

Downtown Reinvestment Grant Program Application

Please return completed the application with necessary attachments and signatures to the Economic Development Department office at 401 N. Elm St., Denton, Texas. If you have any application questions, please contact the Economic Development Department at 940-349-7776.

Applicant Name	Michael Churen	Date	1/13/2026
Business Name	MISTER RED LLC dba Ruby Rodeo / Red Italian		
Mailing Address	[REDACTED]		
Contact Phone	[REDACTED]	Email Address	[REDACTED]
Building Owner (if different from applicant)	GREEN EGG AND HAM LLC		
Historical/Current Building Name	PASchalls		
Project Site/Address	122 N. LOCUST ST DENTON TX 76201		

Type of Work: (check all that apply)

- | | |
|--|--|
| ☐ Paint Only | ☒ Awnings |
| ☒ Signage | ☐ Impact Fees |
| ☐ Utility Upgrades | ☒ Interior/Code Improvements |
| ☒ Facade & Building Renovation | ☐ Fire Suppression System |

Details of planned improvements relating to grant request (attach additional information if necessary).

SEE ATTACHED

How will this project benefit Downtown?

X SEE ATTACHED

Legal Description of the property:

OT DENTON BLK 7, LOT 1 (W. 86.1 OF N 25)
NKA 122 N. LOCUST ST DENTON TX 76201
PASCALL'S BUILDING

Project Categories	Estimated Costs	Grant Requested
Facade/Building Rehab	\$ 32,981.25	\$ 16,490.62
Awnings	\$ 11,853.38	\$ 5,926.69 7,500
Signs	\$ 612.95	\$ 2,500.-
Impact Fees	Ø	Ø
Utility Upgrades	Ø	Ø
Interior/Code Improvements	\$ 51,175.69	\$ 25,587.84
Fire Suppression System	Ø	Ø
Totals	\$ 102,137.27	

TOTAL COST OF PROPOSED PROJECT

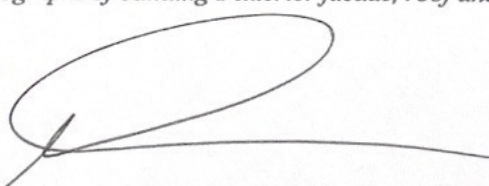
\$ 102,137.27

TOTAL GRANT REQUEST

(May not exceed 50% of TOTAL COST up to \$50,000)

\$ 50,000.00

Attach all required color samples of paint, awning/canopy, sign design, etc., as well as photographs of building's exterior facade, roof and foundation.


Applicant's Signature

11/13/2024
Date

DOWNTOWN REINVESTMENT GRANT AGREEMENT FORM

Please complete and return with the Downtown Reinvestment Grant Application to the Economic Development office, 401 N. Elm St., Denton, Texas. If you have any questions, please contact the Economic Development Department at 940- 349-7776.

I have met with a representative from the Economic Development Department, and I have read and fully understand the Downtown Reinvestment Grant procedures established by the Denton City Council. I intend to use this grant program for the aforementioned renovation projects to advance the efforts of revitalization and historic preservation of Denton's historic downtown. *I have not received, nor will I receive insurance monies for this revitalization project.*

I understand that if I am awarded a Downtown Reinvestment Grant by the City of Denton, any deviation from the approved project may result in the partial or total withdrawal of the grant. (If I am awarded a reinvestment grant for facade, awning or sign work and the facade, sign or awning is altered for any reason within **one (1) year** from construction, I may be required to reimburse the City of Denton immediately for the full amount of the grant.)

MISTER RED LLC dba Ruby Rodeo / RED Italian

Business/Organization Name

mc

Michael Church

1/5/2026

Applicant's Signature

Printed Name

Date

Mark Hicks

Mark Hicks

1-5-26

Building Owner's Signature (if different from applicant)

Printed Name

Date

This section is to be completed by Economic Development staff.

