

**CITY OF MONROE  
DOWNTOWN ADVISORY BOARD  
CITY HALL COUNCIL CHAMBERS  
300 W. CROWELL STREET, MONROE, NC 28112  
Tuesday, June 28, 2022 - 5:30 PM  
AGENDA**

1. Call to Order
2. Roll Call
3. Approval/Acceptance of Minutes (Action Required)
4. Facade Incentive Grant for 103 N. Main Street
5. Facade Incentive Grant for 205 E. Franklin Street
6. Facade Incentive Grant for 115 S. Main Street
7. PRONTO Economic Development Incentive Grant for 217/219 N. Hayne Street
8. Adjourn Meeting (Action Required)

**ATTENTION ADVISORY BOARD MEMBERS:**

Please contact Matt Black at 704.292.1705 X6041 to confirm your attendance. Thank you.

The next scheduled meeting is . Regularly scheduled meetings are on the fourth Tuesday of February, April, June, August and October.

**AS A COURTESY, PLEASE TURN OFF ALL MOBILE DEVICES WHILE MEETING IS  
IN PROGRESS.**

**City of Monroe**  
**Downtown Monroe Advisory Board**  
**300 W Crowell Street, Monroe, NC 28112**  
**City Hall Conference Room**  
**5:30 p.m.**

**Tuesday, February 22, 2022**  
**Meeting Minutes**

**DAB Members:** Chair: Joyce Rentschler, Co-Chair: Jason Walle, Carley Englander, Marie Starnes, Michele King, Heather Reagor, Caroline Brown, Kay Klaren

**Staff Present:** Matthew Black, Downtown Director

**Visitors Present:** Kevin Donaldson, Dionne Zick Reep

**Member(s) Absent:**

The Downtown Monroe Advisory Board met on **February 22, 2022** at 5:30 pm.

**Item 1: Call to order**

Joyce Rentschler called the Tuesday, **February 22, 2022** Downtown Advisory Board meeting to order at 5:30 pm

**Item 2: Roll Call**

Roll was conducted with a sign- sheet of the members that were present.

**Item 3: Approval/Acceptance of Minutes (Action Required)**

Joyce Rentschler submitted the Minutes of the Downtown Monroe Advisory Board Regular Meeting on October 26, 2021 and requested a motion to approve minutes.

Motion: Jason Walle made a motion to accept the October 26, 2021 Downtown Advisory Board meeting minutes as submitted.

Second: Marie Starnes

Action: The motion to accept the **October 26, 2021** Downtown Advisory Board meeting minutes as submitted passed unanimously.

**Item 4: Façade Incentive Grant for 354 E. Franklin Street (Action Required)**

Joyce Rentschler introduced this item.

Staff has reviewed the façade incentive grant for 354 E. Franklin Street and is recommending approval of the grant pending the following stipulations are met:

- I. Adding new storefront windows with new trim to match the new siding.

No code compliance issues were found during the review. The project requires a permit and permit center review. Permits are the responsibility of the applicant.

This project is eligible for matching grant funds up to the qualifying \$8,000.00, reimbursable upon compliance with grant requirements, guidelines, conditions and City permitting requirements.

Motion: Michele King made the motion to approve the façade incentive grant for 354 E. Franklin Street.

Second: Carley Englander

Action: The motion to approve the Façade Incentive Grant passed unanimously.

**Item 5: Economic Development Incentives for 200 N. Main Street (Action Required)**

Joyce Rentschler introduced this item.

Bowhaus Boutique owner, Kevin Donaldson, has signed a three-year lease, to operate a retail business. The new business project totals approximately 1,730 square feet of retail space and is in the Downtown Master Plan area.

It is the recommendation of staff that the Downtown Advisory Board makes a recommendation of approval to General Services and City Council as outlined with the following stipulations:

- I. Grant funds for the PRONTO is to not exceed \$5,190.00, payable over a year period in one-fourth increments upon proof of paid invoices towards rent.
- II. Grant funds for the Meet Me Downtown Grant is to not exceed \$5,000 and is paid out upon proof of paid invoices for any marketing material proposed in the grant application.
- III. Total grant funding is to not exceed \$10,190.00

Motion: Jason Walle made the motion to recommend the economic development incentives to General Services and City Council.

Second: Carley Englander

Action: The motion to recommend the economic development incentives passed unanimously.

**Item 6: Update on the Social District**

Joyce Rentschler introduced this item.

The Downtown Director gave an update on the status of the social district application. The application was originally submitted on February 2, 2022, and the Director has made an effort to call every day to see what the holdup is in the process.

