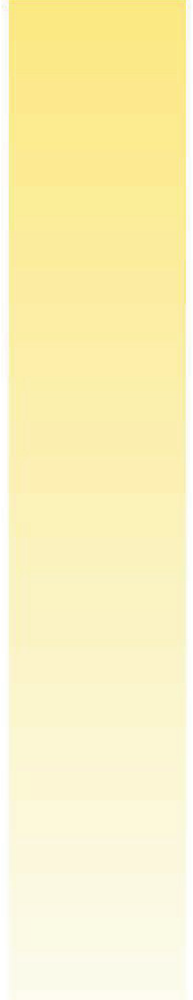
Collice Moore, Jr., At-Large Board Member, The Magnolia Arts Center

Response: Request for Information – Uptown Greenville Theater Revitalization Project



**DUNN &  
DALTON**

ARCHITECTS



## Response: Request for Information – Uptown Greenville Theater Revitalization Project

9-30-14

**Bianca Shoneman**  
Executive Director, Uptown Greenville

**Subject: CommunitySmith/Rehab/Lincoln – RFI Response**

Thank you for the opportunity to discuss this project again. Dating back to 2012, we have remained interested in seeing the successful redevelopment of the State Theatre and have had many positive discussions with City officials, the local theatre/arts community. In 2012, we approached Uptown Greenville about CommunitySmith and Rehab Development assembling the same “Superblock” development team to redevelop the building, populate with an established operator, and extend the Theater’s useful life and its re-contribution to the community.

While many well-intended efforts were made, it has been evident that there has been significant trouble making progress in getting the building renovations underway as soon as previously hoped. Given the 5+ years of continued deterioration, all additional time takes toll on the building and structure making it all the more difficult and expensive to restore.

Our team proposes that the Redevelopment Commission transfer the property to the CommunitySmith/Rehab/Lincoln Team allowing the ability to directly involve professionals with proven track records of success in both historic redevelopment and the operation of top-notch entertainment venues.

Furthermore, we are confident that this could allow the type of flexibility that our development team has recently utilized in Downtown Wilson with our Nash Street Lofts project (completed December 2013) where we utilized NC General Statute 160A-279 to convey the property from the City to Wilson Downtown Properties, a non-profit entity for the public purpose of redevelopment of a blighted area.

**Our opinion is that the best scenario involves getting the property transferred to, or otherwise involving, private owners with significant,**

**requisite experience in this field, who can use the Historic Tax Credits by self-syndicating (i.e. using the credits amongst the members of the partnership, not syndicating). Otherwise, based on our findings we are not optimistic that an efficient financial model can be built to make this a cash flow positive outcome.**

The end goal can be accomplished sooner and cleaner by involving an established private operator/end-user willing to provide the flexibility needed to make this truly a community establishment that serves a multitude of users/events. In that scenario, the Lincoln Theatre team has expressed keen interest in involvement in other important areas such as programming for concerts at 5 Points, the Town Common, and possibly elsewhere.

In a true partnership with such collaborators as the City, Uptown Greenville, ECU, and local cultural arts groups, we can successfully implement this plan for the historic redevelopment of the State Theater.

**In Pursuit of the opportunity and as a show of interest in being the most capable group, Development Team has obtained the following:**

Basic schematic design including key interior building measurements completed by Dunn & Dalton Architects.

Project proforma including analysis of expected borrowing requirements and cost information.

Estimates of expected construction costs, architectural and engineering services, and project management costs.

We truly appreciate the opportunity to express our sincere interest in this exciting project and hope to have an occasion to discuss with you in the near future.

Yours Truly,



Holton Wilkerson, Managing Partner



CommunitySmith



CommunitySmith



Rehab Builders, Inc.  
Winston-Salem, NC



DUNN &  
DALTON  
ARCHITECTS



REHAB DEVELOPMENT

## Response: Request for Information – Uptown Greenville Theater Revitalization Project

**Development Team: CommunitySmith, Rehab Development, Dunn & Dalton Architects**

### **About Community Smith (Established 2012)**

CommunitySmith is a private development organization that specializes in identifying commercial properties in the region that are good candidates for redevelopment. CommunitySmith works cooperatively with public officials, private participants, city staff and community members to identify projects and create partnerships to reimagine and revitalize properties. The organization's partners have expertise in adaptive reuse and redevelopment, community revitalization, historic preservation, urban infill, economic development, municipal relations, public-private partnerships and building/enabling community equity. For more information see <http://communitysmith.com/>.

### **About Rehab Development (Established 2008)**

Rehab Development, Inc. is a design-build development company highly skilled and experienced in the disciplines of downtown Main Street revitalization, historic preservation and successful public/private partnership formation. Our goal is to help bring quality downtown living and economic revitalization back to traditional Main Street America. By partnering with our brother & sister companies, Rehab Builders and Rehab Engineering, we are able to streamline the development process and perform 100% turn-key projects. Based in Winston-Salem North Carolina, our firm focuses on assisting Main Street revitalization efforts all over NC, SC, and VA. For more information see [www.rehab-development.com](http://www.rehab-development.com).

### **CommunitySmith/Rehab Development Joint Ventures:**

CommunitySmith is currently partnering with Rehab Development (along with Rehab Builders, Rehab Engineering, and Dunn & Dalton Architects) on numerous historic redevelopment projects in Uptown Greenville (“Superblock”), Historic Downtown Wilson, NC where both private and public funds are being utilized to transform underperforming, vacant Historic buildings into upscale, market-rate loft apartments and “live-work” units (Wilson) or high-end mixed-use office and retail space (Greenville).

In addition to the projects in Greenville, Dunn & Dalton and Rehab Builders have successfully completed at least 19 historic preservation / adaptive re-use projects together to date in NC, VA, and MD that involved almost 3 dozen individual buildings.



