



## **Downtown Development Authority**

### **AGENDA**

**Thursday, September 11, 2025**

**8:00 AM**

**City Hall**

- 
- I. CALL TO ORDER**
    - A. ROLL CALL**
    - B. APPROVAL OF PREVIOUS MEETING MINUTES**
      - [1.](#) DDA Minutes - August 14, 2025
      - [2.](#) DDA Retreat Minutes - August 4, 2025
    - C. APPROVAL OF FINANCIAL STATEMENTS**
      - [1.](#) July Financials
  - II. PUBLIC FORUM**
  - III. CITY UPDATE**
  - IV. COUNTY UPDATE**
  - V. COMMUNITY WORK PLAN &REPORTS**
    - A. Downtown Design**
    - B. Redevelopment Projects**
    - C. Entertainment Draws**
  - VI. PROGRAMS**
    - A. Farmers Market**
  - VII. FUNDING**

**VIII. SPONSORSHIP**

**IX. COMMUNITY EVENT GRANTS**

**X. OLD BUSINESS**

- A. Community Event Grant Re-evaluation - Monroe Police SWAT Trot

**XI. NEW BUSINESS**

- A. Mural and Sign Report and Presentation

**XII. ANNOUNCEMENTS**

Next Meeting - October 9, 2025 at 8:00 am at City Hall

**XX. ADJOURN**

**CITY OF MONROE  
DOWNTOWN DEVELOPMENT AUTHORITY  
AUGUST 14, 2025 – 9:00 A.M.**

The Downtown Development Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson Meredith Malcom Chris Collin Clayton Mathias Lee Malcom Andrea Gray Whit Holder	Chairwoman Vice-Chairwoman Board Member Board Member City Council Representative Secretary Board Member
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Those Absent: Brittany Palazzo

Staff Present: Logan Propes, Chris Bailey, Les Russell, Laura Beth Caudell, Sandy Daniels, Beth Thompson, Laura Powell

Visitors: DDA from Conyers, Georgia including Shelli Siebert, Kamden Ecker, Ashley Rustom, Jeff Owens, Brad Smith, and Keish Mominy

**I. CALL TO ORDER – 9:00am**

**1. Roll Call**

Chairwoman Anderson noted that all Committee Members were present except for Brittany Palazzo. There was a quorum.

**2. Approval of Previous Meeting Minutes**

**a. July 10, 2025 Minutes**

To approve the minutes as presented.

*Motion by Mathias, seconded by Gray.  
Passed Unanimously*

**3. Approval of Financial Statements**

**a. June Financials**

To approve the June 2025 Financials.

*Motion by M. Malcom, seconded by Collin.  
Passed Unanimously*

**II. PUBLIC FORUM**

Chairwoman Anderson asked for guests to introduce themselves.

**III. CITY UPDATE**

City Administrator Logan Propes shared that there are a lot of projects going on in the City. The Transportation Alternative Grant Project is finalizing the design on Church Street which will be an enhancement streetscape that will include an updated pedestrian crossing to the Town Green. He and Mr. Bailey did a walk about with a Marriott Hotel representative that is very interested. Mr. Propes stated that Marriott is more flexible than other hotel chains regarding a boutique option.

There is a lot of work to be done, including running details by the Urban Redevelopment Authority (URA), but hoping the finalization will be complete in twenty-four months.

Assistant City Administrator, Chris Bailey, mentioned that the alley work project is under way. The electric is going in, telecom will be next, the rest of the utilities following that, with construction last. He has been in contact and working with the business owners. Also, the City has been working on the Wayne Street parking lot by getting rid of the vegetation before paving. Lastly, he has reached out to a consultant to put together a tentative design for the Mule Barn space.

#### **IV. COUNTY UPDATE**

There was no update from the County.

#### **V. COMMUNITY WORK PLAN & REPORTS**

##### **1. Downtown Design**

Chairwoman Anderson shared that she spoke with Laura Gross regarding the mural on the Tribune wall facing Court Street. Ms. Gross stated that she was having a difficult time with the design and what she should and should not include. Ms. Anderson asked the commission for ideas and discussion pursued regarding outdoors/plant options to include. Mr. Propes mentioned that the mural guide would be presented at the next DDA meeting.

Meredith Malcom stated that she had a conversation with Ben Stephens regarding parking and beautification at 204 N. Broad Street. Mr. Stephens still has concerns about gas pumps getting blocked, due to potential parking, but seemed interested and willing to hear about possible beautification options. The TAP Grant will be removing the current fence and re-paving the sidewalks along the property. Mrs. Gray mentioned the façade grant and Mr. Collin thinks the building could be a really cool art project.

