

**CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
FEBRUARY 13, 2025 – 8:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Financial Statements**
 - a. December Financials**

- II. PUBLIC FORUM**

- III. CITY UPDATE**

- IV. COUNTY UPDATE**

- V. ECONOMIC DEVELOPMENT UPDATE**

- VI. COMMUNITY WORK PLAN & REPORTS**
 - 1. Downtown Design**
 - 2. Redevelopment Projects**
 - 3. Entertainment Draws**

- VII. PROGRAMS**
 - 1. Farmers Market**

- VIII. FUNDING**
 - 1. Sponsorship**
 - 2. Community Event Grants**
 - a. Monroe Country Day School 5k**

- IX. NEW BUSINESS**

- X. ANNOUNCEMENTS**
 - 1. Next Meeting – March 13, 2025 at 8:00 am at City Hall**

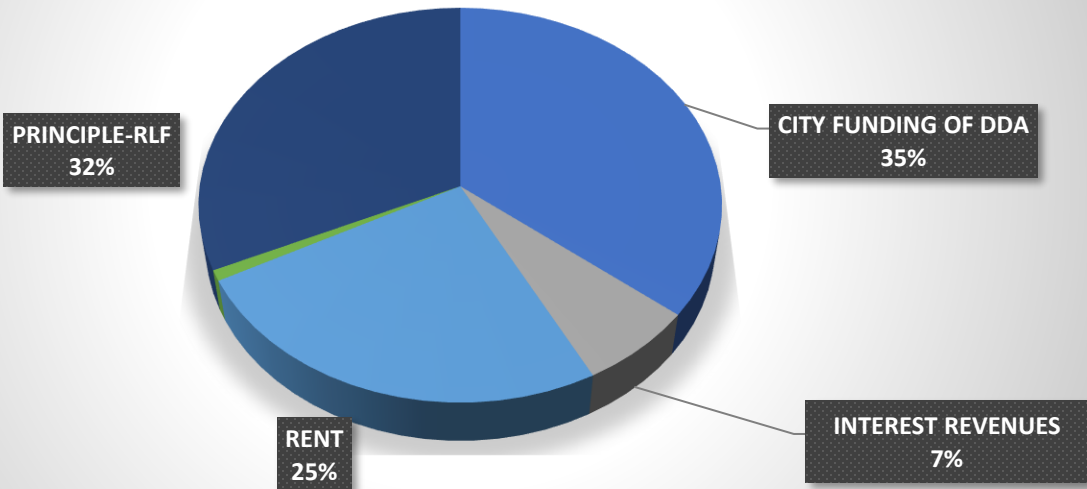
- XI. ADJOURN**

DOWNTOWN DEVELOPMENT AUTHORITY

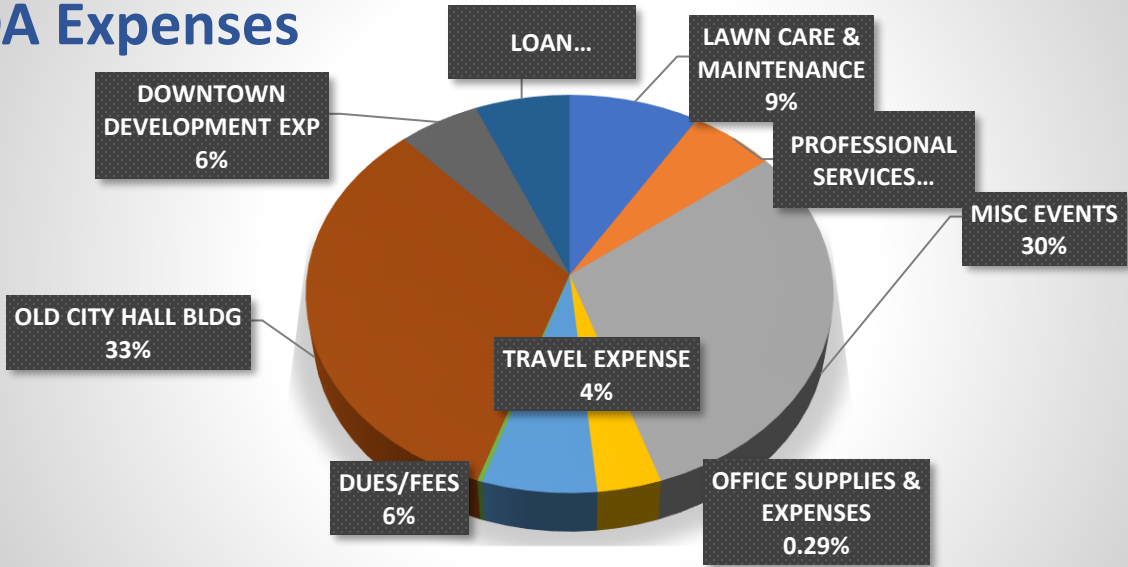
Preliminary December 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	4,418	70,198
Expense	3,204	44,431
<u>Profit/(Loss)</u>	<u>1,214</u>	<u>25,768</u>