## Response: Request for Information – Uptown Greenville Theater Revitalization Project

### CommunitySmith/Rehab Development Joint Venture Projects Information:

- > [5th/Cotanche Historic Redevelopment \(Uptown Greenville, NC\)](#)
  - o ~20,000 square foot mixed-use, adaptive re-use, historic redevelopment project anchored by East Carolina University's Office of the Registrar
  - o Superblock news: <http://www.reflector.com/news/8216superblock8217-approaches-completion-2448189>
- > [Nash Street Lofts \(Wilson, NC\)](#): Thirteen high-end, loft apartment units including two live-work units.
  - o Delivered January 2014. **11 of 13 units leased.**
- > [Wilson Furniture Lofts \(Wilson, NC\)](#): Five units including one live-work unit.
  - o Delivered August 2014 – **2 of 5 total units leased.**

### Nash Street Lofts News:

- > <http://www.wilsontimes.com/News/Local/Story/29624386---LOFT-LIVING--LOFTY-GOALS>
- > <http://www.wilsontimes.com/News/Feature/Story/17935586---Downtown-project-features-loft-living--retail>

### WILSON REFERENCE CONTACT:

**Grant Goings**  
**City Manager**  
**City of Wilson, NC**  
**Phone: 252.296.3363**  
**E-mail: [ggoings@wilsonnc.org](mailto:ggoings@wilsonnc.org)**





## Response: Request for Information – Uptown Greenville Theater Revitalization Project

### General Contractor: Rehab Builders (Established 1997)

#### About Rehab Builders, Inc.

Rehab Builders, Inc. is a design-build construction company specializing in the rehabilitation of buildings eligible for listing on the National Register of Historic Places. Based in Winston-Salem, N.C., Rehab Builders is a licensed general contractor in North Carolina, South Carolina, Virginia, West Virginia, Maryland, Tennessee, Georgia, Florida, Mississippi, and Texas. Whether renovation or new construction, the team at Rehab Builders is actively involved during the planning phase of your project to ensure that your building's unique characteristics are understood and reflected in the finished product. It's not so much that Rehab Builders works for you, we work with you. For more information see [www.rehabbuilders.com](http://www.rehabbuilders.com).

Rehab Builders, Inc. recently finished a similar job in Asheboro that is a highly comparable point of reference for historic theater renovations.

#### Asheboro NC Theater Project Summary (Pictures Pages 8-11):

The Sunset Theater renovation is a less than one-year-old comparable theater construction project involving the full rehabilitation of the historic Sunset Theater for the City of Asheboro that was completed in August 2013. The building is approximately 14,000 SF and – similar to the State Theatre – was in need of *major* structural repairs. Rehab removed walls in the lobby and entrance to create an open feel and also removed flooring in part of the building to create a lofted rehearsal space allowing for a two story entry vestibule. Project scope also involved new bathrooms, dressing rooms, and rehearsal space and a complete restoration of all plumbing, mechanical systems and all building finishes.

#### ASHEBORO REFERENCE CONTACT:

John Ogburn  
City Manager  
City of Asheboro  
Phone: 336-626-1201  
E-mail: [jogburn@ci.asheboro.nc.us](mailto:jogburn@ci.asheboro.nc.us)

#### Sunset Theater News:

- o [http://triad.news14.com/content/top\\_stories/694663/renovations-nearly-complete-on-asheboro-s-historic-sunset-theatre](http://triad.news14.com/content/top_stories/694663/renovations-nearly-complete-on-asheboro-s-historic-sunset-theatre)
- o <http://randolphguide.com/local/x1303547976/City-gives-progress-tour-of-Sunset-Theatre-renovations>



## Response: Request for Information – Uptown Greenville Theater Revitalization Project

**Architect:** **Dunn & Dalton Architects, Kinston NC**

Dunn & Dalton Architects has successfully completed numerous award-winning historic rehabilitation projects. Their expertise in the design of theater, performance and assembly spaces combined with a TEAM approach to finding cost effective, innovative, yet practical design solutions proved valuable in completing the reconstruction of the Paramount Theater in Goldsboro, NC

**Paramount Theater, Goldsboro NC Project Summary (Pictures Pages 12-13):**

The Paramount Theater is new construction to replace the former historic Paramount Theater which was destroyed by fire. The exterior design replicates the former three-story building in a two-story version. The project includes 500 plus seats with a balcony, two story lobby, dressing rooms and administrative space, as well as state of the art lighting, sound and rigging systems. After costs for the initial project being developed by the City and their selected design team exceeded \$10 Million – more than twice the initial estimate, the structure that had previously been donated to the city was returned to private hands, and the project was accomplished as a private, non-profit, design-build project completed in 14 months (including design and construction) for \$ 5.5 million.

<http://www.goldsboroparamount.com/history.aspx>

**REFERENCE CONTACT:**

Mr. David Weil  
Weil Enterprises  
Goldsboro, North Carolina  
919-734-1111



Response: Request for Information – Uptown Greenville Theater Revitalization Project



The Sunset Theater Asheboro NC



Response: Request for Information – Uptown Greenville Theater Revitalization Project



The Sunset Theater Asheboro NC

Response: Request for Information – Uptown Greenville Theater Revitalization Project



The Sunset Theater Asheboro NC

Response: Request for Information – Uptown Greenville Theater Revitalization Project



The Sunset Theater Asheboro NC

Response: Request for Information – Uptown Greenville Theater Revitalization Project



Paramount Theater – Goldsboro, NC

Response: Request for Information – Uptown Greenville Theater Revitalization Project



Paramount Theater – Goldsboro, NC



Response: Request for Information – Uptown Greenville Theater Revitalization Project



Lincoln Theater – Raleigh, NC

Response: Request for Information – Uptown Greenville Theater Revitalization Project



Lincoln Theater – Raleigh, NC

Response: Request for Information – Uptown Greenville Theater Revitalization Project



Lincoln Theater – Raleigh, NC

Response: Request for Information – Uptown Greenville Theater Revitalization Project