Once the application is approved, there will be a rollout to allow businesses time to prepare for possible use of the district. This includes strict guidelines and specific cups that have the social district logo on them.

Carley Englander requested clarification on certain aspects of the Social District and asked if businesses did not participate if there was a way to denote those who were willing participants.

Michele King asked if the logo had been revised as previously discussed in the last meeting. Jason Walle responded that he worked with the Downtown Director to make the necessary changes.

**Item 7: Other**

Joyce Rentschler introduced this item.

The Downtown Director asked if there were any other questions or updates, which could be addressed. Carley Englander suggested none of the wayfinding signs in downtown pointed towards the “Shops and Restaurants” along E. Franklin Street. The Downtown Director explained the processes to implement the wayfinding signs and that there were at least 2 signs which pointed people to E. Franklin Street.

Carley Englander suggested this was a bigger problem and that the city only focused on Main Street. The Downtown Director listed ways the City was focusing on revitalizing all parts of the Central Business District and not just “Main Street.” Projects such as the Science Center, Social District, Police Station, Senior Center, and repaving of Franklin parking lot were ways the city is investing in the downtown area.

**Item 8: Adjourn (Action Required)**

Joyce Rentschler introduced this item.

Motion: Kay Klaren

Second: Caroline Brown

The meeting adjourned at 6:20 pm.



## ***Design Review Report***

**TO:** Downtown Advisory Board

**DATE:** June 28, 2022

**FROM:** Matthew Black, Downtown Director

**BY:** Matthew Black, Downtown Director

**SUBJECT:** 103 N. Main Street, F. I. G. application review.

### **SUMMARY STATEMENT**

103 N. Main Street, Façade Incentive Grant Application, Design Review.

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### **REVIEW**

Staff reviewed the façade application for 103 N. Main Street, on June 9, 2022.

The following items were discussed as outlined in the drawings provided:

- I. Replacing deteriorated windows (3) and paint on the trim, interior and exterior of the building front.

The Design Team reviewed the sketches and photos provided by the applicant and have determined the work stated in the proposal is acceptable.

No code compliance issues were found during the review. The project requires a permit and permit center review. Permits are the responsibility of the applicant.

This project is eligible for matching grant funds up to the qualifying \$4,000.00, reimbursable upon compliance with grant requirements, guidelines, conditions and City permitting requirements.

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### **RECOMMENDATION**

Design Review recommends funding the matching grant request for 103 N. Main Street up to the maximum \$4,000 eligible upon meeting all grant requirements and proof of expenses. Total project cost is estimated at \$12,500.00

Downtown Advisory Board will review the application at the June 28, 2022 meeting.



# Downtown Monroe

## Facade Incentive Grant

### Application



**Owner's Name:** J T Burns & Co, LLC **Date:** 05 / 31 / 2022  
**Owner's Mailing Address:** **Phone:** 704-289-5594  
103 N Main St  
Monroe, N. C. 28112

**Building Name:** \_\_\_\_\_  
**Building Address:** \_\_\_\_\_  
**Building's Physical Address:** \_\_\_\_\_  
\_\_\_\_\_ **Project Start:** \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
Windows are scheduled to be delivered June 15, 2022. **Project End:** \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Project Description:**  
Replace deteriorated windows (3) and painting on the trim, interior and exterior of the building front.  
See attached contractor's estimate.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
**Project Cost:** \$ 12,500.00

**Please attach the following:**  
1) Color photographs of existing conditions of proposed improvement area/historic photos (if available) 4) Written specifications outlining scope of work  
2) Samples of paint and wall coverings and floor coverings 5) Drawings of proposed renovations  
3) Description of appliances, light fixtures, etc. to be installed 6) Contractors estimate and NC License Number  
**INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED**

**Tenant's Name:** Burns & Gray, PA **Phone:** 704-289-5594  
**Business Name:** J T Burns & Co, LLC

By providing this **Grant Application** to the City of Monroe, I hereby certify for the company that all the information provided is true and correct. I also agree to cooperate with the City of Monroe by providing such information and such access to our records as may be necessary to verify the enclosed information. I also understand that any facts found to be incorrect or false, will be grounds for termination of the incentive grant agreement.