Date considered by DEDC

Recommendation

Staff Signature

Date considered by TIRZ #1 Board

Recommendation

Staff Signature

Date considered by City Council

Approval

Staff Signature

January 13th, 2026

Attn: Downtown Denton Reinvestment Grant
City of Denton
215 E. McKinney St.
Denton, TX 76201

RE: Grant Application for Property Improvements at 122 N. Locust Street

To the Grant Review Committee,

Please accept this formal proposal for the Denton Reinvestment Grant, regarding the revitalization of the property located at 122 North Locust Street, Denton, Texas. As a committed stakeholder in our downtown district, I am seeking support to execute a project that balances historic preservation with essential infrastructure modernization.

Our project focuses on three primary objectives:

Historic Restoration: We have worked closely with the Historic Committee Commission to ensure our façade and signage renovations (see attached renderings) honor the architectural heritage of the Denton Square.

Public Safety and Accessibility: By adding a new awning on the Oak Street side, we are improving the pedestrian experience and providing much-needed protection from the elements for visitors of Red: Italian Restaurant.

Infrastructure Compliance: A significant portion of this project involves installing a code-compliant 250-gallon grease interceptor. This critical investment allows us to introduce Red's Italian, a high-end, intimate dining experience that will diversify the local culinary market and generate increased sales tax revenue for the city.

We believe that these improvements will serve as a catalyst for increased foot traffic, benefiting the entire North Locust and Oak Street corridors. Attached to this letter, you will find, approved renderings, and projected economic impact reports and of quotes from all contractors for the work to be performed:

Storefront "remodel" Approved by Historical Committee.

Awning Work, updated.

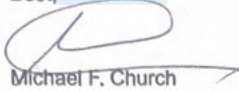
Updating Side Door, to bring to code for Emergency Exit, approved by Fire Marshall.

Install of 250 G Grease Trap Inceptor, approved by FOG Denton.

Sign for Ruby Rodeo.

Thank you for your time and for your continued dedication to the growth and beauty of downtown Denton. I look forward to the possibility of partnering with the city on this project.

Best,

A handwritten signature in blue ink, appearing to be 'M. Church', with a long horizontal flourish extending to the right.

Michael F. Church

Owner/Chef
Ruby Rodeo/Red: Italian

Proposed Weekly Economic Impact Projections
 Establishments: Ruby Rodeo & Red Italian
 Location: Denton, TX
 1. Weekly Operating Schedule & Revenue

Day	Operating Hours	Ruby Rodeo Sales	Red Italian Sales	Daily Net Total
Monday	Closed			
Tuesday	5pm – 11pm	\$3,000	\$3,000	\$6,000
Wednesday	5pm – 11pm	\$3,000	\$3,000	\$6,000
Thursday	5pm – 12am	\$5,000	\$4,000	\$9,000
Friday	5pm – 2am	\$7,000	\$5,000	\$12,000
Saturday	5pm – 2am	\$7,000	\$8,000	\$15,000
Sunday	1pm – 12am	\$4,000	\$3,000	\$7,000
TOTALS		\$29,000	\$26,000	\$55,000

2. Monthly & Annual Impact Summary

- * Total Weekly Net Sales: \$55,000
- * Total Monthly Net Sales: \$220,000
- * Total Projected Annual Sales: \$2,640,000

3. Local Government Revenue Contribution

Based on projected performance and local tax estimations.

- > Estimated Monthly Tax Revenue: \$20,000+
- > Estimated Yearly Tax Revenue: \$240,000+
- > This figure represents a direct contribution to the City of Denton's tax base, supporting local infrastructure, public services, and community development.



QUOTATION

DEC 5, 2025

BILL TO: Victor Garcia
122 N Locust ST Denton, TX 76201

NUMBER: EST0007

DATE: Dec 5, 2025

Emergency Exit For Basement

Description	Quantity	Unit price	TAX	Amount
REAR EXIT DOOR/EMERGENCY DOOR	1	\$3,500.00	6.25 %	\$3,500.00
Tear out old door and door frame Frame out opening for new custom door (5ftx6ft) Install door frame (secure to ground and king studs, fill in with Sheetrock on the inside and dense glass on the exterior) Install bare doors Finally adjust doors and install hardware (panic bar, closure, install flush bolts for small door)				
DOOR COST	1	<u>\$4,200.00</u>	6.25 %	\$4,200.00
Door is to be made custom to order. Quote from door company is attached to this estimate where you can see the cost. \$280 dollar delivery fee is applied for pick up from their warehouse and brought to job site				
MATERIALS FOR DOOR CLOSE OUT	1	\$2,583.00	6.25 %	\$2,583.00
2 sheets of exterior dense glass \$86.26 3 6in 10ft 16ga tracks \$133.80 7 6in 10 ft 16ga studs \$312.20 Material delivery \$250 Mud, paint, stucco (labor and materials) \$1800				