DDA Revenues



DDA Expenses



DDA Income Statement

Account Summary

For Fiscal: 2024 Period Ending: 12/31/2024



Monroe, GA

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
002-7550-336100	CITY FUNDING OF DDA	25,000.00	25,000.00	6,250.00	25,000.00	0.00
002-7550-361000	INTEREST REVENUES	150.00	150.00	9.81	88.94	61.06
002-7550-361002	INTEREST-REVOLVING LOAN FUND	5,000.00	5,000.00	365.88	4,595.45	404.55
002-7550-381011	RENTAL - 227 S BROAD	6,000.00	6,000.00	-4,083.33	17,600.00	-11,600.00
002-7550-389000	OTHER	0.00	0.00	0.00	608.09	-608.09
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	21,500.00	21,500.00	1,875.90	22,305.91	-805.91
	Revenue Total:	57,650.00	57,650.00	4,418.26	70,198.39	
Expense						
002-7550-521200	PROFESSIONAL SERVICES	0.00	3,500.00	0.00	2,550.00	950.00
002-7550-522140	LAWN CARE & MAINTENANCE	0.00	4,000.00	0.00	3,900.00	100.00
002-7550-523301	MISC EVENTS	0.00	14,000.00	0.00	13,492.61	507.39
002-7550-523510	TRAVEL EXPENSE	0.00	0.00	0.00	1,591.48	-1,591.48
002-7550-523600	DUES/FEES	200.00	200.00	2,297.44	2,852.02	-2,652.02
002-7550-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	126.65	-126.65
002-7550-531203	OLD CITY HALL BLDG	15,000.00	15,000.00	906.84	14,668.08	331.92
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	24,900.00	3,400.00	0.00	2,420.55	979.45
002-7550-573000	LOAN PAYMENTS	17,550.00	17,550.00	0.00	2,829.16	14,720.84
	Expense Total:	57,650.00	57,650.00	3,204.28	44,430.55	
	Total Surplus (Deficit):	0.00	0.00	1,213.98	25,767.84	