Mrs. Malcom announced that Vicky Peppers, with APEX Painting & Decorating, has offered to donate paint and resources to paint the large wall along Spring Street. The City will be responsible for pressure washing prior to painting.

##### **2. Redevelopment Projects**

Mr. Propes stated that he ran into Rob and he seems willing to reapproach.

##### **3. Entertainment Draws**

Ms. Daniels shared that two hundred tickets for the Farm to Table event will go on sale September 1<sup>st</sup>. In the interim, we are promoting sponsorship, and for \$1,000.00 you will get a table and eight tickets and that is about a \$750.00 value as far as ticket sales. All of the proceeds go back to the Farmer's Market. The Fall Festival is October 11, 2025 and already have 250 applications to jury and working on the entertainment for that day. The Farmer's Market is on a brief hiatus but will be back on September 6<sup>th</sup> and run through November 22<sup>nd</sup>, just in time for us to begin our Mistletoe Market and Christmas events. We will be shifting around some of the Christmas events this year to be more inclusive of the Town Green. Lastly, one more First Friday Concert on September 5<sup>th</sup> with the Swinging Medallions.

Mr. Bailey mentioned that the concert drew around 3,500 people and routinely we have 4-6 thousand people at the concerts with around 10-12 thousand downtown. This is great for businesses and the Farmer's Market is the same way – they both attract a lot of people to come visit downtown.

Ms. Daniels also wanted to mention the Community Supported Agriculture (CSA) program where our farmers are contributing to a box, weekly, for individuals and families to purchase and pick-up. Lastly, Dino Day is September 13<sup>th</sup> and put on by the Farmer's Market (similar to Unicorn Day), and attracts a vast amount of families and there will be two special shows at 10 am and noon.

## **VI. PROGRAMS**

## **VII. FUNDING**

### **1. Sponsorship**

Ms. Daniels shared that sponsorships are now at \$92,000.00. She is talking to several industrial businesses that are not downtown and are interested in being a part of downtown events. She is not taking sponsorship for concerts but will for Farm to Table, Christmas Parade, etc. and feels confident they will exceed the \$100,000.00 goal. Mrs. Caudell stated she is currently sending sponsors information in order to make a decision and Sandy said that they just launched a big second half sponsorship promotion.

### **2. Community Event Grants**

The Monroe Police SWAT Trot and they are applying for \$250.00 Grant. The event is October 18, 2025.

*Motion by Holder, seconded Collin.  
Passed Unanimously*

## **VIII. NEW BUSINESS**

1. Mr. Propes spoke about the redevelopment project. We will hold a URA meeting next month for the Blaine Station Redevelopment Contract and should be in final order to take to Council in September and subsequently to DDA. It will be a multi-phase contract and closing on four different parcels at a time, but Phase 1 contract will be brought to you next month.

Mrs. Anderson stated that Mrs. Malcom questioned the boundaries of the race, mentioned above, and if it was in the DDA boundaries. Ms. Daniels said she would find out.

Mrs. Anderson asked if there was a Christmas Parade theme chosen and Mr. Bailey stated it was in the works.

## **IX. ANNOUNCEMENTS**

1. Mrs. Gray mentioned on September 14, 2025 that Rivian will have a Family Fun Day. It is open to the public but they ask for an RSVP to plan. Also, the official Ground Breaking is on September 16<sup>th</sup> and that is invitation only.

## **X. ADJOURN- 9:39am**

*Motion by Collin, seconded Mathias.  
Passed Unanimously*

**CITY OF MONROE  
DOWNTOWN DEVELOPMENT AUTHORITY  
ANNUAL PLANNING RETREAT  
AUGUST 4, 2025 – 8:00 A.M.**

**Monroe Museum  
227 South Broad Street  
Monroe, Ga**

The Downtown Development Authority met for their Annual Planning Retreat.

Those Present:	Lisa Reynolds Anderson	Chairman
	Meredith Malcom	Vice-Chairman
	Andrea Gray	Secretary
	Whit Holder	Board Member
	Brittany Palazzo	Board Member
	Chris Collin	Board Member
	Clayton Mathias	Board Member
	Lee Malcom	City Council Representative

Staff Present: John Howard, Sandy Daniels, Logan Propes, Beth Thompson, Chris Bailey, Laura Beth Caudell, and Laura Powell

Visitors: Audrey Fuller

**I. REVIEW OF 2024 – 2025**

Ms. Anderson opened up the meeting at 8:14 am and began review.