Lincoln Theater – Raleigh, NC

## Response: Request for Information – Uptown Greenville Theater Revitalization Project

### **ADDENDUM 8-25-2014**

The Uptown Theater review panel requests that your proposal be updated to include the following:

- Proforma updates:
  - How might the fly loft repairs or upfits observed during the walkthrough change your numbers?
    - > *The fly loft repairs will be one of the more expensive elements of construction. In our included proforma, the associated fees specific to it (architectural, structural engineering, construction costs) have been adjusted accordingly, post-walkthrough.*
    - > *After going through recent design iterations involving utilization of the fly loft, addition of an interior balcony, and potential addition of a roof deck element, the square footage total has increased (also reflected on the proforma page).*

*Approximate square footage breakdowns for eventual estimating purposes are as follows:*

**First Floor:** Existing shell = 4,623 GSF  
New addition = 1,300 GSF

**Balcony:** Floor area = 2,898 SF

**Roof:** Fly-loft (in-fill) = 965 GSF  
New addition – enclosed = 371 GSF  
New addition – open roof = 929 GSF

*Note: Current numbers for construction will remain as estimates - based on volumes of similar work - until all plans are finalized, meaning that our team is selected and the process evolves accordingly. The architectural plans are changing as the team dialogue progresses and as such the latest iteration has not been finalized or included herein. The speculative time/dollars are running high relative to approximated pre-award budgets for speculative work initially deemed justifiable by the team members. That said, should we have the honor of moving forward with this tremendous opportunity, our team is poised and ready to finalize contracts, begin work, and aim for the most expeditious delivery achievable.*

## Response: Request for Information – Uptown Greenville Theater Revitalization Project

- State historic tax credits (Does the recent state budget shift your numbers)?
  - › *Yes. The sunset of the NC HTC program on 12-31-2014 shifts our numbers significantly to the point that all previously requested municipal contributions (plus any additional involvement by the City or other sources) will be absolutely critical. Without the NC tax credits, and low likelihood that any tax-credit-eligible construction work could be completed before the end of the year, it will be challenging (but doable) to ensure the modified economics remain such that investors and lenders will remain interested and confident that the project can be financially successful.*
  - › *Historic Landmark Status - Given that local landmarks are designated by City ordinance, it is our hope to ensure the property is on any priority lists maintained by the RDC. Any information pertaining to the ability to initiate the process and/or utilize funds to pay for associated architectural survey and research report on the property would be welcomed at the appropriate time.*
  - › *Purpose is generally to encourage investments in real estate that deliver an indirect public benefit (such as blighted commercial downtown properties).*
  - › *Abatement is customarily granted when substantial improvements are planned, causing for increased property taxes. With the property tax abatement that accompanies the local landmark designation, funds that otherwise would be used to pay the increased taxes can be invested in the project.*
  - › *Additionally, abatement helps avoid the risk of unplanned property tax increases based on the new valuation or the growing risk of significant tax increases caused by non-development factors.*

## Response: Request for Information – Uptown Greenville Theater Revitalization Project

- Expanded discussion of the City's contribution
  - *The examples above, coupled with the contribution our vision for the revitalized theater could provide to the community, emphasize the importance of optimal participation from the City, such as the low interest loan shown in the proforma. Additionally, any funds that had been budgeted for improvements to slow the deterioration of the building that could be shifted to our effort will be extremely beneficial to what can be a highly publicized, public-private success story.*
  - *Based on the Lincoln's lengthy operational success and future thinking toward the success of this venture, obtaining a full ABC permit is an absolute "must-have" for the operations' success. Any assistance from the City or others will be most appreciated and helpful in achieving that goal.*
  - *Recorded ingress / egress easement on adjacent properties: Our goal is to discuss initially amongst the private parties, with a shared solution proposed back to RDC/City. Team has done extensive research yet needs to have this discussion with decision makers next door prior to further discussion solidifying any suggested plans.*

- Expanded use model:

How the Lincoln propose to utilize the Theater? Will it be available for the City/approved municipal group to use? If so, how often. What does this relationship begin to look like?

*Alignment on the public use component of this project is something we have often vocalized as a crucial puzzle piece that we truly understand and seek to fully maximize for the benefit of both the public and private sides. This must be the case for our effort to justify the requests being made of the RDC and the City versus other existing or potential businesses in Uptown. The finished product that our completed vision will offer should more than adequately justify the project standing apart from others (of this or any kind) competing or eligible for City assistance based on both the economic and cultural benefits.*

*Our team sees this as a truly collaborative process with the goal of creating a cultural arts magnet and gathering place in the heart of Uptown Greenville while blending the best of music, drama, corporate events, wedding parties, and many other opportunities to meet the needs of the community and associated stakeholders.*

## Response: Request for Information – Uptown Greenville Theater Revitalization Project

*If our team is selected to move forward with the project, we intend to create an advisory board/panel involving a group of local arts-related community leaders to advise on the best possible implementation of this evolving plan and relationship.*

*Ahead of having that dialogue and making any subsequent decisions changing the approach, a general idea of how the Lincoln partners view the operations piece per the question regarding utilization of the theater:*

- › *Goal to have every Saturday booked with a private event and if not, will program a concert event. Every Thursday and Friday nights, Operator hopes to program with a concert. The week night bookings are determined based on when touring acts come through so some weeks the theater could have a show booked every night of the week and some weeks only have a show on the weekends.*
- › *Operator will proactively discuss all opportunities to incorporate a certain number of nights for community arts groups as long as:
  1. *the dates were booked less than 45 days out or*
  2. *the event made financial sense to give up a date more than 45 days away. Most of Operator's shows are booked 60-150 days out.**

- Proposed timeline

- › *October 2014: Terms of Deal between Development Team and RDC Finalized*
- › *October 2014 - January 2015: Plans and Specifications Finalized; Submission for Permits*
- › *January 2015: Construction Contracts Finalized*
- › *February 2015: Building Conveyance / Construction Start*
- › *August 2015: Completion & Initial occupancy*



## Response: Request for Information – Uptown Greenville Theater Revitalization Project

### Lincoln Theatre - Statistics

- > Located in downtown Raleigh at 126 E. Cabarrus St. between Wilmington St. and Blount St.
- > Averages around 225 shows per year and 100,000 customers per year.
- > Owners Mark Thompson and Pat Dickinson opened the Lincoln in February 2001 in Downtown Raleigh and have been highly successful for 13 years.
- > Existing venue began with a capacity of 550; owners added a u-shaped balcony in 2007, increasing the capacity to 850.

