

March 25, 2026

MISTER RED, LLC - Ruby Rodeo & Red: Italian Restaurant

122 N. Locust St.

**Kristen Pulido
Main Street Program Manager
Office of Economic Development**

FY 25/26 Downtown Reinvestment Grant Budget Status

FY 25/26 Downtown Reinvestment Grant Pipeline Stage		
Status	Total	Est. Amount Awarded
Application Review	4	\$107,500
Awaiting Application	6	\$117,500
Leads	2	\$75,000
TOTALS	12	\$300,000

Projected 25/26 Tax Increment Reinvestment Zone Number One Grants			
Phase	Owner/Business	Address	Requested Amount
TIRZ 1	Fine Arts Theater of Denton, LLC	115-116 N. Elm St.	\$50,000
TIRZ 1	West Oak Coffee Bar	114 W. Oak St.	\$50,000
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DEDC	Brakefield Pools	520 S. Elm St.	\$10,000
DEDC	325 W. McKinney St.	325 W. McKinney	\$50,000
DEDC	Ruby Rodeo/Red Italian	122 N. Locust	\$50,000
		TOTAL	\$260,000
		FY 25/26 Grant Budget	\$200,000
		Est. Fund Balance	(\$60,000)

ALIGNMENT WITH CITY PLANS

- **City's Strategic Plan**
 - Key Focus Area 3: Foster Economic Opportunity and Affordability
 - Grow Denton's Economic Vitality
 - Key Focus Area 4: Strengthen Community and Quality of Life
 - Preserve Community Character and Identity
 - Strengthen Community Amenities
- **Economic Development Strategic Plan**
 - 2D.2 Downtown Development
- **Design Downtown Plan**
 - Community Priority: Retail and Commercial Development