**II. WORKPLAN REVIEW**

**1. Mission Statement**

Ms. Anderson read the Mission Statement, asked if there was any discussion or desired changes to the Mission Statement.

The consensus was to leave the Mission Statement the same.

**2. Vision Statement**

Ms. Anderson read the Vision Statement, asked if there was any discussion or desired changes to the Vision Statement. A “to” will be added to make it grammatically correct.

Other than the minor change above, the consensus was to leave the Vision Statement the same.

**3. Strategies**

The Committee, Ms. Daniels, and Ms. Caudell discussed Strategy updates and changes.

Discussion began regarding Strategy #1, particularly regarding more public parking and designated employee parking for downtown businesses. Ms. Anderson stated that the Commission

remain focused on parking solutions. Suggestions included the Episcopal Church lot being used as public parking, or employee parking, and the church compensated. Also, it was suggested that Ben Stephens be contacted regarding the unused space in the rear of his building. There was further discussion on ways to enforce the two-hour parking limit and agreed that RV Watts would be invited to the next DDA meeting on August 14, 2025. Lastly, the word “plenty” was removed from Strategy #1.

The consensus was to leave Strategy #2 the same, except change “housing” to “residential.”

There was discussion regarding Strategy #3. Ms. Daniels stated that the Town Green has been a huge success, but many churches and individuals want to rent out the space. With renting comes staffing issues and liability concerns. The consensus was to not have private events at this time. The overall consensus was to leave Strategy #3 the same.

### **III. REBUILD WORKPLAN**

#### **1. Transformation Strategies**

The Committee, Mr. Propes, Mr. Bailey, Ms. Daniels, and Ms. Caudell discussed Transformation Strategies and Tasks for Redevelopment Projects, Downtown Design, and Entertainment Draws in detail.

Goal #1 was evaluated and the Committee decided to add the following to Strategy #1: designate three employee parking lots, in order to free-up some parking spaces. The suggested lots are located behind the museum, the Episcopal Church, and at Nowell recreation facility. Also, within Goal #1, Task #5, it was agreed upon to remove “continue to.”

There was discussion regarding the goals and tasks regarding Strategy #2. Mr. Propes stated that these specific strategies were in place due to the form-based codes. Mr. Collin stated that there were definitely still some opportunities. Mr. Holder discussed the state of the railroad and there was a consensus to leave Task #1. After an evaluation, and change, of the boundary lines for downtown, a list of properties was confirmed for Task #2 and includes: 212 W. Spring Street, 105 Milledge Avenue, 118 W. Spring Street, 221 S. Broad Street, 204 N. Broad Street, and Mule Barn Pocket Park. Mr. Propes will run the changes by legal counsel. Upon discussion, the consensus was to leave Task #3, Task #4, and Task #5.

In regards to the specific goals and tasks for Strategy #3, there was discussion regarding Task #3. Ms. Daniels showed examples of Instagram spots that are \$100 a piece, moveable, and her desire for a total of three. Mr. Propes mentioned Brad Callender’s comprehensive mural guide that is almost complete. Mr. Callender will present the guide at the August 14, 2025 DDA meeting. There was consensus to change the task to read, “Facilitate mural installations throughout downtown” and to remove the mention of “Instagram spots around downtown.” The committee desires to add a new objective: Pursue public art exhibit, and add a task: Expand calendar of events for Town Green. Discussion resumed and the committee agrees to add an Independence Day Celebration Event for 2026 to commemorate the U.S. turning 250 years old. An addition to the partner involvement list will be APEX paint company with primary contact as Vicky Peppers. Her company may be employed to paint the large wall on Spring Street. Tasks #6, 7, and 8 were voted to leave as is. Lastly, Ms. Daniels stated that local artists will be included in the 2026 First Friday Concert series and tickets for the Farm to Table event go on sale September 1<sup>st</sup>.

#### **2. Top Priorities for 2025 – 2026**

The Committee, Mr. Propes, Ms. Caudell and Ms. Daniels discussed the Acquisition of Properties, and assigned certain members to reach out to property owners. Marketing Materials were also discussed and highlights include: an increase in Instagram followers by 2-3k, with over 10k total, business of the week reels have been very successful with 10-15k views, and the desire to create flipbooks, specifically one for the upcoming candle light shopping. There was a brief discussion regarding print marketing and it was confirmed they are located in the Tribune, Lake Life features, and brochures. Calendar event cards are currently being mass produced. A discussion began regarding TV commercial ads and the consensus was no need to spend funds on that product, but rather focus on social media ads and possibly including influencers.