Monroe, GA

Trial Balance Account Summary

Date Range: 12/01/2024 - 12/31/2024

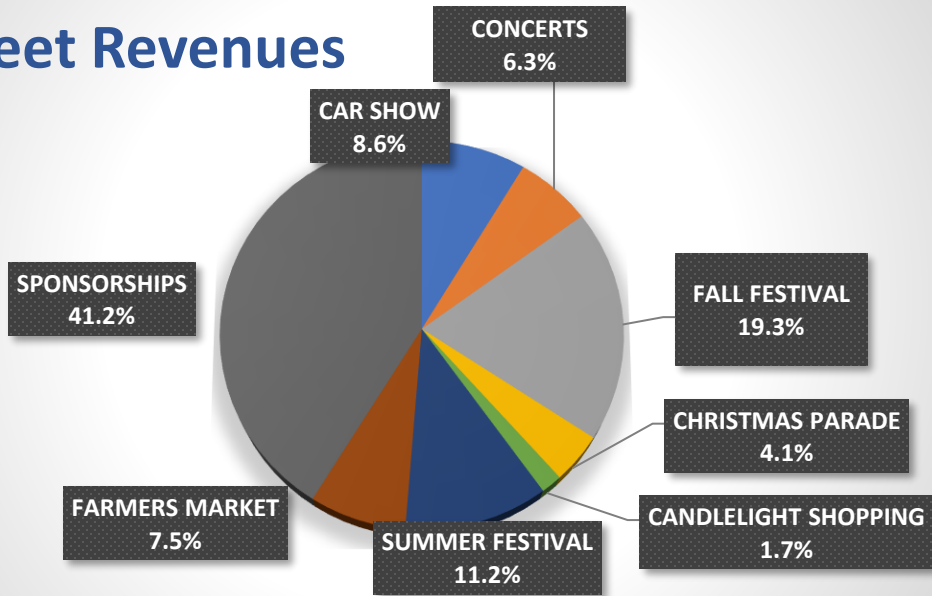
Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 002 - DOWNTOWN DEV FUND						
Asset						
002-111104	DDA SYNOVUS	368,650.83	12,860.24	17,111.36	-4,251.12	364,399.71
002-111108	DOWNTOWN DOLLARS SYNOVUS	19,862.68	8,342.81	2,810.00	5,532.81	25,395.49
002-111111	DDA LOAN CHECKING-AF	40,429.37	3.43	0.00	3.43	40,432.80
002-111145	RDF - SYNOVUS	500.00	0.00	0.00	0.00	500.00
002-111151	RLF - SYNOVUS	164,219.05	2,244.32	0.00	2,244.32	166,463.37
002-111199	CLAIM ON CASH	-2.03	2.03	0.00	2.03	0.00
002-111411	INTEREST RECEIVABLE - WAYNE ST PAR...	-867.79	0.00	0.00	0.00	-867.79
002-111901	ACCOUNTS RECEIVABLE - MISC	0.00	5,676.40	2,241.78	3,434.62	3,434.62
002-121104	ACCTS PAYABLE-DOWNTOWN DOLLARS	-8,960.07	2,810.00	8,341.00	-5,531.00	-14,491.07
Liability						
002-121100	ACCOUNTS PAYABLE	-5,078.23	9,122.75	9,343.86	-221.11	-5,299.34
Equity						
002-134220	FUND BAL UNRESERVED, UNDESIGNA	-554,199.95	0.00	0.00	0.00	-554,199.95
Revenue						
002-7550-336100	CITY FUNDING OF DDA	-18,750.00	0.00	6,250.00	-6,250.00	-25,000.00
002-7550-361000	INTEREST REVENUES	-79.13	0.00	9.81	-9.81	-88.94
002-7550-361002	INTEREST-REVOLVING LOAN FUND	-4,229.57	0.00	365.88	-365.88	-4,595.45
002-7550-381011	RENTAL - 227 S BROAD	-21,683.33	4,583.33	500.00	4,083.33	-17,600.00
002-7550-389000	OTHER	-608.09	0.00	0.00	0.00	-608.09
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	-20,430.01	0.00	1,875.90	-1,875.90	-22,305.91
Expense						
002-7550-521200	PROFESSIONAL SERVICES	2,550.00	0.00	0.00	0.00	2,550.00
002-7550-522140	LAWN CARE & MAINTENANCE	3,900.00	0.00	0.00	0.00	3,900.00
002-7550-523301	MISC EVENTS	13,492.61	0.00	0.00	0.00	13,492.61
002-7550-523510	TRAVEL EXPENSE	1,591.48	0.00	0.00	0.00	1,591.48
002-7550-523600	DUES/FEES	554.58	2,297.44	0.00	2,297.44	2,852.02
002-7550-531100	OFFICE SUPPLIES & EXPENSES	126.65	0.00	0.00	0.00	126.65
002-7550-531203	OLD CITY HALL BLDG	13,761.24	906.84	0.00	906.84	14,668.08
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	2,420.55	0.00	0.00	0.00	2,420.55
002-7550-573000	LOAN PAYMENTS	2,829.16	0.00	0.00	0.00	2,829.16
Fund 002 Total:		0.00	48,849.59	48,849.59	0.00	0.00
Report Total:		0.00	48,849.59	48,849.59	0.00	0.00