### Examples of acts the Lincoln Theatre and Ultimate Entertainment has hosted over the past 10+ years:

Maroon 5, Queensryche, The Avett Brothers, Third Eye Blind, Snoop Dog, Ziggy Marley, The Cult, Daughtry, George Clinton, Miguel, Anthony Hamilton, India Irea, Big Head Todd, Drive By Truckers, Jason Isbell, Al Demiola, Steve Vai, Jamey Johnson, Zac Brown Band, Eric Johnson, Dirks Bentley, Sharron Jones, Robert Earl Keen, Fitz & the Tantrums, David Allan Coe, Citizen Cope, Minus the Bear

(See below for highlights from previous years including shows at the Lincoln inside, outside stage, and full-scale promotional efforts in conjunction with NCSU & Duke University.

### Highlight list of shows that Ultimate Entertainment/Lincoln Theatre produced in the last 10 years:

- 2004:
  - Ludacris at Reynolds Coliseum for NC State
  - Moe at Duke University
- 2005:
  - Crossfade at Reynolds Coliseum for NC State
  - Cake outside of Bogart's for Budweiser
- 2006:
  - Daughtry at Reynolds Coliseum for NC State

## Response: Request for Information – Uptown Greenville Theater Revitalization Project

- 2007:
  - Guster & The Avett Brothers at Reynolds Coliseum for NC State
- 2008:
  - The Avett Brothers *Sold Out Show* at Koka Booth
  - Common & NERD at Reynolds Coliseum for NC State, Boys II Men on Lee Field for NC State
  - The Black Crowes outside the Lincoln
  - George Clinton outside the Lincoln for Band Together
- 2009:
  - Chuck Wicks & Josh Gracin on Lee Field for NC State
  - Zac Brown Band outside the Lincoln
- 2010:
  - Lifehouse on Lee Field for NC State
  - Michael Franti outside the Lincoln
- 2011:
  - The Wayans Brothers at Reynolds Coliseum for NC State
  - Third Eye Blind outside the Lincoln
  - Peter Frampton at DPAC
- 2012:
  - Gloriana & Wale at Reynolds Coliseum for NC State
  - Girl Talk at Red Hat Amphitheatre
  - Joe Bonamassa at DPAC
- 2013:
  - Jason Derulo & Sammy Adams at Reynolds Coliseum for NC State
- 2014:
  - Hall & Oats at Walnut Creek Amphitheatre for Band Together
  - Mat Kearney & Ben Rector for NC State

## Response: Request for Information – Uptown Greenville Theater Revitalization Project

### ADDENDUM 9-30-14 – PUBLIC USE COMPONENT

The reason the theater project is deserving of public incentives, as we see it, is that we are undertaking to preserve an important piece of Greenville's architectural and cultural history. There is a large additional cost burden to place the live music and performance venue being proposed in an old, deteriorated historic building as opposed to a typical commercial structure, and to do it in a way that preserves and protects the architectural and historic integrity of the building.

Preserving and protecting the building is the reason the RDC purchased the building in the first place, but the city has not been able to develop a viable financial model to allow the rehabilitation to move forward. This team has developed an economic formula that will allow that to happen, but due to the additional expense of restoring the historic façade and fly loft plus working within the constraints of the existing shell, the project requires the level of participation from the city / RDC shown in our financial model.

**Our team fully recognizes and appreciates the importance of successfully implementing a public use component to the ongoing operations and long-term viability of this proposed venture.**

*In our revised submittal dated 8-25-14, we wrote “if our team is selected to move forward with the project, we intend to create an advisory board/panel involving a group of local arts-related community leaders to advise on the best possible implementation of this evolving plan and relationship.”*

However, we subsequently changed our focus toward discussions surrounding a joint use arrangement with Magnolia Arts Center to supplement their current primary venue with the Uptown venue accommodating their larger capacity show needs throughout the year. Ultimately, we were informed their board decided to table their discussion on the Uptown Theater and would prefer not to be included in our proposal. Our hope is for future collaborations with them down the road but presently, we plan to focus on meetings with groups such as the City of Greenville Recreation and Parks, ECU, the Pitt County Arts Council at Emerge, and other local cultural arts groups.

Details as to precisely how this would be undertaken beyond what was mentioned in our response to the question about “expanded use model” is a complicated scenario to pin down without having conversations with the RDC and/or City (i.e. defining specifics on matters such as dates, logistics, scheduling, ticketing, concessions). As such, we suggest working toward confirming dates in the near future to have conversations with representatives of each group and our team to further this along and set the stage for how this collaboration will work to everyone's mutual benefit.

As a result, we may then suggest a move toward a memorandum of understanding with the City regarding a joint use arrangement (either blanket, or one that could be reproduced for most/all outside users) with certain parameters to be defined during these meetings.

## Response: Request for Information – Uptown Greenville Theater Revitalization Project

Given that the development team will be bearing the vast majority of costs associated with this extensive rehabilitation endeavor, there will be no fundraising/capital/investment requests asked of any specific community or arts groups to consummate these joint use arrangements. Conversely, no modifications will made to the building specific to such uses given that we have deliberately committed to designing a seated performing arts center type atmosphere with the intention of the space's utilization by multiple users in numerous manners such as performances, community group meetings, wedding receptions, and more.