#### **IV. OTHER ITEMS**

##### **1. Board Members**

The Committee discussed the Volunteer Committees and training hours. A brief description of each committee was read. Each committee member sits on two committees. Ms. Anderson was added to Design, Ms. Gray was added to Economic Vitality, Mr. Mathias was added to Economic Vitality, Mr. Collin was added to Promotions, and Ms. Palazzo was added to Promotions/Marketing.

Ms. Daniels stated that everyone was up to date on training and reminded everyone of the trip to Duluth on October 20, 2025. Ms. Daniels also mentioned a lot of opportunities for webinar trainings and she would communicate dates as she received them. Ms. Gray confirmed that committee members were required to receive eight hours of training the first year, and two hours each additional year.

##### **2. Sponsorship Program**

The Committee, Ms. Daniels, and Ms. Caudell discussed the Sponsorship Program. Ms. Daniels shared that a new goal would be to see more corporate sponsorship. The consensus was for each committee member to come up with five businesses and send the contact information to Ms. Daniels to reach out to for sponsorship.

##### **3. 2026 Events**

The Committee, Mr. Propes, Mr. Bailey, Ms. Daniels, and Ms. Caudell discussed the standard Events for 2026 and some possible additions.

##### **4. Farmers Market**

Audrey Fuller presented the DDA Retreat Market Update. A few items presented and discussed were the Monroe Market is receiving state-wide recognition, a Market Commission is being formed and Ms. Fuller will be on the Board, and details of the CSA program were presented.

Ms. Daniels mentioned a few upcoming visits and Mr. Propes reiterated that there a lot of upcoming construction projects in the coming year.

#### **V. ADJOURN**

Mr. Collin made a motion to adjourn.

Mr. Holder made a second.

Meeting adjourned at 1:02 pm.