MainStreet

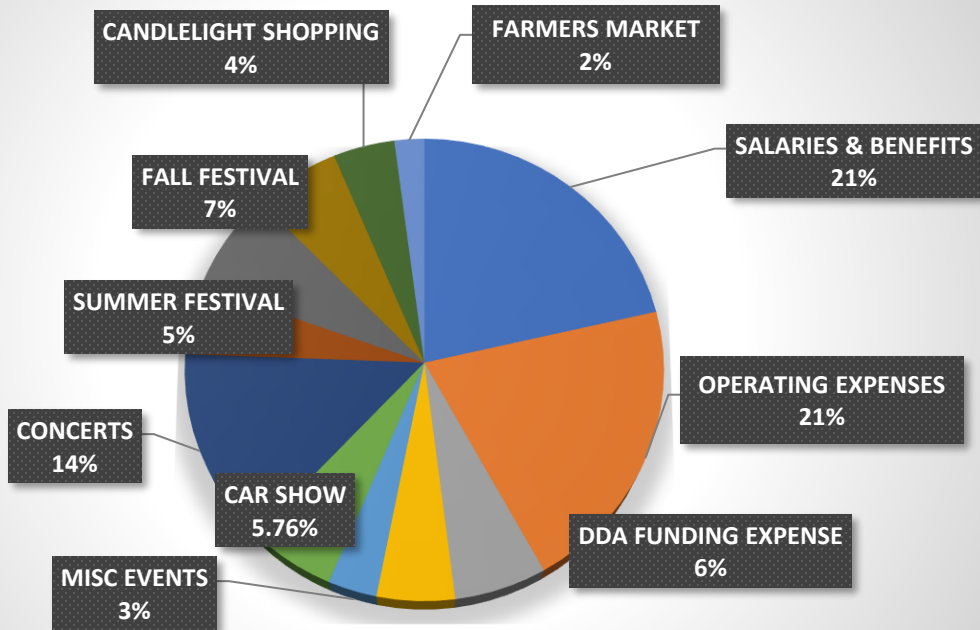
Preliminary December 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	8,237	196,551
Expense	55,247	412,437
<u>Profit/(Loss)</u>	<u>(47,010)</u>	<u>(215,887)</u>