SUBTOTAL: \$10,283.00



J&L CONSTRUCTION

QUOTATION

DEC 5, 2025

BILL TO: Victor Garcia
122 N Locust ST Denton, TX 76201

NUMBER: EST0008

DATE: Dec 5, 2025

Store Front For Ruby Rodeo

Description	Quantity	Unit price	TAX	Amount
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FRONT ENTRANCE	1	\$8,500.00	6.25 %	\$8,500.00
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- Replace front door with bigger door which requires reframing of opening
- Frame out for 2 windows and install
- Cover up framing and trim out as needed inside and out

MATERIALS	1	\$23,950.00	0 %	\$23,950.00
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- Pinnacle iron door collection: J-Series (50"x97-1/2") \$5500
- temporary windows \$4500
- bifold windows \$12000
- wood for framing and trim finishes \$1500
- stain and paint \$450

SUBTOTAL: \$32,450.00

TAX: \$531.25

TOTAL: \$32,981.25

PAID: \$0.00

BALANCE DUE \$32,981.25

NTTA

North Texas Tarp & Awning

3300 W. University
Denton, TX 76207
940.566.6619

Ruby Rodeo

122 N Locust St
Denton TX 76201

12/08/25

Re: Quote For 1) Std. Awning w/ Sign Panel, & Wrap Around 11"

Material: \$930.00

Labor: \$2,375.00

Frame: 3,350.00

Install: \$2,495.00

Graphics: \$1,000.00

Quote: 1) \$10,950.00 plus tax Grand Total: \$11,853.38

Prices are firm for 30 days from the above date and exclude permits, engineering drawings, or any other changes not covered by the above estimate. Prices given exclude any other charges that deviate from the above estimate. Prices do not include Tax. All sales are subject to tax unless you provide us with a copy of your sales tax exemption number or sign/provide us a "Resale Exemption Certificate". Warranties cover 1 year on labor plus 10 years on the material.

Terms: A deposit of at least 50% of the total is required to establish the order with the balance due at our office at the time of acquirement.

Thank you again for allowing us to provide you with this quote. If you have any questions or concerns, please feel free to contact me anytime. *Your satisfaction is my number one priority!*

Sincerely,
Bryce Harrington
North Texas Tarp and Awning
940-566-6619



RED
ITALIAN GRILL

RUBY RODEO

ALL PRO SIGNS LLC

716 S. PEAK ST.
DALLAS TX. 75223

Invoice

Number: 2363
Date: January 05, 2026

Bill To:

MISTER RED, LLC
RUBY RODEO
122 N LOCUST
DENTON, TX 76201

Ship To:

PO Number	Terms	Project
CHECK		

Date	Description	Hours	Rate	Tax 1	Tax 2	Amount
01/05/26	FRONT-LIT CHANNEL LETTERS WITH LED ILLMINATION ON A BLACK SQUARE WITH INSTALLATION AND CITY PERMIT , OVER ALL SIZE 2.65 X 15 FT LONG, EXTRA PERMIT ARE NOT INCLUDE IN PRICE.	1.00	5,660.00		✓	5,660.00
ONE YEAR WARRANTY ON ALL WORK WITH 50% DOWN IS \$3,063.48						

Sub-Total	\$5,660.00
State Tax 0.00% on 0.00	0.00
City Tax 8.25% on 5,660.00	466.95
Total	\$6,126.95

0 - 30 days	31 - 60 days	61 - 90 days	> 90 days	Total
\$6,126.95	\$0.00	\$0.00	\$0.00	\$6,126.95

front-lit Channel letters w/ LED illumination - Individually Mounted Letters direct to wall - Ruby Rodeo - Denton - TX