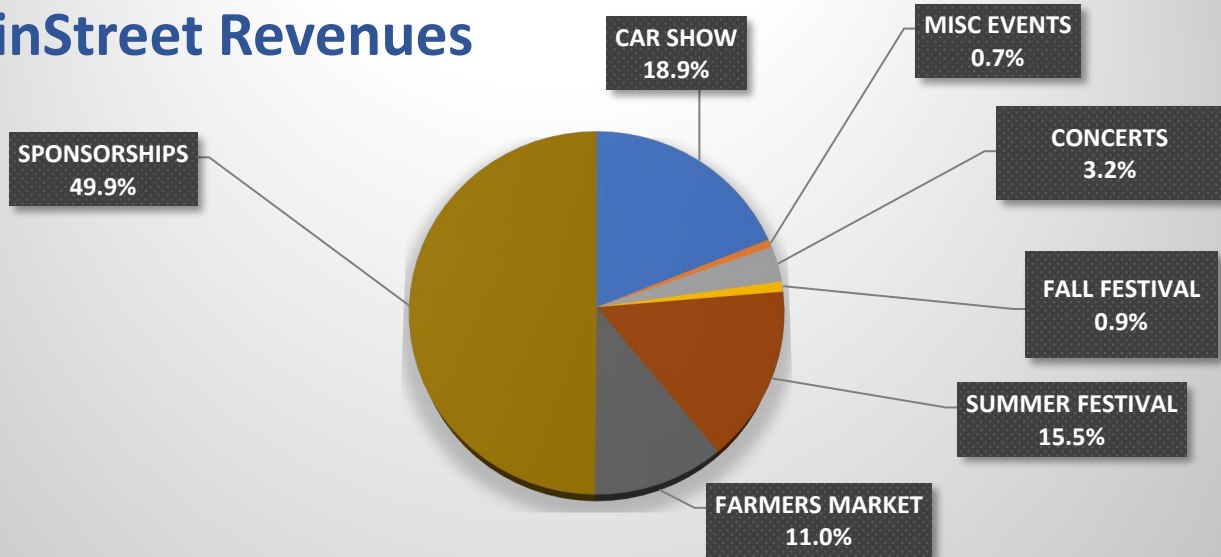


# MainStreet

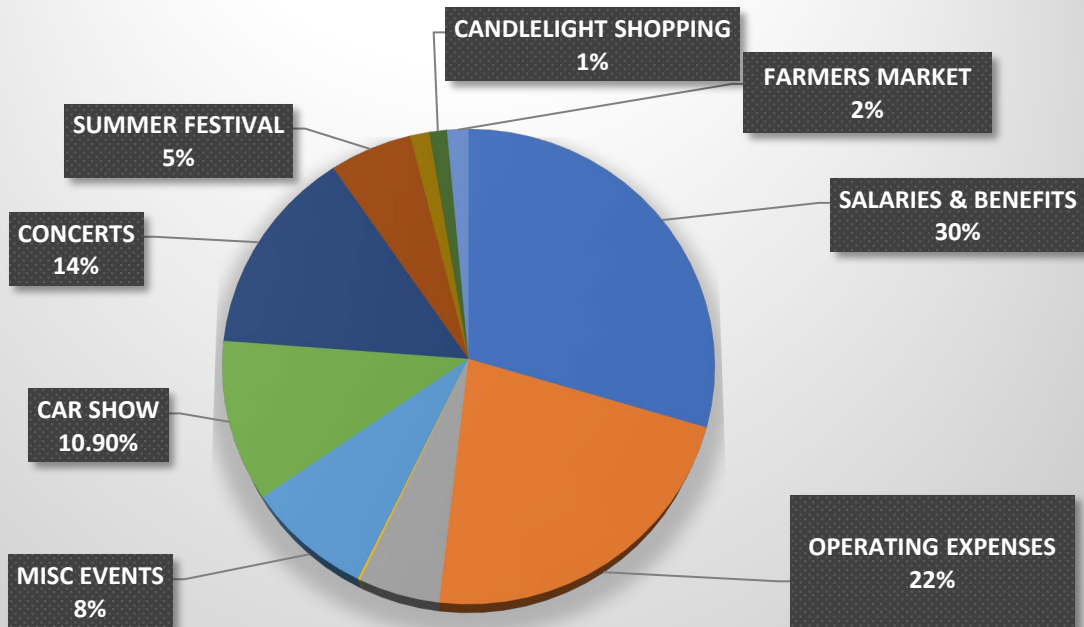
July 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	9,793	139,567
Expense	41,323	248,352
<u>Profit/(Loss)</u>	<u>(31,530)</u>	<u>(108,784)</u>