Regarding what could be an additional public benefit, we would welcome the City of Greenville's participation in crafting an arrangement whereby the Lincoln's production company can be leveraged to the City's benefit via opportunities to promote, organize, and facilitate events on City-owned land for:

1. Outdoor concerts and events similar to those currently held (Pirate Fest as example)
2. Events similar to those the Lincoln has done in the Triangle on behalf of such municipal and higher educational users as those shown in our submittal package and here below.



### Lincoln Theatre Raleigh – Community Impact:

The Lincoln Theatre serves as both a performance venue and a community event space in Downtown Raleigh. While CommunitySmith did not work on this project, we believe this precedent is useful in understand the value the Uptown Greenville Theater will have for the community.

The Lincoln Theatre is particularly well structured to host a diverse range of musical events such as the annual Mike Gardner Foundation Benefit for Parkinsons or the annual Band Together Benefit for triangle based charities, but the true value of the Lincoln Theatre is not merely as a venue for musical performances but in its adaptability for other causes.

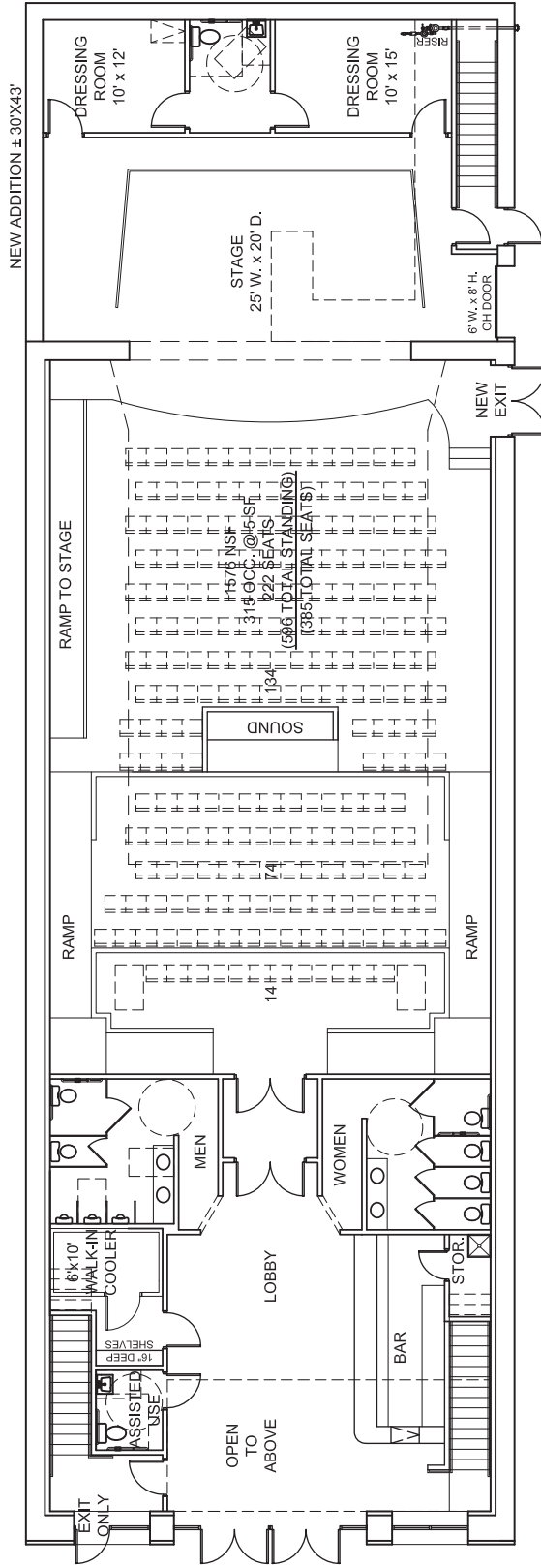
The theatre has played hosts to private birthday parties, high school proms, and social gatherings for local universities. The Lincoln Theatre has also brought educational events and fundraisers into the downtown including TEDx talks, Words that Move Foundation, and Ignite Raleigh.

The Lincoln Theatre has supported Raleigh and its citizens and non-profits by hosting 61 public use events over the last 4.5 years, and has helped the Band Together charity in raising over \$2.5 million dollars for local charities; we believe the Greenville Theatre can have this same driving impact in Downtown Greenville. The return on the city's investment would be immeasurable.