Elevation : West

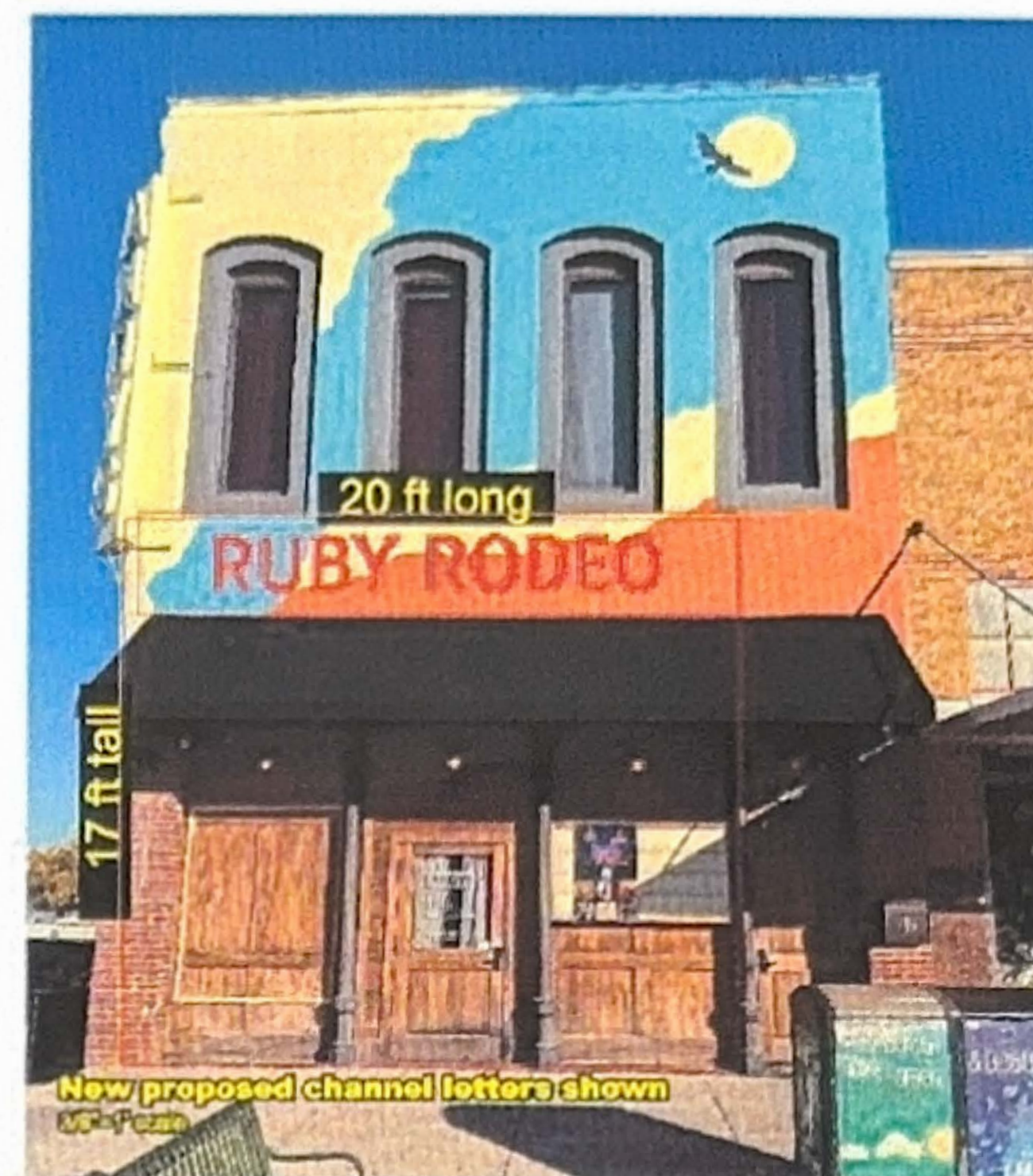
store front 20 ft long x 17 ft tall

day view:

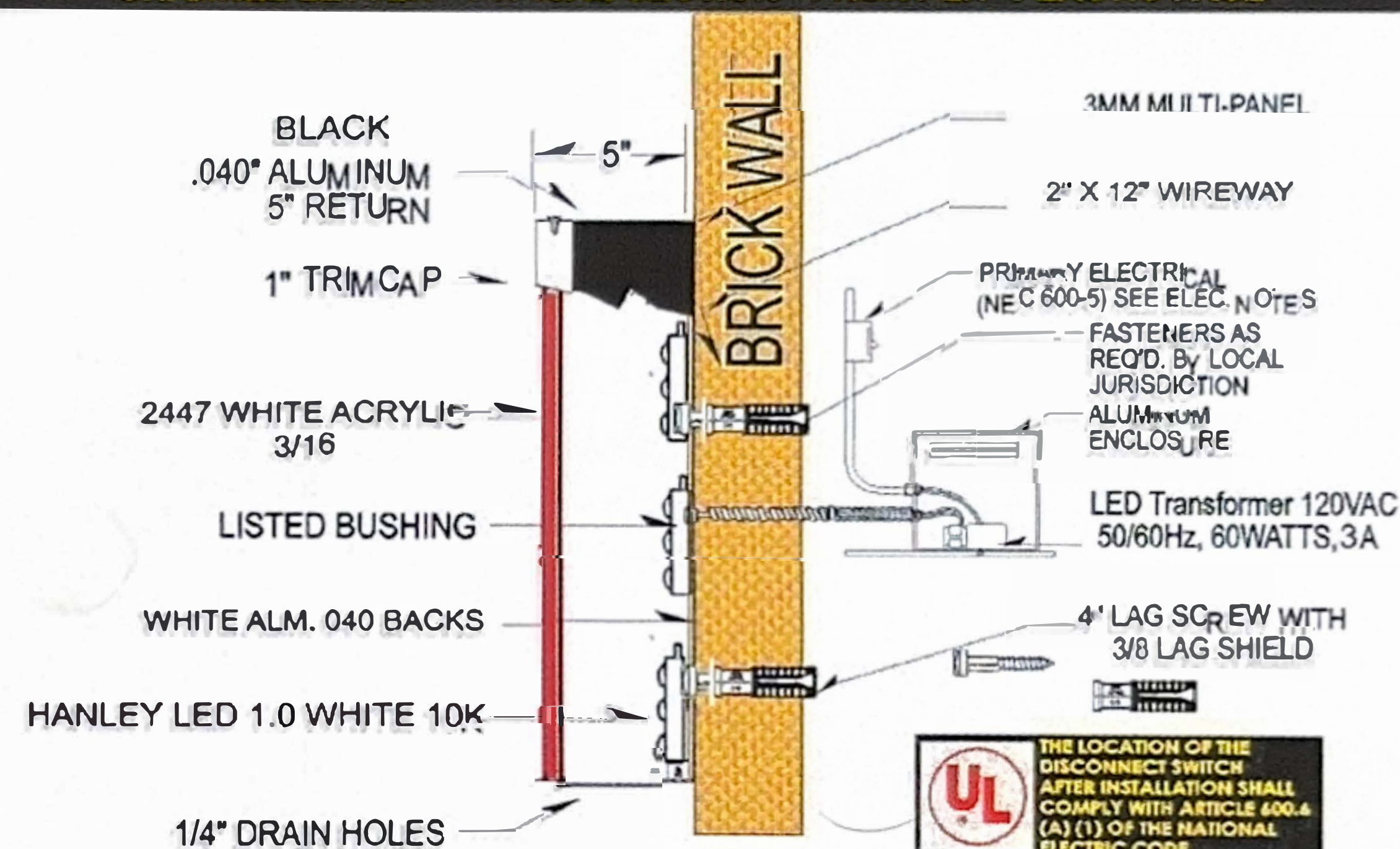
2 ft 15 ft
RUBY RODEO

night view:

RUBY RODEO



CHANNEL LETTER - TYPICAL SECTION - FRONT-LIT PLASTIC FACE



ELECTRICAL NOTES

WE DO NOT provide primary electrical to sign.
Power to the sign must be done by a licensed electrical contractor or licensed electrician.
Each sign must have:

1. A minimum of one dedicated 120V 20A circuit
2. Junction box installed within 6 feet of sign
3. Three wires: Line, Ground, Neutral

A Front-Lit, Plex-Face Channel Letters w/ LED, Individually Mounted to the wall.
SCALE: 0/0" = 1' 0" • For Production / For Presentation • Front View

INTERNALLY ILLUMINATED PLASTIC FACE CHANNEL LETTERS

QUANTITY: ONE SET

Overall Height: 2.00 ft
Overall Length: 15.00 ft
Total Sq.Ft.: 30.00 ft²
Returns: 5" Black
Trimcap: 1" Black
Face: 3/16 White Acrylic # 2447 over-lay in full-color graphic print.

denton sq.ft 2 time store front under sign 40 sq.ft and 75% is under 15 ft long

Illumination: White GE LED
LED Transformer 120VAC 50/60Hz, 60WATTS, 5A

NOTES:

- Individually Mounted letters directly to wall.
- WHITE interiors for increased illumination
- All paint two-stage automotive acrylic

one year warranty on all work and electrical work with out the liability of acts of god



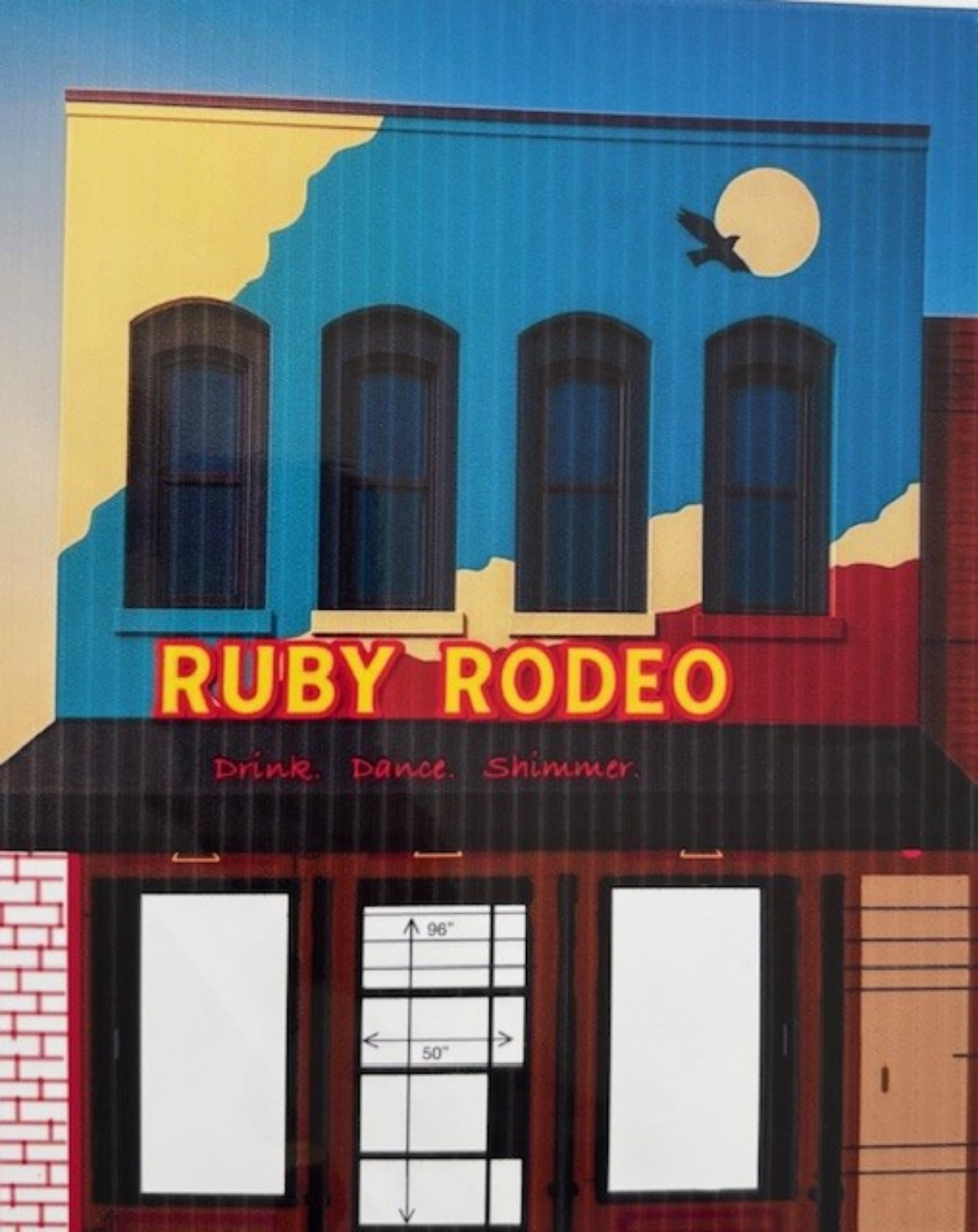
Client Name:
Ruby Rodeo
Mister Red, LLC
Location:
122 N Locust St.
Denton, Tx 76201