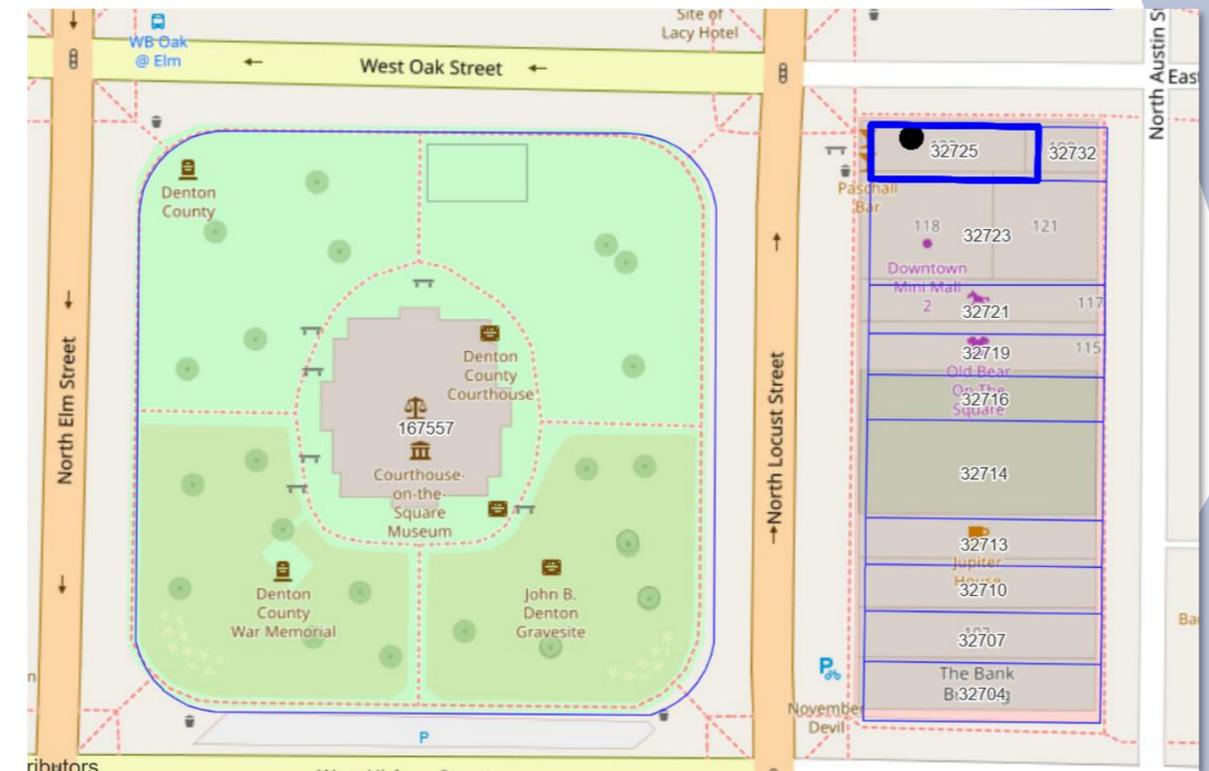
BACKGROUND

- **September 2025** - Mike Church and Victor Garcia signed a lease for 122 N. Locust to open two distinct concepts
 - Basement: Red: Italian Restaurant a modern Italian Restaurant
 - Ground Floor: Ruby Rodeo, an all-genre live entertainment venue
- 122 N. Locust St. is part of the Historic Denton Square District
 - **January 12, 2026** – The Historic Landmark Commission approved Mister Red, LLC’s Certificate of Appropriateness application for the partial rehab of the first floor.



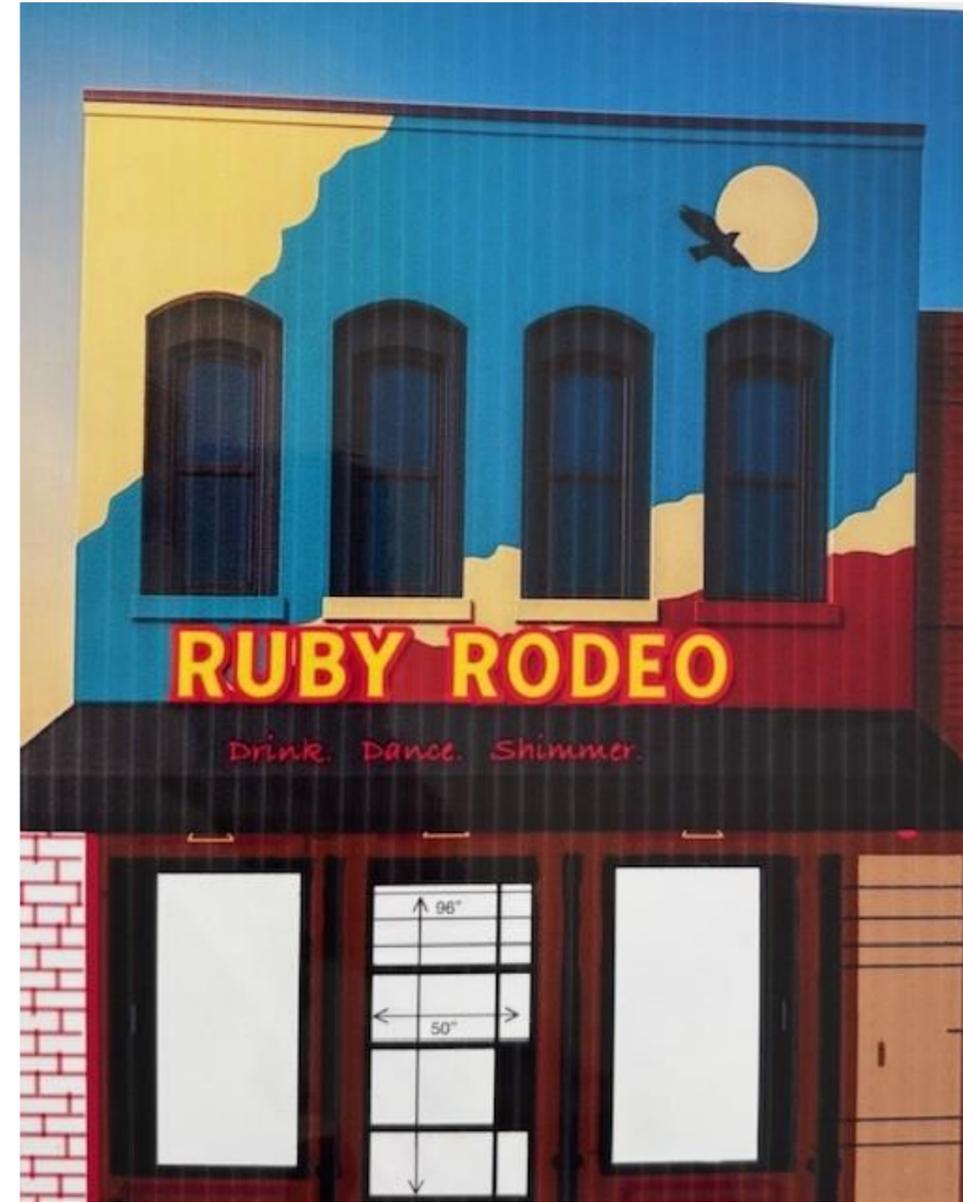
PROJECT

- Historic Preservation – Worked closely with the Historic Preservation officer to ensure façade and sign honor the Denton Square District guidelines
- Public Safety and Accessibility – Adding a new awning on the Oak Street Side improves the pedestrian experience and protection from the elements
- Infrastructure Compliance: Installation of a 250-gallon grease interceptor
- Total Projected Annual Sales: \$2,640,000
- Estimated Annual Tax Revenue: \$240,000