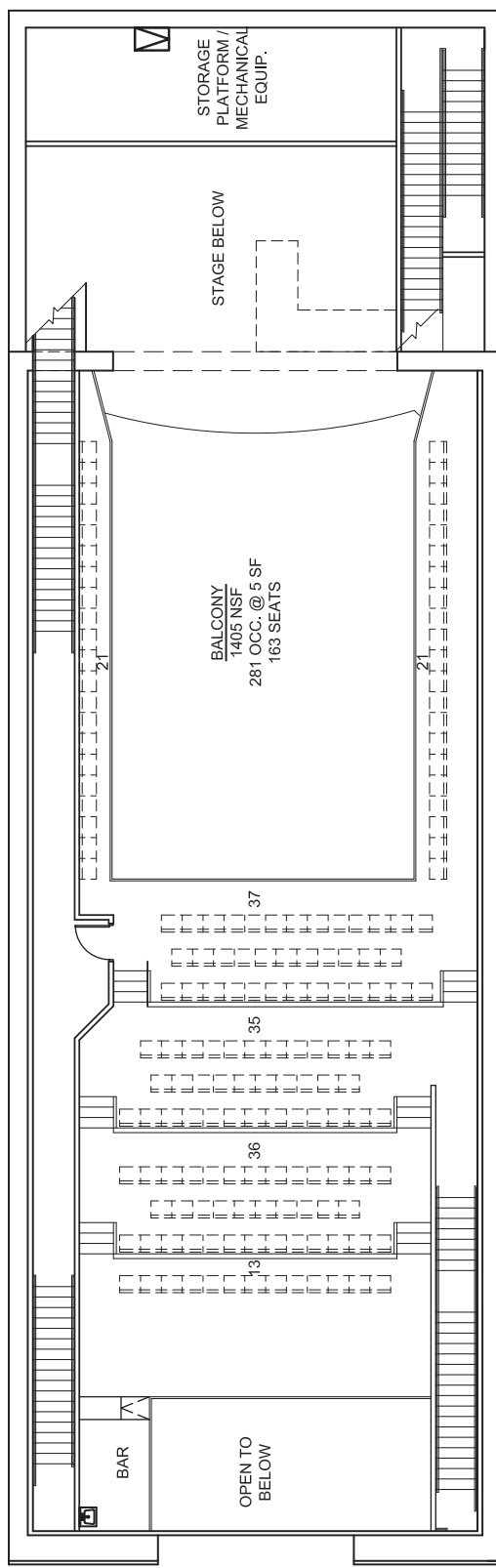
CommunitySmith





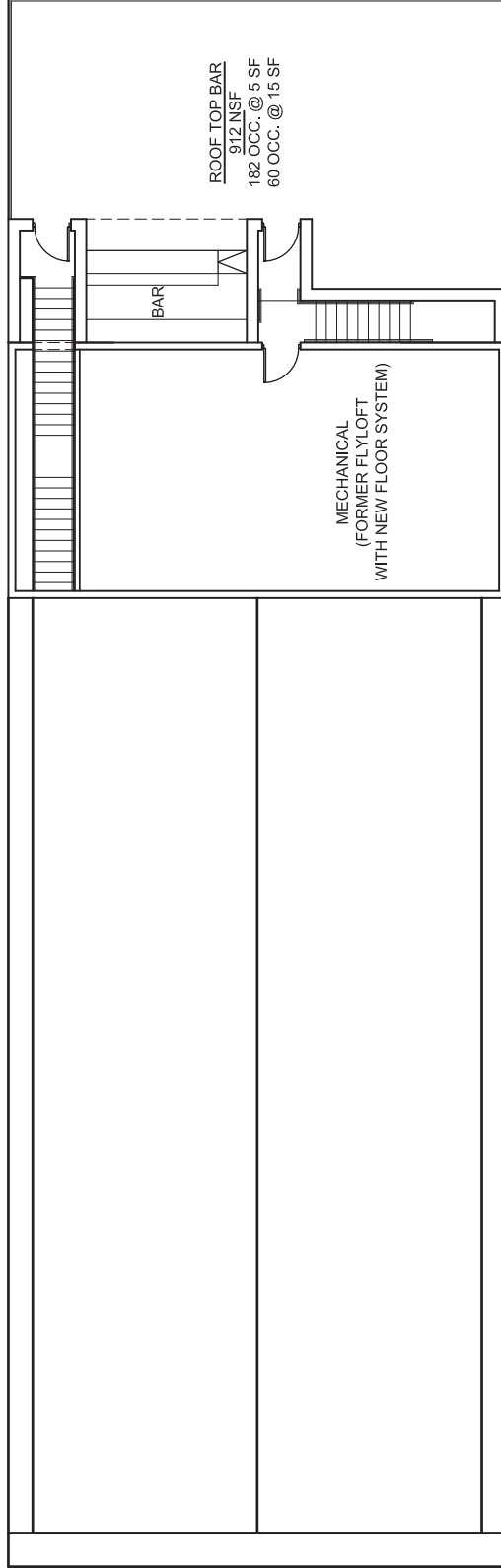
DUNN & DALTON  
ARCHITECTS

GREENVILLE THEATER SCHEMATIC - MAIN LEVEL  
3/32" = 1'-0" 7-31-14



DUNN & DALTON  
ARCHITECTS

GREENVILLE THEATER SCHEMATIC - BALCONY LEVEL  
3/32" = 1'-0" 7-31-14



GREENVILLE THEATER SCHEMATIC - ROOF LEVEL

3/32" = 1'-0"

7-31-14

DUNN & DALTON  
ARCHITECTS

# RPA ENGINEERING, P.A.

Structural Engineering Solutions

102 Regency Blvd., Suite A1, Greenville, NC 27834  
Ph. 252-321-6027 Fax 252-355-2179

Engineering License No. C-2734

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September 30, 2014

Mr. Carl Rees  
City of Greenville  
PO Box 7207  
201 W. 5th St  
Greenville, NC 27835-7207

**Re: Evaluation of Greenville Community Theater Building Chimney – Greenville, NC  
RPA Project No.2014294**

Dear Mr. Rees:

I have completed a follow-up structural evaluation of the chimney and fly loft area at the Greenville Community Theater. Following is a summary of my observations with recommendations for addressing any concerns that were identified.

Our services are of limited scope, involved only a visual examination of reasonably accessible areas except as may be specifically discussed within the body of the report. This report is an assessment of the noted conditions based on visual evidence and our qualified knowledge and experience. It is not a guarantee or warranty of the condition or suitability for a particular use. Further, we are not responsible for conditions which could not be seen or were outside of the scope of our services at the time the services were rendered.

This is not a building inspection or building code compliance inspection. While I may comment on any building code or other untoward conditions I observed, they are not the focus of this investigation. Unless otherwise specifically described below, I have not performed any destructive or invasive testing or procedures during the investigation. For reference, left and right directions are assuming facing the rear of the building. The rear of the building is assumed to face due south.