**Authorized Corporate Signature:** \_\_\_\_\_ **Date:** 6 / 1 / 22

**Please Print Name and Title:** John T Burns, owner/manager

**City of Monroe- Downtown Monroe**  
**113 West Morgan Street • Monroe, North Carolina 28112**

Lanny Stack Repair Contractor  
1800 Morgan Mill Rd.  
Monroe, NC 28110  
[lannystack@yahoo.com](mailto:lannystack@yahoo.com)  
704-218-7714

Burns & Gray, P.A.  
103 N. Main Street  
Monroe, NC 28112

Attn: John Burns

Dear Mr. Burns,

Thank you for the opportunity to bid the exterior repairs at your business site. The following is a price quotation for labor and material complete.

The scope of work is to remove and replace three fixed glass weather damaged wood frame windows to the exterior front façade of your business.

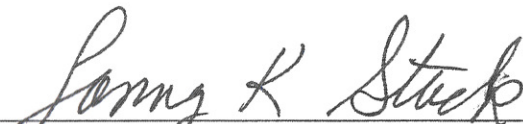
Included in the quotation is the removal and replacement of all interior and exterior window treatment, any stain or paint and sealants necessary for a weather tight finish.

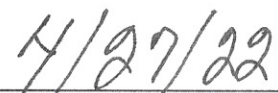
Work will have to be performed on a weekend to prevent business closure, therefore all labor associated with the project will be paid on time and a half basis.

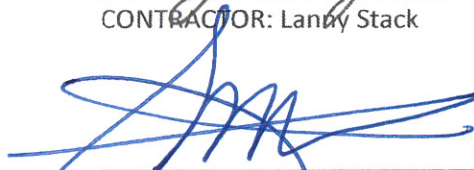
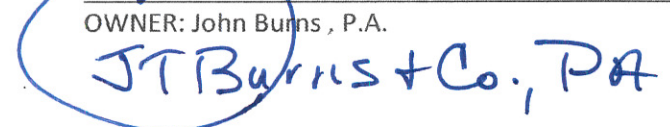
Areas affected by the work are, conference room, lobby and office. These areas must be isolated to prevent dust and work debris. When the repair task is complete, all affected areas are to be cleaned and all construction debris removed from the premises.

Total cost of repairs..... \$12,500.00

Upon signing, both parties agree to the above quotation:

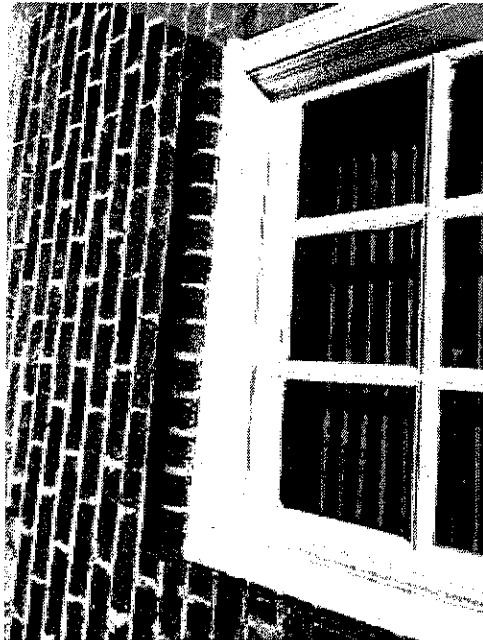
  
\_\_\_\_\_  
CONTRACTOR: Lanny Stack

  
\_\_\_\_\_  
DATE

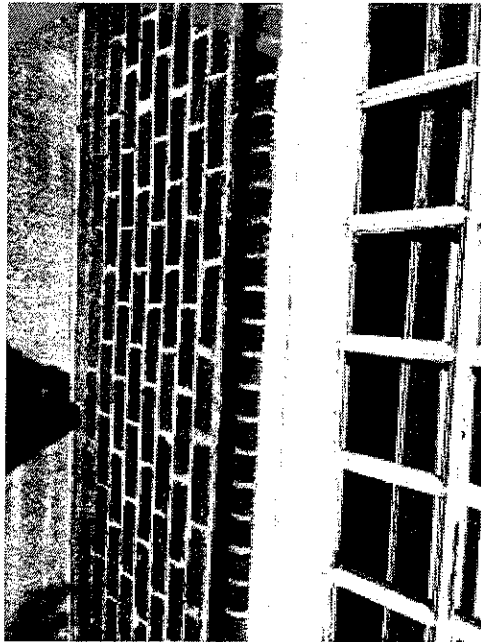
  
\_\_\_\_\_  
OWNER: John Burns, P.A.  