MainStreet Revenues



MainStreet Expenses





Monroe, GA

Budget Report

Account Summary

For Fiscal: 2024 Period Ending: 12/31/2024

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Revenue						
DEPT: 7521 - MAINSTREET						
100-7521-347301	CAR SHOW	13,500.00	13,500.00	0.00	16,980.76	3,480.76 125.78 %
100-7521-347302	CONCERTS	6,000.00	8,000.00	0.00	12,370.51	4,370.51 154.63 %
100-7521-347304	FALL FESTIVAL	20,000.00	20,000.00	0.00	38,004.96	18,004.96 190.02 %
100-7521-347305	CHRISTMAS PARADE	5,000.00	5,000.00	3,203.45	8,103.45	3,103.45 162.07 %
100-7521-347306	FARM TO TABLE	15,000.00	0.00	0.00	0.00	0.00 0.00 %
100-7521-347307	CANDLELIGHT SHOPPING	2,000.00	2,000.00	3,279.25	3,279.25	1,279.25 163.96 %
100-7521-347308	SUMMER FESTIVAL	0.00	22,000.00	0.00	22,021.55	21.55 100.10 %
100-7521-347903	FARMERS MARKET	14,000.00	14,000.00	1,004.48	14,835.88	835.88 105.97 %
100-7521-371000	SPONSORSHIPS	80,000.00	80,000.00	750.00	80,954.25	954.25 101.19 %
	DEPT: 7521 - MAINSTREET Total:	155,500.00	164,500.00	8,237.18	196,550.61	32,050.61 19.48%
	Revenue Total:	155,500.00	164,500.00	8,237.18	196,550.61	32,050.61 19.48%
Expense						
DEPT: 7521 - MAINSTREET						
100-7521-511100	REGULAR SALARIES	60,841.00	60,841.00	2,576.56	57,163.28	3,677.72 6.04 %
100-7521-511200	PART TIME/TEMPORARY SALARIES	0.00	0.00	0.00	394.85	-394.85 0.00 %
100-7521-512100	GROUP INS	11,000.00	11,000.00	2,598.00	18,690.40	-7,690.40 -69.91 %
100-7521-512200	SOCIAL SECURITY	3,772.00	3,772.00	293.30	3,626.80	145.20 3.85 %
100-7521-512300	MEDICARE	882.00	882.00	68.60	848.19	33.81 3.83 %
100-7521-512400	GMEBS-RETIREMENT CONTRIBUTI...	7,245.00	7,245.00	627.19	7,526.28	-281.28 -3.88 %
100-7521-512910	MEDICAL EXAMS	25.00	25.00	0.00	32.19	-7.19 -28.76 %
100-7521-512915	EMPLOYEE ASSISTANCE PROGRAM	10.00	10.00	0.00	27.31	-17.31 -173.10 %
100-7521-512916	WALTON ATHLETIC MEMBERSHIP	110.00	110.00	16.40	106.60	3.40 3.09 %
100-7521-521200	PROFESSIONAL SERVICES	2,500.00	2,500.00	0.00	1,246.34	1,253.66 50.15 %
100-7521-521201	I/T SVCS - WEB DESIGN, ETC	250.00	250.00	0.00	613.71	-363.71 -145.48 %
100-7521-522140	LAWN CARE & MAINTENANCE	5,000.00	5,000.00	0.00	502.73	4,497.27 89.95 %
100-7521-522145	HOLIDAY EVENTS	20,000.00	20,000.00	252.07	21,078.34	-1,078.34 -5.39 %
100-7521-522208	MAINTENANCE CONTRACTS	1,750.00	1,750.00	180.93	1,593.59	156.41 8.94 %
100-7521-522322	EQUIPMENT RENTAL	0.00	0.00	18.54	87.82	-87.82 0.00 %
100-7521-523200	COMMUNICATION SERVICES	500.00	500.00	176.88	945.15	-445.15 -89.03 %
100-7521-523210	POSTAGE	100.00	100.00	75.00	185.70	-85.70 -85.70 %
100-7521-523300	ADVERTISING	10,000.00	10,000.00	1,195.40	13,557.68	-3,557.68 -35.58 %
100-7521-523301	MISC EVENTS	3,000.00	3,000.00	2,695.02	13,236.15	-10,236.15 -341.21 %
100-7521-523303	FARMERS MKT-GIFT CERTS	50.00	50.00	0.00	130.00	-80.00 -160.00 %
100-7521-523304	FARMERS MKT-SR BUCKS	600.00	600.00	0.00	565.00	35.00 5.83 %
100-7521-523305	FARMERS MKT-EBT TOKENS	500.00	500.00	0.00	101.00	399.00 79.80 %
100-7521-523306	FARMERS MKT-ENTERTAINMENT	600.00	600.00	111.32	1,763.18	-1,163.18 -193.86 %
100-7521-523310	MARKETING EXPENSES	2,000.00	2,000.00	503.81	1,268.83	731.17 36.56 %
100-7521-523400	PRINTING	1,000.00	1,000.00	0.00	8,141.30	-7,141.30 -714.13 %
100-7521-523510	TRAVEL EXPENSE	6,500.00	6,500.00	193.63	2,281.29	4,218.71 64.90 %
100-7521-523600	DUES/FEES	1,000.00	1,000.00	250.00	3,177.08	-2,177.08 -217.71 %
100-7521-523700	TRAINING & EDUCATION	2,500.00	2,500.00	20.00	1,821.28	678.72 27.15 %
100-7521-523850	CONTRACT LABOR	11,000.00	11,000.00	7,451.31	41,069.55	-30,069.55 -273.36 %
100-7521-531100	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	82.77	3,924.18	-2,424.18 -161.61 %
100-7521-531102	FURNITURE <5,000	0.00	0.00	0.00	2,258.41	-2,258.41 0.00 %
100-7521-531110	SPONSORSHIPS/DONATIONS	500.00	500.00	0.00	300.00	200.00 40.00 %
100-7521-531119	UNIFORM EXPENSE	0.00	0.00	0.00	325.20	-325.20 0.00 %
100-7521-531121	COMPUTER EQUIP NON-CAPITAL	1,000.00	1,000.00	0.00	92.46	907.54 90.75 %
100-7521-531175	FARMERS MARKET EXP	1,500.00	1,500.00	164.21	5,993.96	-4,493.96 -299.60 %
100-7521-531177	CAR SHOW EXP	8,000.00	8,000.00	55.39	23,741.19	-15,741.19 -196.76 %
100-7521-531178	CONCERT EXP	50,000.00	50,000.00	0.00	55,755.65	-5,755.65 -11.51 %