FAÇADE/ BUILDING REHABILITATION

- Exterior Doors/Windows
- **Projected Cost: \$32,981.25**



AWNINGS

- **Projected Cost: \$11,853.38**



SIGNS

- Projected Cost: \$ 6,126.95

Front-lit Light Bulb Channel letters - Individually Mounted Letters direct to wall - Ruby Rodeo - Denton - TX

Elevation : West

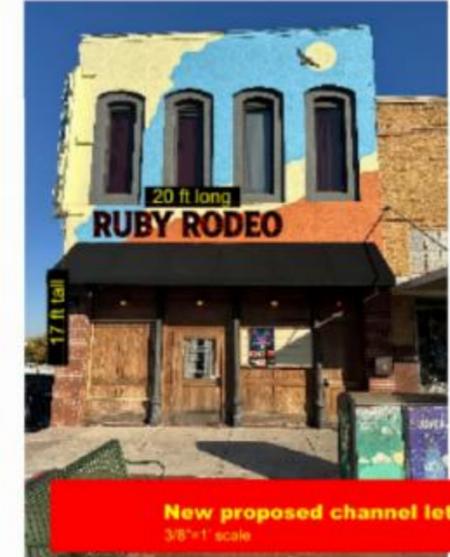
store front 20 ft long x 17 ft tall

2 ft **RUBY RODEO** 15 ft

sample



SAMPLE



New proposed channel letters shown 3/8"=1" scale

A Light bulbs - lit Channel Letters install direct to wall - front view
SCALE: 0/0" = 1' 0" • For Production / For Presentation

Water Proof- Light bulbs - lit Channel Letters

POWER COATED
SOLID RED.

channel letters - front -lit led light bulbs install direct to wall

QUANTITY: ONE (1) Ruby Rodeo

Overall Height: 2.00 ft

Overall Length: 15.00 ft

Total Sq.Ft.: 30.00 ft²

Face/Returns: 5" .80 ALM. power coated solid red

Light Bulb Base : E26 Medium Screw Base

Illumination: Rustic White led light bulbs

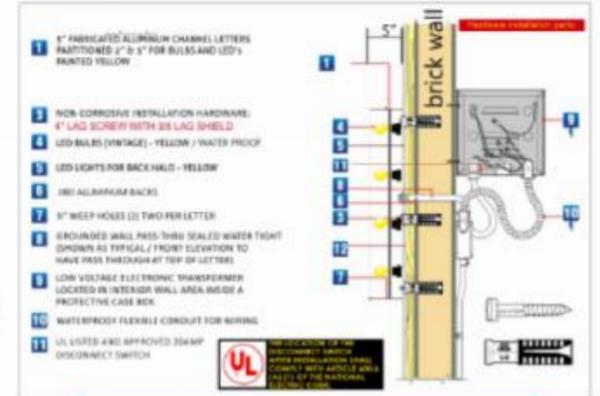
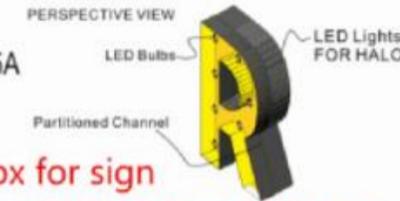
LED Transformer 120VAC 50/60Hz, 60WATTS, 5A

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

NOTES:

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

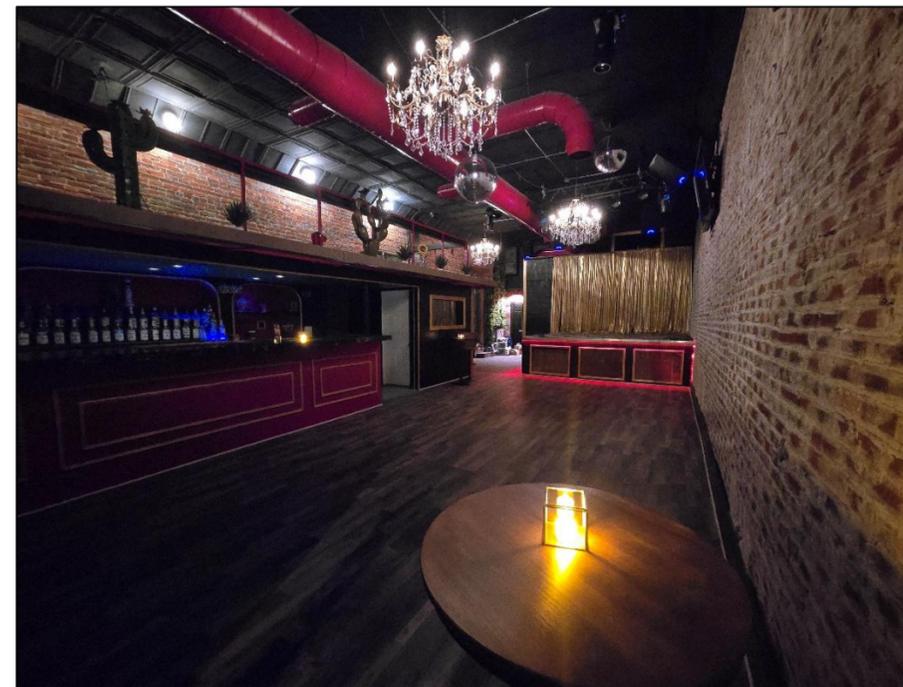
one year warranty on all work and electrical work with out the liability of acts of god



ELECTRICAL NOTES
Sign Company DOES 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 maximum of one dedicated 120V 20A circuit
2. Junction box installed within 6 feet of sign
3. Three wire Line Ground Neutral

*UTILITY UPGRADES

- Grease Interceptor
- Emergency Exit door
- **Projected Cost: \$51,175.69**



*After review of the grant application, staff recommends reclassification of project category from Interior/Code Improvements to Utility Upgrades. Does not affect total grant amount eligibility

ELIGIBLE EXPENSES

Projected Project Cost: \$102,137.27

Mister Red, LLC - Grant Application		
Project Category	Estimated Cost	Grant Limit
Façade/Building Rehabilitation	\$32,981.25	50% up to \$50,000
Awnings	\$11,853.38	50% up to \$7,500
Signs	\$6,126.95	50% up to \$2,500
*Utility Upgrades	\$51,175.69	50% up to \$50,000
Total Project Cost	\$102,137.27	\$50,505.47
<i>Total Grant Request:</i>	<i>\$50,000</i>	

SCORING

Downtown Reinvestment Grant Scoring – 122 N. Locust, Mister Red, LLC							
Economic Impact: 0-5 Points	Historic Accuracy/Design: 0-5 Points	Upgrades to Utilities/Impact Fees: 0-5 Points	Increases Population: 0-5 Points	Interior/Code Improvements: 0-5 points	Other 0-15 Points (for other categories including, but not limited to): -Partners with other businesses -Project is a "target" business -Promotes development of Denton Arts and Entertainment -Longevity of Business	SUM	
4	4	3	3	3	10		27
5	5	5	4	4	12		35
4	4	3	5	3	10		29
5	3	5	4	4	12		33
5	4	5	4	4	13		35
4	4	5	4	2	11		30
3	1	4	5	1	10		24
5	4	4	5	2	13		33
5	5	5	4	5	14		38
5	4	5	4	5	13		36
4.5	3.8	4.4	4.2	3.3	11.8		32

Review Process – Total project scores can range from 0-40

Recommendations will be based on:

0-9 points = No Funding

10-14 points = Grant recommendation of up to \$7,500

15-19 points - Grant recommendation of up to \$15,000

20-24 points = Grant recommendation of up to \$25,000

25-29 points = Grant recommendation of up to \$35,000

30-40 points = Grant recommendation of up to \$50,000

PRIOR ACTION

On February 19, 2026, the Downtown Economic Development Committee (DEDC) reviewed and scored the grant application. The application received an average score of 32 points, making it eligible for a recommendation of up to \$50,000. These scores support the recommendation to approve the application requested. The Downtown Economic Development Committee recommends approval of up to \$50,000 (10-0).

NEXT STEPS:

- Recommend approval of grant amount by the DEDC to City Council.
- Recommend a lesser amount than recommended by the DEDC to City Council.
- Do not recommend approval of grant application.

Questions?

Mike Church and Victor Garcia
Owners, Ruby Rodeo and Red: Italian Restaurant