## **Background Information**

The project involves evaluating the condition of the chimney at the rear fly loft area at the existing Greenville Community Theater Building (Old White's Theater Building) in downtown Greenville, NC. The existing roof structure is in bad condition and has partially collapsed. There is a masonry chimney near the center of the back wall that is leaning inward because it is no longer supported by the roof. The purpose of the chimney evaluation was to assess the condition of the chimney and note any changes that have occurred since my last evaluation of the building, which occurred on December 12, 2012 (see report dated December 19, 2012). We have also performed an evaluation of the main building in 2007 (see report dated November 8, 2007), an evaluation of the fly loft area in 2009 (see report dated September 16, 2009), and another complete building assessment in 2010 as part of the preliminary design for Phase 1 of the building renovation project. I also examined the fly loft roof structure and walls. Due to concerns



with possible collapse of the roof and chimney, I did not enter the building. All observations were made from outside of the building.

### Observations

I visited the site on September 26, 2014. Mr. Devin Thompson with the City of Greenville Public Works Department was present at the time of the inspection. A bucket truck and operator were also present to provide me with access to the fly loft roof so I could examine the chimney. The following items were observed during my visit.

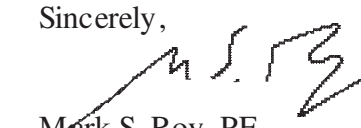
1. The chimney is approximately 2' square and 4' high and the clay tile flue extends another 16" above the top of the brick portion of the chimney. The top section of the chimney is leaning inward and has broken away from the main portion of the chimney at the roof line (see photographs 1-4). The chimney appears to be on the verge of falling inward on the fly loft roof, and some of the rear wall sheathing and rafters appear to be all that is holding the chimney in place (see photograph 4). The roof has partially collapsed from the right side wall to a few feet past the left side of the chimney (see photograph 2). The leaning top section of the chimney cannot be repaired and needs to be removed. The damaged roof framing needs to be replaced as described on the earlier drawings we provided (drawings RS1.1 and RS2.1 dated November 22, 2013).
2. The rear and right side walls are buckled slightly at the top but are leaning inward. The walls are still generally plumb and are not leaning outward (see photographs 1 and 5), which would be a safety concern for neighboring buildings and pedestrians. The top sections of these walls will need to be repaired when the roof replacement work is done.
3. The left side wall also appears to be relatively plumb and is not leaning outward. There has been some additional deterioration of the siding and wood sheathing near the base of the wall since my last examination of the building (see photograph 6). However, the brick crack in the wall below the damaged sheathing area does not appear to have changed since my last visit.

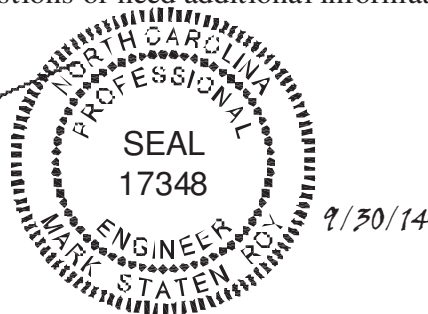
### Conclusions/Recommendations

The leaning top section of the chimney cannot be repaired and will need to be removed. The roof framing still needs to be replaced per the drawings that we provided (RS1.1 and RS2.1 dated November 22, 2013). Due to the dangerous condition of the chimney and roof framing, it is recommended that no one be allowed to enter the fly loft area of the building. Since the chimney is leaning inward and the exterior walls are relatively plumb and not leaning outward, there does not appear to be any immediate danger of the walls falling outward and I don't see a present safety concern with the neighboring buildings or pedestrians. Due to the fact that the roof framing has partially collapsed, it is possible that a strong thunderstorm or hurricane with high winds could cause the walls to fall inward or outward because they are not adequately laterally supported by the roof framing. The walls should be monitored periodically and if there is any indication of outward movement, then further evaluation is recommended.

Please call me if you have questions or need additional information.