  
\_\_\_\_\_  
DATE













## ***Design Review Report***

**TO:** Downtown Advisory Board

**DATE:** June 28, 2022

**FROM:** Matthew Black, Downtown Director

**BY:** Matthew Black, Downtown Director

**SUBJECT:** 205 E. Franklin Street, F. I. G. application review.

### **SUMMARY STATEMENT**

205 E. Franklin Street, Façade Incentive Grant Application, Design Review.

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### **REVIEW**

Staff reviewed the façade application for 205 E. Franklin Street, on June 9, 2022.

The following items were discussed as outlined in the drawings provided:

- I. Replacing deteriorated windows (3)
- II. Repair and replace front door
- III. Caulk, water proof, and paint façade (see attached application)

The Design Team reviewed the sketches and photos provided by the applicant and have determined the work stated in the proposal is acceptable.

No code compliance issues were found during the review. The project requires a permit and permit center review. Permits are the responsibility of the applicant.

This project is eligible for matching grant funds up to the qualifying \$3,575.50, reimbursable upon compliance with grant requirements, guidelines, conditions and City permitting requirements.

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### **RECOMMENDATION**

Design Review recommends funding the matching grant request for 205 E. Franklin Street up to the maximum \$3,575.50 eligible upon meeting all grant requirements and proof of expenses. Total project cost is estimated at \$7,151.00

Downtown Advisory Board will review the application at the June 28, 2022 meeting.



# Downtown Monroe

## Facade Incentive Grant

### Application



Owner's Name: Peter Karlan Date: 6/9/22  
Owner's Mailing Address: 7011 Hyde Park Drive Phone: 772-708-0395  
Indian Trail NC 28079

Building Name: 205 East Frank  
Building Address: 205 East Franklin St  
Building's Physical Address: 205 East Franklin St  
Monroe NC 28112 Project Start: 7/9/22  
Project End:       

Project Description: Replace 3 windows (fogged) Repair-  
Replace front door, caulk, water proof  
and paint.  
Project Cost: \$ 7151.00

#### Please attach the following:

- 1) Color photographs of existing conditions of proposed improvement area/historic photos (if available)
- 2) Samples of paint and wall coverings and floor coverings
- 3) Description of appliances, light fixtures, etc. to be installed
- 4) Written specifications outlining scope of work
- 5) Drawings of proposed renovations
- 6) Contractors estimate and NC License Number

**INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED**

Tenant's Name: N/A Phone:         
Business Name: N/A

By providing this Grant Application to the City of Monroe, I hereby certify for the company that all the information provided is true and correct. I also agree to cooperate with the City of Monroe by providing such information and such access to our records as may be necessary to verify the enclosed information. I also understand that any facts found to be incorrect or false, will be grounds for termination of the incentive grant agreement.

Authorized Corporate Signature: [Signature] Date: 7/9/22  
Please Print Name and Title: Peter Karlan

City of Monroe—Downtown Monroe  
113 West Morgan Street • Monroe, North Carolina 28112





3221-A Westwood Industrial Drive – Monroe, NC 28110 – Phone: 704-291-7711 – Fax: 704-291-7011  
[www.glass1st.net](http://www.glass1st.net)

Proposal Number: 000562

|                                       |                                  |
|---------------------------------------|----------------------------------|
| Job Name: 205 E Franklin St Monroe NC |                                  |
| Location: Same                        | Estimator: Brian Hall            |
| Bid Date:                             | License #: NC 71710 & SC G115850 |
| Bid Time:                             |                                  |
| Customer Peter Karlan                 |                                  |

**SCOPE OF WORK & MATERIALS**

*Furnish and install 3- 3'0 x 3'0 insulated units in existing wood openings \$1151.00*

*Furnish and install 3'0 x 8'0 aluminum door and frame (transom or full height) \$2978.00*

**COST \$4129.00 Tx incl**

**[brianhall@glass1st.net](mailto:brianhall@glass1st.net)**  
**Or (704)290-8840**  
**Brian Hall**

**Due to frequent price increases in aluminum estimate good for 30 days. 5-12-22**



## ***Design Review Report***

**TO:** Downtown Advisory Board

**DATE:** June 28, 2022

**FROM:** Matthew Black, Downtown Director

**BY:** Matthew Black, Downtown Director

**SUBJECT:** 115 S. Main Street, F. I. G. application review.

### **SUMMARY STATEMENT**

115 S. Main Street, Façade Incentive Grant Application, Design Review.

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### **REVIEW**

Staff reviewed the façade application for 115 S. Main Street, on June 9, 2022.

The following items were discussed as outlined in the drawings provided:

- 1) Removal of temporary, existing storefront
- 2) Framing of new storefront and apartment windows
- 3) New egress for storefront and apartments
- 4) Installation of awnings (5)
- 5) Exterior wall painting and repair

The Design Team reviewed the sketches and photos provided by the applicant and have determined the work stated in the proposal is acceptable.