## MainStreet Revenues



## MainStreet Expenses





Monroe, GA

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# MainStreet Budget Report

## Account Summary

For Fiscal: 2025 Period Ending: 07/31/2025

		Original	Current	Period	Fiscal	Variance	Percent
		Total Budget	Total Budget	Activity	Activity	Favorable (Unfavorable)	Remaining
DEPT: 7521 - MAINSTREET							
Revenue							
<a href="#">100-7521-347300</a>	MISC EVENT FEES	0.00	0.00	0.00	958.99	958.99	0.00 %
<a href="#">100-7521-347301</a>	CAR SHOW	15,000.00	15,000.00	0.00	26,328.39	11,328.39	175.52 %
<a href="#">100-7521-347302</a>	CONCERTS	10,000.00	10,000.00	1,713.02	4,428.68	-5,571.32	55.71 %
<a href="#">100-7521-347304</a>	FALL FESTIVAL	25,000.00	25,000.00	1,270.00	1,270.00	-23,730.00	94.92 %
<a href="#">100-7521-347305</a>	CHRISTMAS PARADE	7,500.00	7,500.00	0.00	0.00	-7,500.00	100.00 %
<a href="#">100-7521-347306</a>	FARM TO TABLE	5,000.00	5,000.00	0.00	0.00	-5,000.00	100.00 %
<a href="#">100-7521-347307</a>	CANDLELIGHT SHOPPING	2,000.00	2,000.00	0.00	0.00	-2,000.00	100.00 %
<a href="#">100-7521-347308</a>	SUMMER FESTIVAL	22,000.00	22,000.00	1,735.40	21,694.69	-305.31	1.39 %
<a href="#">100-7521-347903</a>	FARMERS MARKET	14,000.00	14,000.00	2,847.37	15,306.11	1,306.11	109.33 %
<a href="#">100-7521-371000</a>	SPONSORSHIPS	90,000.00	90,000.00	2,227.27	69,580.63	-20,419.37	22.69 %
Revenue Total:		190,500.00	190,500.00	9,793.06	139,567.49	-50,932.51	26.74%
Expense							
<a href="#">100-7521-511100</a>	REGULAR SALARIES	71,650.00	71,650.00	6,406.92	50,962.75	20,687.25	28.87 %
<a href="#">100-7521-511200</a>	PART TIME/TEMPORARY SALARIES	13,000.00	13,000.00	854.76	3,383.16	9,616.84	73.98 %
<a href="#">100-7521-512100</a>	GROUP INS	13,000.00	13,000.00	1,757.44	12,104.49	895.51	6.89 %
<a href="#">100-7521-512200</a>	SOCIAL SECURITY	5,372.00	5,372.00	443.06	3,310.15	2,061.85	38.38 %
<a href="#">100-7521-512300</a>	MEDICARE	1,257.00	1,257.00	103.62	774.15	482.85	38.41 %
<a href="#">100-7521-512400</a>	GMEBS-RETIREMENT CONTRIBUTI	7,245.00	7,245.00	697.11	4,902.52	2,342.48	32.33 %
<a href="#">100-7521-512910</a>	MEDICAL EXAMS	25.00	25.00	0.00	0.00	25.00	100.00 %
<a href="#">100-7521-512915</a>	EMPLOYEE ASSISTANCE PROGRAM	50.00	50.00	0.00	14.67	35.33	70.66 %
<a href="#">100-7521-512916</a>	WALTON ATHLETIC MEMBERSHIP	110.00	110.00	16.66	58.31	51.69	46.99 %
<a href="#">100-7521-521200</a>	PROFESSIONAL SERVICES	2,500.00	2,500.00	0.00	4,564.66	-2,064.66	-82.59 %
<a href="#">100-7521-521201</a>	I/T SVCS - WEB DESIGN, ETC	250.00	250.00	104.47	104.47	145.53	58.21 %
<a href="#">100-7521-522140</a>	LAWN CARE & MAINTENANCE	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
<a href="#">100-7521-522145</a>	HOLIDAY EVENTS	20,000.00	20,000.00	0.00	332.64	19,667.36	98.34 %
<a href="#">100-7521-522208</a>	MAINTENANCE CONTRACTS	1,750.00	1,750.00	143.59	1,023.88	726.12	41.49 %
<a href="#">100-7521-522322</a>	EQUIPMENT RENTAL	0.00	0.00	0.00	13.87	-13.87	0.00 %
<a href="#">100-7521-523200</a>	COMMUNICATION SERVICES	500.00	500.00	176.89	619.14	-119.14	-23.83 %
<a href="#">100-7521-523210</a>	POSTAGE	250.00	250.00	0.00	0.00	250.00	100.00 %
<a href="#">100-7521-523300</a>	ADVERTISING	15,000.00	15,000.00	597.70	4,555.05	10,444.95	69.63 %
<a href="#">100-7521-523301</a>	MISC EVENTS	31,000.00	31,000.00	514.22	20,736.24	10,263.76	33.11 %
<a href="#">100-7521-523303</a>	FARMERS MKT-GIFT CERTS	150.00	150.00	0.00	0.00	150.00	100.00 %
<a href="#">100-7521-523304</a>	FARMERS MKT-SR BUCKS	600.00	600.00	230.00	230.00	370.00	61.67 %
<a href="#">100-7521-523305</a>	FARMERS MKT-EBT TOKENS	500.00	500.00	0.00	35.00	465.00	93.00 %
<a href="#">100-7521-523306</a>	FARMERS MKT-ENTERTAINMENT	750.00	750.00	600.00	1,500.00	-750.00	-100.00 %
<a href="#">100-7521-523308</a>	FARMERS MKT-CSA	0.00	0.00	717.00	3,323.00	-3,323.00	0.00 %
<a href="#">100-7521-523310</a>	MARKETING EXPENSES	4,000.00	4,000.00	354.34	503.82	3,496.18	87.40 %
<a href="#">100-7521-523400</a>	PRINTING	10,000.00	10,000.00	7.48	7.48	9,992.52	99.93 %
<a href="#">100-7521-523510</a>	TRAVEL EXPENSE	6,500.00	6,500.00	131.04	840.70	5,659.30	87.07 %
<a href="#">100-7521-523600</a>	DUES/FEES	1,000.00	1,000.00	100.40	859.21	140.79	14.08 %
<a href="#">100-7521-523700</a>	TRAINING & EDUCATION	2,500.00	2,500.00	624.00	854.00	1,646.00	65.84 %
<a href="#">100-7521-523850</a>	CONTRACT LABOR	50,000.00	50,000.00	5,200.00	31,200.00	18,800.00	37.60 %
<a href="#">100-7521-531100</a>	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	998.49	4,426.16	-2,926.16	-195.08 %
<a href="#">100-7521-531102</a>	FURNITURE <5,000	1,500.00	1,500.00	0.00	0.00	1,500.00	100.00 %
<a href="#">100-7521-531110</a>	SPONSORSHIPS/DONATIONS	500.00	500.00	402.00	3,402.00	-2,902.00	-580.40 %
<a href="#">100-7521-531119</a>	UNIFORM EXPENSE	300.00	300.00	0.00	0.00	300.00	100.00 %
<a href="#">100-7521-531121</a>	COMPUTER EQUIP NON-CAPITAL	1,000.00	1,000.00	0.00	500.01	499.99	50.00 %
<a href="#">100-7521-531175</a>	FARMERS MARKET EXP	5,000.00	5,000.00	63.94	1,767.17	3,232.83	64.66 %
<a href="#">100-7521-531177</a>	CAR SHOW EXP	25,000.00	25,000.00	0.00	27,790.35	-2,790.35	-11.16 %
<a href="#">100-7521-531178</a>	CONCERT EXP	60,000.00	60,000.00	9,508.89	36,315.54	23,684.46	39.47 %