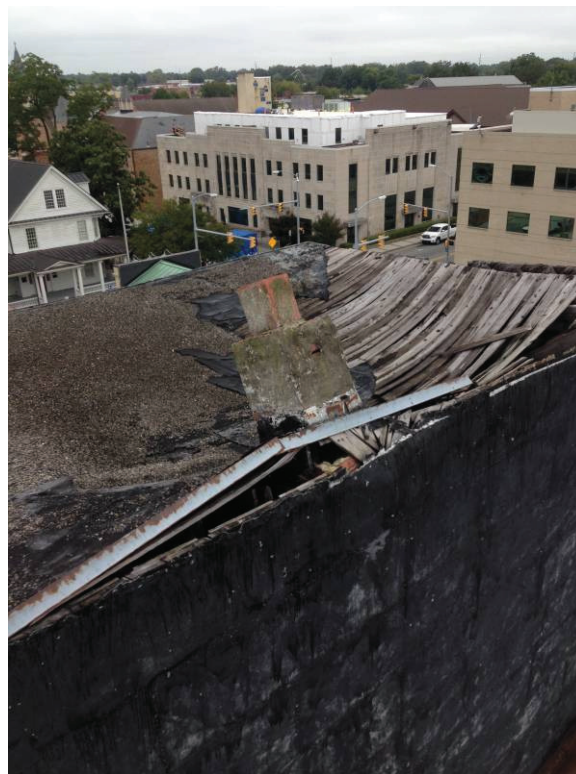
Sincerely,

  
Mark S. Roy, PE  
President/Structural Engineer

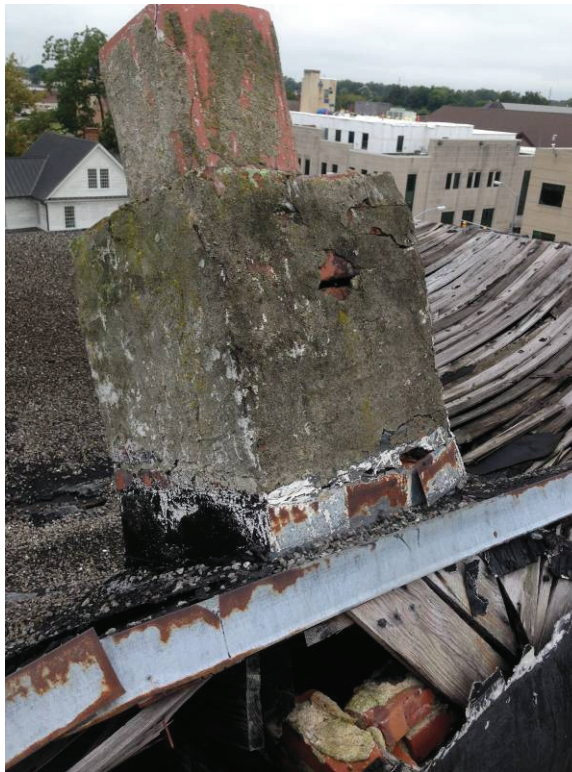




Photograph 1 – Leaning Chimney and Buckled Walls at Rear of Fly Loft Area



Photograph 2 – Leaning Chimney and Roof Damage



Photograph 3 – Damaged Chimney



Photograph 4 – Chimney Damage



Photograph 5 – Fly Loft Right Side Wall



Photograph 6 – Sheathing Damage and Brick Crack at Left Side Fly Loft Wall

# Evans Street Gateway Public Art Project Request for Qualifications

Deadline: October 3, 2014

For information about this RFQ contact:

Holly Garritt  
Executive Director  
Pitt County Arts Council  
252-551-6947  
holly@pittcountyarts.org



FIGURE "A"



EVANS STREET LOOKING SOUTH ACROSS READE (left) AND LOOKING  
NORTH ACROSS 10<sup>TH</sup> (right)

## **Request for Qualifications**

### **Evans Street Gateway Public Art Project Funded by the City of Greenville, NC**

#### **PROJECT INTENT**

The City of Greenville is seeking to commission a large-scale sculptural element to serve as the Evans Street Gateway public art. The public art will be located on opposite sides of Evans Street directly north of the intersection of 10<sup>th</sup> Street and Evans Street in Greenville, NC.

As the Civic Arts Facilitator for the City of Greenville, the Pitt County Arts Council is seeking qualifications from professional artists with a strong background in sculptural public art.

#### **BUDGET**

The budget for this project is \$50,000. The budget includes all costs associated with this project including, but not limited to the artist's design fee, travel, materials, community presentations, transportation, insurance during the installation, and the actual installation of the work. Three finalists will be chosen from this RFQ, and each will receive a \$1,000 stipend to create a presentation and design to present to the Civic Arts Committee.

#### **ELIGIBILITY**

This project is open to all artists, age 18 and over, regardless of race, color, religion, national origin, gender, age, military status, sexual orientation, marital status, or physical or mental disability. We are seeking an artist with a strong professional background in public art and someone willing to work with the community.

#### **TIMELINE**

September 10, 2014	RFQ Released
October 3, 2014	Deadline for Submission of Qualifications
October 8, 2014	Start RFQ Review
October 10, 2014	Finalists Notified
November 14, 2014	Proposals Due, Finalist Presentations Begin
December 2, 2014	Winner is Announced
July 2016	Estimated Time of Installation

The Arts Council reserves the right to change the project timeline. Depending on the schedule of the selected artist(s) and that of The Arts Council, the project start date will be mutually agreed upon.

## **HOW TO APPLY**

Artists and artist teams who are interested in this project must prepare and submit the following items. All items must be submitted digitally on a single standard sized CD-ROM. No paper, slides, DVDs or other media will be accepted. Text documents must be submitted in either Word (.doc) or PDF formats. No other text formats will be accepted. Submitted CDs will become part of The Arts Council's permanent artist registry archive. Proposals are not requested at this stage. Materials will not be returned to the artist without a self-addressed, stamped envelope.

## **REQUIRED MATERIALS**

Letter of Interest: The letter should be no more than one page and should explain the artist's interest in the project.

### Resume

10 Digital Images: Submit 10 digital images of your professional work. Images must be submitted in the following:

Format: JPEG: Submit only "High" quality JPEGs (do not use GIFs, TIFFs, PDFs or other formats)

Image Size: Images must be no more than 9.5" on the longest side saved at 72 dpi.

File Labeling: Files must be titled by the artist's last name followed with a number indicating the viewing order. The numbers must correspond to the accompanying Image List. Use only letters, numbers and underscores.  
example: Smith\_1.jpg

Image List: Submit an image list corresponding to the submitted digital images. Each entry on the image list should include the following

- image number
- artist's name
- title of work
- medium
- date of work
- dimensions
- project budget

Community Engagement: 1-3 Examples of community engagement projects or workshops that were coordinated with past public art projects.

3 Professional References: Submit a list of at least three professional references that

have an intimate knowledge of the artist's work and working methods. The list must include complete addresses, telephone numbers, and email addresses.

### **WHERE TO SUBMIT MATERIALS**

Materials should be addressed to:

Pitt County Arts Council at Emerge  
Attn: Holly Garriott  
404 S. Evans St.  
Greenville, NC 27858

OR email:  
holly@pittcountyarts.org  
Subject line: RFQ Evans Street

### **DEADLINE**

All submissions must be postmarked by Friday, October 3, 2014.

### **FINALISTS**

During the preliminary selection meeting, up to three artists or artist teams will be chosen as finalists by the design review board and invited to submit a proposal for consideration. Each finalist will be offered up to \$1000 in compensation for all expenses related to the development of the proposal. This includes travel expenses related to a site visit, materials for proposal development and any other expenses related to this phase of the process. Artists will be notified of their status by email no later than Friday, October 10, 2014. Artists are responsible for providing accurate contact information to The Arts Council. A phone interview may also be conducted at the discretion of the design review board during the final artist selection meeting.

### **FOR FURTHER INFORMATION**

For further information, please contact Holly Garriott, Executive Director, Pitt County Arts Council. 252-551-6947 or holly@pittcountyarts.org

### **END OF REQUEST FOR QUALIFICATIONS**