No code compliance issues were found during the review. The project requires a permit and permit center review. Permits are the responsibility of the applicant.

This project is eligible for matching grant funds up to the qualifying \$8,000 (2 facades), reimbursable upon compliance with grant requirements, guidelines, conditions and City permitting requirements.

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### **RECOMMENDATION**

Design Review recommends funding the matching grant request for 115 S. Main Street up to the maximum \$8,000 eligible upon meeting all grant requirements and proof of expenses. Total project cost is estimated at \$1,093,782.00

Downtown Advisory Board will review the application at the June 28, 2022 meeting.



# Downtown Monroe

## Facade Rehab Grant

### Application



**Owner's Name:** James Scott Purdy **Date:** 6 / 9 / 2022  
**Owner's Mailing Address:** **Phone:** 704-998-7191  
1619 Waxhaw Indian Trail Road South  
Waxhaw, NC 28173

**Building Name:** Presson Building (The Rock Building)  
**Building Address:** 113/115 Main Street  
**Building's Physical Address:**  
113/115 Main Street **Project Start:** 8 / 15 / 2022  
Monroe, NC 28112 **Project End:** 9 / 15 / 2023

**Project Description:**

See attachment

**Project Cost:** \$1,093,782

CONTRACTOR LICENSE # 21631

**Please attach the following:**

- |                                                                                                         |                                                   |
|---------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| 1) Color photographs of existing conditions of proposed improvement area/historic photos (if available) | 4) Written specifications outlining scope of work |
| 2) Samples of paint and wall coverings and floor coverings                                              | 5) Drawings of proposed renovations               |
| 3) Description of appliances, light fixtures, etc. to be installed                                      | 6) Contractors estimate and NC License Number     |

**INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED**

**Tenant's Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_  
**Business Name:** \_\_\_\_\_

By providing this **Grant Application** to the City of Monroe, I hereby certify for the company that all the information provided is true and correct. I also agree to cooperate with the City of Monroe by providing such information and such access to our records as may be necessary to verify the enclosed information. I also understand that any facts found to be incorrect or false, will be grounds for termination of the incentive grant agreement.

**Authorized Corporate Signature:** [Signature] **Date:** 6 / 9 / 22

**Please Print Name and Title:** James Scott Purdy, Owner

**City of Monroe - Downtown Monroe**  
**113 West Morgan Street Monroe, North Carolina 28112**

*Downtown Enhancement Programs  
Revised January 2009*

## PROJECT DESCRIPTION

The two-story 4,000 SF Presson Building will be rehabilitated to accommodate three residential apartments on the upper level with exterior balconies fronting onto Correll Street. A fine arts gallery with supporting offices will be located on the ground level. These uses will require structural modifications to the perimeter wall footings and also to interior support piers and lentels. Entrances and exits have been strategically located to meet code regulations.

Exterior improvements include a new roof system, window and storefront modifications, repairs of existing exterior stonework, tuck pointing of existing failed mortar joints.

For a more detailed description, see the following Summary of Work & architectural drawings.

### Summary of Work

Repairs and alterations to an existing two-story type IIIB structure originally constructed circa 1941 with exterior mass walls constructed of built in-place composite stone masonry, concrete and brick masonry with conventional joist and rafter framing and boards for roof sheathing and subfloor for the second floor.

The first story assembly and business occupancy space will be repaired and altered with new construction with tenant up-fit requirements for an art gallery and offices. Existing walls are patched and repaired with new finishes. New ADA restrooms with new toilets and laboratories are to be provided. New fire sprinkler system will also be installed per building code.

Existing second floor construction will be completed with gypsum board ceilings installed to complete the horizontal fire separation requirement.

The first and second floor residential occupancy is to be completed as shown to obtain a certificate of occupancy and subsequently occupied as soon as construction is completed.

Facade repairs include cleaning of existing exterior stonework, tuck pointing of existing failed mortar joints including repair of structural cracking in exterior walls, patching and repair of interior surfaces of exterior walls due to water intrusion, repair and patching of reinforced concrete headers for doors and headers and sills for window openings as preparation for new construction and alterations. Alterations include new openings in the mass walls, infilling selected openings in mass walls and installation of pressure treated wood blocking for new doors and windows, modifications to floor and roof framing to accommodate new egress stair construction and interior alterations to mass walls for installation of insulation and finishes.

