

## APPLICATION Retail Conversion Grant

Date application submitted: 05/12/2023

Date of pre-application meeting with LDDA/LEDP: 5/9/2023

City Sales & Use Tax License No: 0086001789 Date issued: 10/1/2007

No. of existing employees (in Longmont, and globally if applicable): 6

No. of additional employees added as a result of this project (if applicable): 1

Business owner/operator: (Please include names of all owners/partners of the business)

Brian Bair, Manager 150 Main Owner, LLC and Michael Shuger Owner Tribal Rites Inc.

Business name (with dba if applicable): 150 Main Owner, LLC and Tribal Rites Inc.

Business address: 150 S. Main St Unit 300

City/state/zip code: Longmont, CO 80501

*Note: Only businesses located in the LDDA are eligible for this grant program.*

Year business was established: 1994 incorporated 2002

Business phone: (303) 579-3272 Alternate phone: ( ) \_\_\_\_\_

Email address: mike@tribalrites.com and brian@masseq.com

Description of type of business and products or services provided:

Retail is mainly body jewelry with after products and clothing. Services are  
tattoo and piercing.

Number of square footage to be occupied at conversion location: 1745

Percent of products sold outside Boulder County, if applicable: 0%

Description of eligible conversion improvements (attach additional sheets if needed)

See attached sheet

Description of how the project is compatible with the Downtown Longmont Master Plan of  
Development and/or the Advance Longmont Strategic Plan (documents on-line,

<http://www.downtownlongmont.com/about/master-plan>,

<http://www.longmont.org/Advance-Longmont.aspx> or on request).

See attached sheet

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Total Project Cost (approximately): \$ 299,000

(Include all eligible grants costs and ineligible costs for the entire conversion project.)

If applicable, how much of this project cost is for equipment (approximately)? \$ 57,000

Total Retail Conversion Grant Costs \$ 60,630, rvsd by DH 6.23.23

(Include only project costs eligible in the grant.)

Total Grant Request: \$ 15,157.50, rvsd by DH 6.23.23  
(25% of eligible project costs, maximum \$22,500)

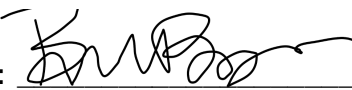
Business Owner Applicant Name (Print or Type): Michael Shuger, Owner Tribal Rites Inc.

Business Owner Signature: 

Date: 5/11/2023

If applicable:

Property Owner Applicant Name (Print or Type): Brian Bair, Manager 150 Main Owner, LLC

Property Owner Signature: 

Date: 5/12/23

Submit completed application to the LDDA. Incomplete applications will not be accepted.  
Hard copy or electronic copy is allowed.

Del Rae Heiser, Downtown Specialist

Longmont Downtown Development Authority

320 Main St., Longmont, CO 80501

Email: [delrae.heiser@longmontcolorado.gov](mailto:delrae.heiser@longmontcolorado.gov) / Phone: (303) 651-8586

## Conversion Project Description and Compatibility with Master Plan for Tribal Rites at South Main Station

### Description:

This project is a new space that will be completely converted into a retail and service shop. This will include a full bathroom with tile and a large sink, installed cabinetry, tile and luxury vinyl floors, plumbing and electrical. While Tribal Rites is a tattoo and piercing studio, much of the business is driven by jewelry sales. The main floor will house a large jewelry display kiosk. Most of our jewelry sales are made as secondary purchases for healed piercings. We will have two rooms dedicated to installation of new jewelry. We are considering, conservatively, 50% of the build-out to be used for retail sales. Although, we feel this to be a very conservative estimate since most of the entry, main floor and two rooms plus the bathroom are needed to service and display retail sales. Improvements will feature tile floors in the entry and luxury vinyl throughout the rest of the shop along with track lights, accent lights, and a large chandelier.

### Compatibility with Downtown Master Plan:

Tribal Rites Inc. has leased this beautiful frontage space at South Main Station. This is a 10 year lease which speaks towards the confidence that both parties have in this project. Tribal Rites is a piercing and tattoo company, but has a large retail component consisting mainly of body jewelry which currently make up 53% of sales. Tribal Rites has developed its jewelry inventory to include thousands of choices and many high-end pieces including gold and precious stones. We often curate high end jewelry for discerning people who want unique pieces or want their current piercings to present as more uniform with gold and semi-precious or precious stones. Tribal Rites has ordered a large glass jewelry display kiosk that will be the center piece of the main room with LED lights and black aluminum accents. We will also sell a line of custom clothing with on-brand graphics and choices of after products for healing piercings and tattoos.

The build-out will have a large entry way with tile and stone accent wall outfitted with couches where customers can wait for their appointment. The design will feature warm colors with darker accents to give the studio a little bit of an edgy contemporary vibe. The main floor and throughout the rest of the studio will feature a premium vinyl floor that will be easily cleaned but mimic a warm wood feel. Lighting will be lush with hanging track, accents, and a large chandelier in the entry.

Tribal Rites aims to build a studio that will be add to the first-class Longmont downtown experience. We want this new location to be the prime tattoo and piercing studio for Longmont shoppers. We look forward to continuing our long-standing relationship with Longmont and growing with it for many years to come.

**Tenant Improvement for 300 South Main Street**

Contractor Bid for Tenant Improvement

Blue Spruce LLC	\$	224,554	<b>NEED UPDATED BLUE SPRUCE BID</b>
Design & Permitting	\$	17,951	<b>NOT ELIGIBLE</b>
Total	\$	242,505	

Consider 50% of space as retail

Portion that can be considered by the LDDA	\$	121,253	
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Portion TI Mass Equities	\$	215,000	89%
Portion TI Tribal Rites	\$	27,505	11%

Plant, Property and Equipment

			<b>NOT ELIGIBLE</b>
Signage	\$	12,000	Budgeted Estimate
Main Display	\$	25,000	per contract from Jahabow Display
Alternate Display	\$	3,000	Budgeted Estimate
Furniture	\$	7,000	Budgeted Estimate
TVs, Fixtures, Stereo	\$	5,000	Budgeted Estimate
Miscellaneous	\$	5,000	Budgeted Estimate
Total	\$	57,000	

Square footage of Retail Space (See PDF Retail Square Foot Diagram)

Sqft used for Retail	665
Total Sqft	1774
Percentage	37%

We cannot break out costs from the overall project as the GC has not labeled specific costs during the project.

We will concede another 10% of the cost is not used for retail.

Total Percent used for retail	<b>27%</b>
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Total cost of project	\$	<b>299,505</b>	
			\$224,554 x 27%
Cost of Retail of this Projecy	\$	<b>82,321.67</b>	\$ 60,630
			x 25%
			<b>Eligible grant request \$ 15,157.50</b>

**Bids were submitted to LDDA and are on file.**

# Layout with Furniture

eligible retail area in yellow