Start Date: 12 / 26 / 25
Last Revision: 01 / 07 / 26
Job#: 4068
Drawing#: 00000a.v1.s1 / e1
Page: 1 of 2

Client Approval
Landlord Approval

Sales Rep:
Ricky G.
Designer:
Pete S.

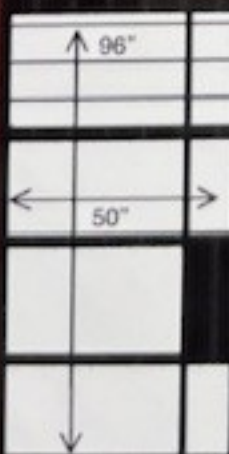




The illustration shows the facade of a building with a blue upper section and a red lower section. The blue section features four arched windows and a large yellow sun with a black bird flying in front of it. The red section has a black awning with the text 'RUBY RODEO' in large, bold, yellow letters with a red outline. Below the awning, the text 'Drink. Dance. Shimmer.' is written in a smaller, red, cursive font. The bottom of the image shows a brick wall on the left and a wooden door on the right, with a central window unit that has a grid pattern and dimensions.

RUBY RODEO

Drink. Dance. Shimmer.



Haltex Plumbing, LLC 2301 Colorado Blvd, Denton, TX 76205
9409997742 | Service@haltexplumbing.com



Estimate #744

Estimate for Mike Church

For: Mike Church,
122 N Locust St, Denton, TX 76201

Created on: Mon Nov 17, 2025

Serviced on: Tue Oct 28, 2025

Option #1

\$40,250.00

Approve

Services

Labor

This proposal is to replumb the kitchen in the basement and install a 75-gallon Schier grease trap with sample well. We will run all new floor sinks and drains to this grease trap for the new kitchen layout. We will sawcut all concrete and haul off and repour after inspection. We will remove the mop sink from the bathroom and install new in the kitchen area. Along with a floor sink for the three comp and dishwasher, a floor drain in the middle of the floor, A floor sink for the vegetable wash station as well. This does include setting all fixtures and installing a backflow on the dishwasher. All work will be tested after install and inspected by the City of Denton. Normal business hours apply. During repair and delivery of tank we will have area of the parking blocked off for safety. Customer will supply all fixtures. Testing and inspection will take a couple of days so sewer will be out of use dur Any unforeseen beams, plumbing piping, backfall, extra concrete work, or demo can cre a change order. Customers responsibility to accommodate grease trap entry to the room.

[Privacy - Terms](#)

Services subtotal

\$16,000.00

Materials

Materials

Permit

Excavation

Materials subtotal \$24,250.00

Subtotal \$40,250.00

Tax \$0.00

Commercial Labor

Total \$40,250.00

Not what you were looking for?

Please let us know if you'd like to request some changes. We'd love to win your business.

Decline estimate

Contact us



Looking for savings and helpful tips?