The work includes selective demolition requirements including removal of existing first floor granular fill, subframing and wood subflooring, removal and salvage of existing equipment, removal and re-use of existing wood joists and rafters, removal of existing wall areas for new wall openings and infilling selected existing openings. A new reinforced concrete slab with thickened slab edges is required along with altering existing concrete column footings, new concrete foundations for new interior and exterior steel columns, new steel columns and beams, miscellaneous wood and steel framing and steel fabrications, repairs and alterations to existing stone and concrete/masonry wall construction and new exterior cold form steel wall framing.

New construction includes new concrete slab, new floor and roof framing in selected areas for new openings and infill of existing openings, construction of new rated and non-rated walls and partitions, floor, wall and ceiling finishes, suspended gypsum board ceilings and mechanical and electrical systems, sun shading devices, protective cover at entry, construction of exterior second floor balconies and an enclosed stair landing/entry area cover.



## Customer Estimate Sheet

Project: Rock Building Date: 03/09/2022 Price Total: \$1,093,781.67  
Proposal #: 44629-11 Square Footage: 5980 Price per Square Foot: \$182.91  
Retail HVAC 1 allow \$35,028.00 TCS \$5.86 3.20%

| Division 16 Electrical                          |  | Qty | Unit  | Total        | Subcontractor | Cost per Sqft | % of Total | \$122,359.36 |
|-------------------------------------------------|--|-----|-------|--------------|---------------|---------------|------------|--------------|
| Description                                     |  |     |       |              |               |               |            | 11.19%       |
| Electrical Wiring                               |  | 1   | lot   | \$115,807.86 | Just Electric | \$19.37       | 10.59%     |              |
| Furnish Apartment Lighting                      |  | 3   | allow | \$3,402.00   | Just Electric | \$0.57        | 0.31%      |              |
| In Corridor/Stairway/Bathroom Lighting Fixtures |  | 1   | allow | \$3,150.00   | Just Electric | \$0.53        | 0.29%      |              |

**TOTAL ESTIMATE AMOUNT** \$1,093,781.67 \$182.91 per sq ft

### Questions

- 1 S1-02 Shows new roof rafters @ back half of building. We are omitting this from the scope as this pricing allows keeping the existing elevator tower as is
- 2 S1-02 Shows accommodations for new skylight. We are omitting this from this scope pricing as we see this as unnecessary added expense
- 3 New EPDM roof included in this scope.  
Plans call for existing Hardwood flooring to be taken up and reused. This scope includes leaving as is and infilling where needed. No refinishing included in this scope
- 4 First Floor to be delivered w/ drywall ceilings, drywall demising wall, restrooms & concrete floor
- 5 All Stairway corridors & Storage closets not associated w/ apartments to be framed & drywall
- 6 Upstairs to be delivered with corridor/stairway walls framed & drywall, resilient channel on ceiling but no drywall
- 7 New Windows included
- 8 Apartments included in this quote. Identified in red.
- 9



## Customer Estimate Sheet

Project: Rock Building

Date: 03/09/2022

Price Total: \$1,093,781.67

Proposal #: 44629-11

Square Footage: 5980

Price per Square Foot: \$182.91

10 Inside of 1st Floor exterior walls to be scraped of old paint & new paint applied

11 Cooridor walls/ Stairway/Restroom walls to recieve 4" rubber base

12 All Walls to be painted

13 Precast stone Parapet coping is omitted from this quote. Steel coping included instead

14 HVAC included for both retail area & apartments

15 Small Heaters included in pricing to keep sprinkler pipes from freezing. Temporary

16 Plumbing price includes (2) complete restroom w/ standard fixtures, Hi/Low Water Cooler only.

17 Plans call for wood railing on balconies. This has been replaced with aluminum

18 Awnings included over (3) balconies & rear new door. Plans show dbl awnings over the (3) porches. I have omitted the 2nd one.

19 4" Water tap fee not in this scope. Approx added cost is \$31,000+ not including repair to the tap area

20 Plans call for drop ceilings in portions of the upstairs apartments. I have changed this to drywall ceilings @ same height throughout.

21 Plans call for ALL walls & ceilings to get mineral wool insulation. I have changed this to mineral wool insulation in the 2nd floor exterior walls & apartment denisning walls only. Batt insulation everywhere else.

22 Apartment Kitchen & Bathrooms to recieve ceramic tile floors



## **STAFF REPORT**

**TO:** Downtown Advisory Board

**DATE:** June 28, 2022

**FROM:** Matthew Black, Downtown Director

**SUBJECT:** PRONTO Incentive Grant for 217/219 N. Hayne Street

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### **SUMMARY STATEMENT**

The Downtown Advisory Board is requested to consider recommendation of the PRONTO downtown economic development incentive to General Services Committee for 217/219 N. Hayne Street.