Budget Report

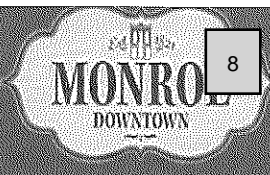
For Fiscal: 2024 Period Ending: 12/31/24

7

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
100-7521-531179	SUMMER FESTIVAL EXP	5,000.00	5,000.00	225.00	19,967.52	-14,967.52	-299.35 %
100-7521-531180	FALL FESTIVAL EXP	15,000.00	15,000.00	0.00	29,616.03	-14,616.03	-97.44 %
100-7521-531181	CHRISTMAS PARADE EXP	19,000.00	19,000.00	18,639.22	24,905.47	-5,905.47	-31.08 %
100-7521-531182	FARM TO TABLE EXP	3,500.00	3,500.00	0.00	0.00	3,500.00	100.00 %
100-7521-531183	CANDLELIGHT SHOPPING EXP	7,200.00	7,200.00	10,429.16	17,623.51	-10,423.51	-144.77 %
100-7521-531300	FOOD	1,000.00	1,000.00	0.00	3.93	996.07	99.61 %
DEPT: 7521 - MAINSTREET Total:		265,935.00	265,935.00	48,899.71	386,289.13	-120,354.13	-45.26%
DEPT: 7550 - DOWNTOWN DEVELOPMENT							
100-7550-523101	GENERAL LIABILITY INSURANCE	1,408.00	1,408.00	97.50	1,148.22	259.78	18.45 %
100-7550-572030	DOWNTOWN DEVELOPMENT	25,000.00	25,000.00	6,250.00	25,000.00	0.00	0.00 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT Total:		26,408.00	26,408.00	6,347.50	26,148.22	259.78	0.98%
Expense Total:		292,343.00	292,343.00	55,247.21	412,437.35	-120,094.35	-41.08%
Report Surplus (Deficit):		-136,843.00	-127,843.00	-47,010.03	-215,886.74	-88,043.74	-68.87%



Downtown Community Event Grant



PURPOSE & DESCRIPTION

The purpose of this program is to stimulate community involvement in Downtown Monroe. Grant funds are an incentive for groups and individuals to hold events in our historic downtown for the community at large.

The Monroe Downtown Development Authority (DDA) Community Event Match will provide a 50/50 investment match ratio up to a maximum of \$250 per event, as a reimbursement once pre-approved events are completed.

ELIGIBILITY

The program will be open to all community members. Events must take place within the DDA boundaries, must be open to the public, and the profits must benefit downtown development or another community non-profit. Once available funds are pledged, no more applications will be accepted. Monroe DDA will review the grant program each year to determine if sufficient funding is available to continue accepting grant applications.

EXAMPLES OF EVENTS

- Outdoor concert
- Family Festival
- Movie night
- Craft fair
- Road races

APPLICATION PROCESS

Applications will be coordinated by Mainstreet/DDA Executive Director. The DDA board will determine grant awards based on benefit to downtown and available funds.

The full process includes:

- A completed application
- Event description
- Proper permits from Code Department for road closings/peddler's permits (if applicable)
- Review/audit of event
- Provide copies of paid receipts to DDA within 30 days of event
- Reimbursement of 50% for event expenses up to a maximum of \$250
- Donation of a portion of event proceeds to downtown development or local non-profit

APPLICATION FOR EVENT GRANT

EVENT NAME: 9th Annual Monroe County Day School 5K

LOCATION OF EVENT: 602 E Church St - start & end of race

EVENT DATE: April 26, 2025

BENEFITTING ORGANIZATION: Monroe County Day School

CONTACT NAME: Rita Dickinson

TELEPHONE NUMBER: 770-267-8955

EMAIL: director@monroe.school

Please attach a brief description of proposed event. (Note: to receive payment, event must take place as described)

ESTIMATED COST: _____

GRANT MONEY APPLYING FOR: \$1250

I understand that the incentive match must be used for the event described in this application and that the event must benefit downtown development or a local non-profit before the payment will be considered.