## Budget Report

For Fiscal: 2025 Period Ending: 07/11/25

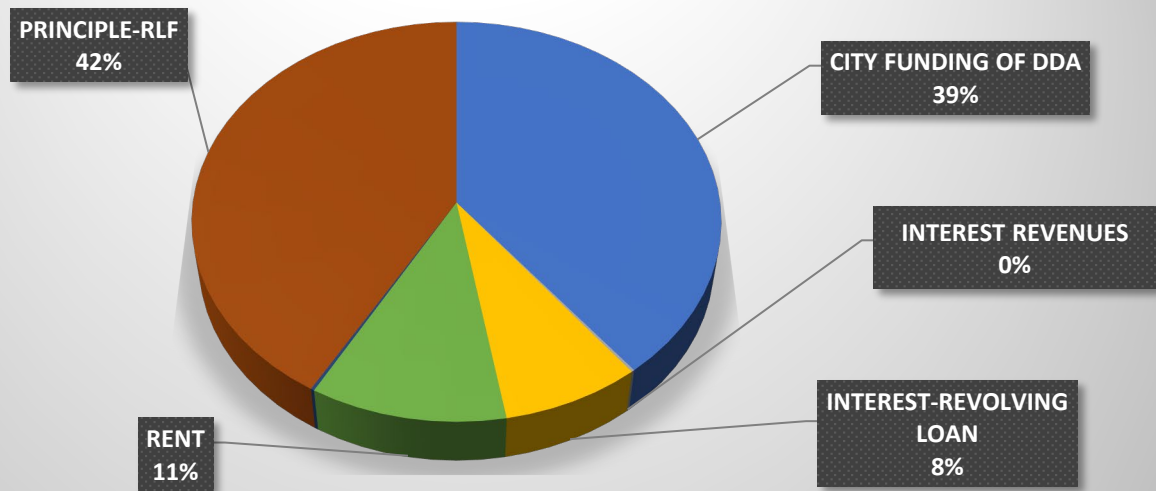
		Original	Current	Period	Fiscal	Variance	Percent
		Total Budget	Total Budget	Activity	Activity	Favorable (Unfavorable)	Remaining
<a href="#">100-7521-531179</a>	SUMMER FESTIVAL EXP	6,000.00	6,000.00	4,204.12	14,307.44	-8,307.44	-138.46 %
<a href="#">100-7521-531180</a>	FALL FESTIVAL EXP	15,000.00	15,000.00	0.00	0.00	15,000.00	100.00 %
<a href="#">100-7521-531181</a>	CHRISTMAS PARADE EXP	19,000.00	19,000.00	0.00	-3,275.35	22,275.35	117.24 %
<a href="#">100-7521-531182</a>	FARM TO TABLE EXP	3,500.00	3,500.00	0.00	0.00	3,500.00	100.00 %
<a href="#">100-7521-531183</a>	CANDLELIGHT SHOPPING EXP	7,200.00	7,200.00	0.00	3,051.72	4,148.28	57.62 %
<a href="#">100-7521-531300</a>	FOOD	1,000.00	1,000.00	0.00	0.00	1,000.00	100.00 %
Expense Total:		410,459.00	410,459.00	34,958.14	235,098.40	175,360.60	42.72%
DEPT: 7521 - MAINSTREET Surplus (Deficit):		-219,959.00	-219,959.00	-25,165.08	-95,530.91	124,428.09	56.57%
DEPT: 7550 - DOWNTOWN DEVELOPMENT							
Expense							
<a href="#">100-7550-523101</a>	GENERAL LIABILITY INSURANCE	1,408.00	1,408.00	115.20	753.30	654.70	46.50 %
<a href="#">100-7550-572030</a>	DOWNTOWN DEVELOPMENT	25,000.00	25,000.00	6,250.00	12,500.00	12,500.00	50.00 %
Expense Total:		26,408.00	26,408.00	6,365.20	13,253.30	13,154.70	49.81%
DEPT: 7550 - DOWNTOWN DEVELOPMENT Total:		26,408.00	26,408.00	6,365.20	13,253.30	13,154.70	49.81%
Report Surplus (Deficit):		-246,367.00	-246,367.00	-31,530.28	-108,784.21	137,582.79	55.84%