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### **REVIEW**

Bowhaus Boutique has signed a 5 year lease for 217/219 N. Hayne Street and looking to open a new business in Downtown Monroe. The new business project totals 1,169 sq. ft. and is located within Downtown Monroe's Central Business District.

Based on stipulations of the PRONTO grant the Downtown Advisory Board must consider the following:

1. Grant funds for the PRONTO is to not exceed \$5,845.00 payable over a calendar quarter based on rent paid that quarter.
2. City will not advance grant funds until proof of rent payment has been completed each quarter. Once the applicant has submitted required documents as proposed; funds will be made available.

### **RECOMMENDATION**

Upon Staff recommendation, the grant applicant should be approved for recommendation to General Services Committee up to \$5 per sq ft. (matching 50/50) of the assessed sq footage of 1,169 or the max grant match of \$5,845. Funding is subject to compliance with the Program and subject to a general fund appropriation.



## Downtown Monroe

### Downtown Pronto Grant

### Application



Business Name: SEABOARD PIZZA COMPANY, LLC

Property Owner: SECRET LLC

Deed Book: \_\_\_\_\_ Page: \_\_\_\_\_

Address of Proposed Downtown Business: 217+49 N HAYNE ST MONROE NC 28112

Applicant's Mailing Address: 2631 LIVERY STABLE DR

City: MATTHEWS State: NC Zip: 28105

Applicant's Phone: 704 806 8455 Email: jpkampfield@outlook.com

Select Business Retail Square Feet: 1169 Amount Requested \$10,000

Approximate cost to open the business: \$155,000  
Personal Investment \$225,000 (Equity)  
Bank or other financial commitment \$ NIL  
Building Rehabilitation \$ NIL

Number of new Jobs:

6

Expected daily traffic:

> 100

Other:

Monthly Rent/Lease \$ 1,300 Additional Space provided if

Expansion \_\_\_\_\_ Sq. Ft.

Proposed Opening Date of the Business AUGUST 1, 2022

Description of the Business

PIZZA SHOP - REPLICATING OUR EXISTING  
SUCCESSFUL AND PROFITABLE LOCATIONS IN  
MATTHEWS AND NEWLY SET UP SUN VALLEY  
OPERATION

Please attach the following items in order for City of Monroe to make an appropriate decision on an application: Letter of intent to lease or purchase or a signed lease/purchase contract contingent on receipt of incentives, Business Plan, Financials Statement and/or pro-forma, Marketing Plan, Cost estimates for upfit/equipping the space, Business/personal history.

Signatures:

Business Owner: J. P. Kampfield

Date 6-16-2022

Property Owner: Matthews Secret LLC

Date 6/16/22

City of Monroe—Downtown Monroe  
113 West Morgan Street Monroe, North Carolina 28112

Seaboard Pizza Company, LLC  
 dba The Exchnage Pizza Depot  
 Upfit costs 217, 219 N Hayne Street, Monroe NC 28112