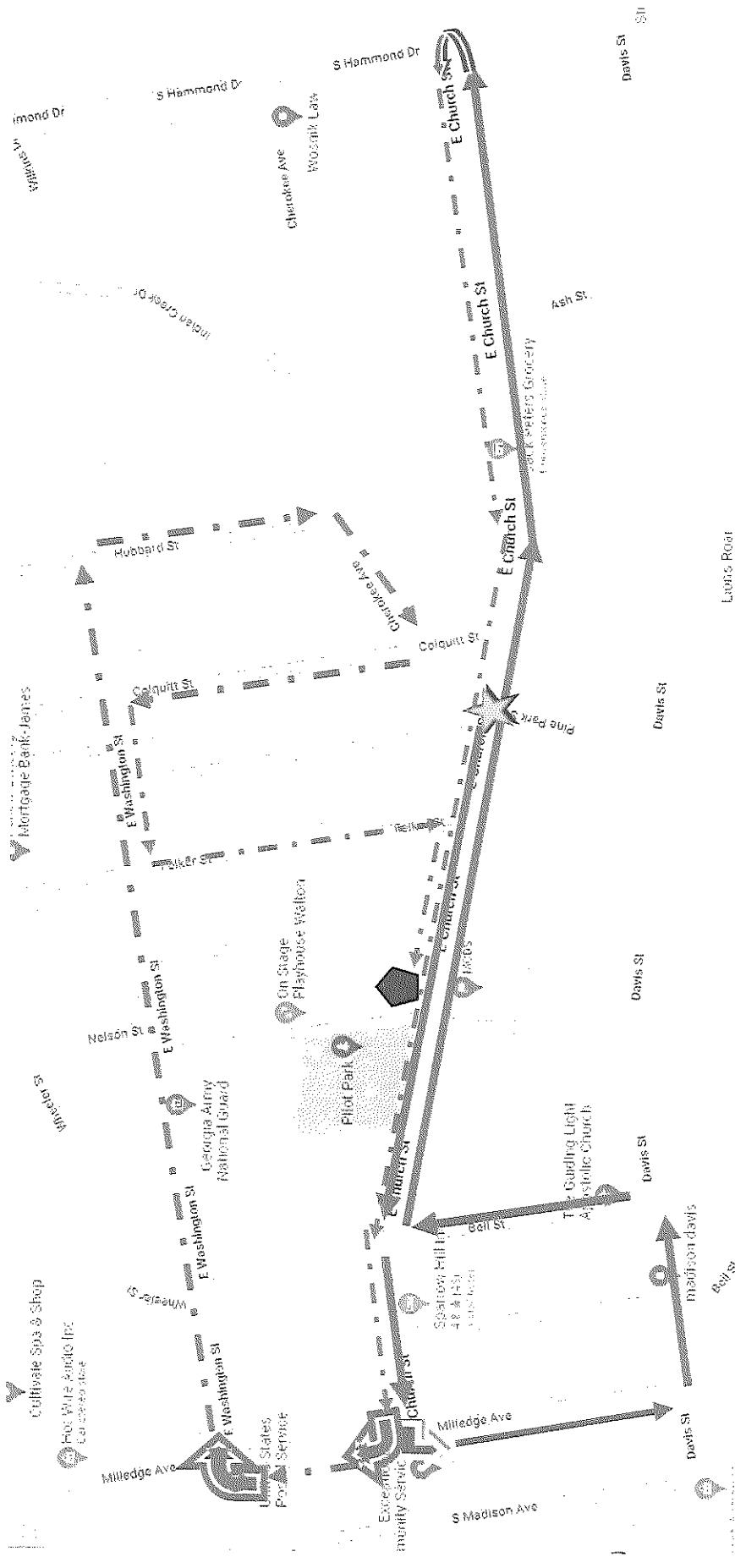
SIGNATURE: Rita Dickinson DATE: 1/17/2025

Monroe DDA
 P.O. Box 1249
 Monroe, GA 30655
 770-266-5331
 sadiek@monroega.gov
 www.MonroeDowntown.com

CHECKLIST

- Application is complete
- Event Description is attached
- Budget summary/cost estimate is attached
- Letter of consent from property owner (if needed)
- City permits applied for (if applicable)
- Documentation of gift to benefiting organization

2025 5k Route



★ = START at Church St & Pine Park St

▣ = FINISH at MCDS 602 E Church St

➔ = 1st Trek

➔ = 2nd Trek