| <b>Name of vendor</b>          | <b>Description of asset</b> | <b>Date</b> | <b>Amount</b>     |
|--------------------------------|-----------------------------|-------------|-------------------|
| Bliss Contracting              | GC Monroe                   | 10/16/2021  | 10,500.00         |
| Redclay Design                 | Architect Monroe            | 12/2/2021   | 9,505.00          |
| Bliss Contracting              | GC Monroe                   | 12/6/2021   | 3,750.00          |
| Peter Johnston                 | Painter                     | 12/21/2021  | 4,300.00          |
| City of Monroe                 | Permit fee                  | 1/24/2022   | 251.00            |
| Bliss Contracting              | GC Monroe                   | 3/21/2022   | 4,000.00          |
| Sanchez Painting               | Repair work on window       | 3/21/2022   | 2,800.00          |
| Bliss Contracting              | GC Monroe                   | 3/28/2022   | 5,628.58          |
| Bliss Contracting              | GC Monroe                   | 4/4/2022    | 5,000.00          |
| Union Mechanical Service, Inc. | HVAC units                  | 4/18/2022   | 13,500.00         |
| Charlotte Winnelson            | Plumbing equipment          | 4/25/2022   | 883.15            |
| Fresh Air Technologies         | Electrician                 | 5/18/2022   | 5,568.34          |
| Sanchez Painting               | Framing work                | 5/18/2022   | 1,800.00          |
| Fresh Air Technologies         | Electrician                 | 5/24/2022   | 2,080.08          |
| Fresh Air Technologies         | Electrician                 | 5/27/2022   | 7,217.07          |
| Best Tile                      | Tiles                       | 5/31/2022   | 2,135.10          |
| Lowe's                         | Emergency lights            | 5/31/2022   | 1,413.53          |
| Jon Herwerth                   | Electric breaker            | 5/31/2022   | 605.00            |
| Fresh Air Technologies         | Electrician                 | 6/6/2022    | 5,576.36          |
| Best Tile                      | Tiles                       | 6/9/2022    | 400.15            |
| Bliss Contracting              | GC Monroe                   | 6/10/2022   | 15,000.00         |
| Bliss Contracting              | GC Monroe                   | 6/14/2022   | 5,000.00          |
| John Waller                    | Tiler                       | 6/14/2022   | 4,660.00          |
| Fresh Air Technologies         | Electrician                 | 6/15/2022   | 1,909.68          |
| As of June 15, 2022            |                             |             | <hr/> 113,483.04  |
| Still to be billed             |                             |             |                   |
| Bliss Contracting              | GC Monroe                   |             | 3,000.00          |
| Union Mechanical Service, Inc. | HVAC units                  |             | 2,000.00          |
| Alex Phillips                  | Plumber                     |             | 25,000.00         |
| Fresh Air Technologies         | Electrician                 |             | 8,316.96          |
| Peter Johnston                 | Painter                     |             | <hr/> 3,200.00    |
|                                |                             |             | <hr/> 41,516.96   |
| <b>Estimated total</b>         |                             |             | <b>155,000.00</b> |

Seaboard Pizza Company, LLC

Budget

|           | 2022 Revenue | COS          | Gross margin | Expenses     | Net profit |
|-----------|--------------|--------------|--------------|--------------|------------|
| August    | 30,760.13    | (9,502.85)   | 21,257.28    | (15,039.50)  | 6,217.78   |
| September | 25,967.98    | (9,320.65)   | 16,647.33    | (16,948.74)  | (301.41)   |
| October   | 27,748.95    | (8,492.96)   | 19,255.99    | (13,359.54)  | 5,896.45   |
| November  | 20,218.65    | (6,661.63)   | 13,557.02    | (12,567.63)  | 989.39     |
| December  | 22,143.52    | (5,864.89)   | 16,278.63    | (16,162.90)  | 115.73     |
|           | 126,839.23   | (39,842.98)  | 86,996.25    | (74,078.31)  | 12,917.94  |
| 2023      |              |              |              |              |            |
| January   | 20,009.97    | (6,391.58)   | 13,618.39    | (11,917.21)  | 1,701.18   |
| February  | 26,244.58    | (7,933.35)   | 18,311.23    | (14,184.70)  | 4,126.53   |
| March     | 36,560.49    | (10,843.17)  | 25,717.32    | (17,959.28)  | 7,758.04   |
| April     | 33,468.29    | (9,766.87)   | 23,701.42    | (16,060.90)  | 7,640.52   |
| May       | 38,231.32    | (10,106.20)  | 28,125.12    | (18,226.52)  | 9,898.60   |
| June      | 40,584.16    | (12,254.10)  | 28,330.06    | (20,303.50)  | 8,026.56   |
| July      | 34,048.74    | (10,806.31)  | 23,242.43    | (17,447.84)  | 5,794.59   |
| August    | 38,286.96    | (10,553.14)  | 27,733.82    | (19,154.89)  | 8,578.93   |
| September | 36,116.48    | (10,892.97)  | 25,223.51    | (17,944.26)  | 7,279.25   |
| October   | 34,708.23    | (10,829.74)  | 23,878.49    | (16,896.14)  | 6,982.35   |
| November  | 26,965.73    | (8,089.09)   | 18,876.64    | (13,689.15)  | 5,187.49   |
| December  | 26,200.28    | (7,797.57)   | 18,402.71    | (15,052.87)  | 3,349.84   |
|           | 391,425.23   | (116,264.09) | 275,161.14   | (198,837.26) | 76,323.88  |

The above budget is based on actual results from our Matthews location in the first 17 months of operation.

Marketing plan

Leverage our existing customer base from Matthews and Sun Valley locations.

We will be on DoorDash from day one.

We will be active on social media and our website.

We started our Matthews location in December 2017 and launched our Sun Valley location in July 2021.

We intend to launch further stores once we have bedded down the Monroe location.