# DOWNTOWN DEVELOPMENT AUTHORITY

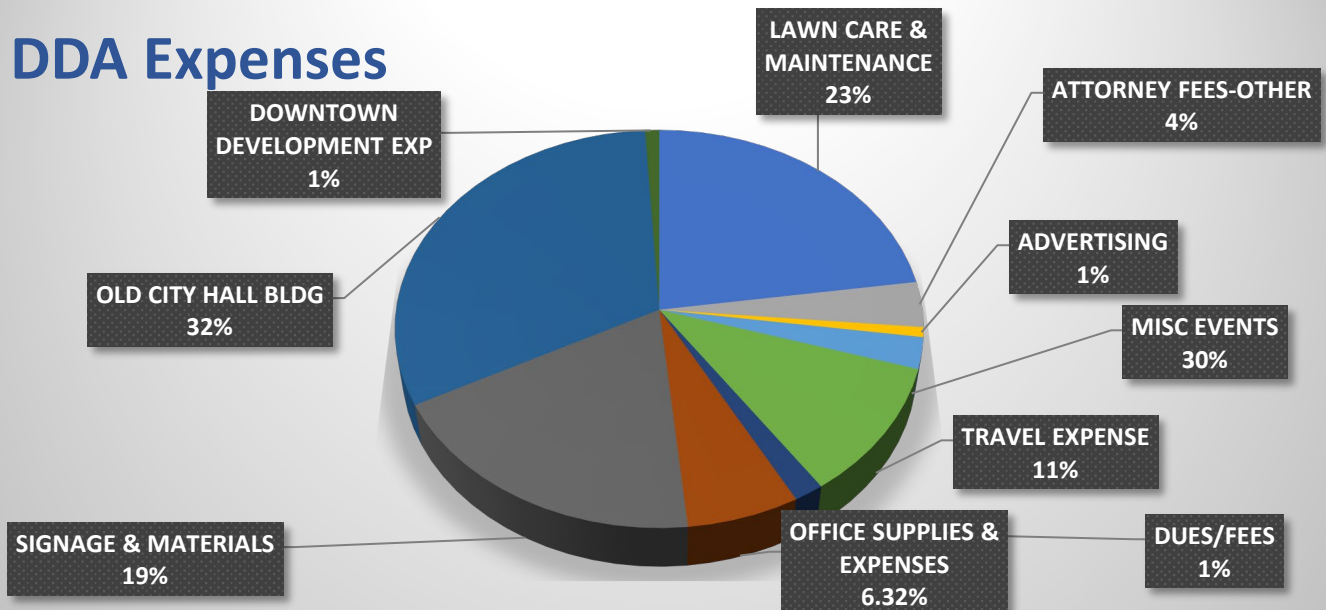
July 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	9,000	31,811
Expense	5,759	26,415
Profit/(Loss)	3,241	5,396

## DDA Revenues



## DDA Expenses





Monroe, GA

# DDA Income Statement

## Account Summary

For Fiscal: 2025 Period Ending: 07/31/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<b>Revenue</b>						
<a href="#">002-7550-336100</a>	CITY FUNDING OF DDA	25,000.00	25,000.00	6,250.00	12,500.00	12,500.00
<a href="#">002-7550-361000</a>	INTEREST REVENUES	100.00	100.00	7.87	55.13	44.87
<a href="#">002-7550-361002</a>	INTEREST-REVOLVING LOAN FUND	4,100.00	4,100.00	343.89	2,473.34	1,626.66
<a href="#">002-7550-381011</a>	RENTAL - 227 S BROAD	6,000.00	6,000.00	500.00	3,500.00	2,500.00
<a href="#">002-7550-389000</a>	OTHER	0.00	0.00	0.00	63.00	-63.00
<a href="#">002-7550-389003</a>	PRINCIPLE-REVOLVING LOAN FUND	22,718.00	22,718.00	1,897.89	13,219.12	9,498.88
	<b>Revenue Total:</b>	<b>57,918.00</b>	<b>57,918.00</b>	<b>8,999.65</b>	<b>31,810.59</b>	<b>26,107.41</b>
	<b>Revenue Total:</b>	<b>57,918.00</b>	<b>57,918.00</b>	<b>8,999.65</b>	<b>31,810.59</b>	
<b>Expense</b>						
<b>Expense</b>						
<a href="#">002-7550-521200</a>	PROFESSIONAL SERVICES	4,000.00	4,000.00	0.00	0.00	4,000.00
<a href="#">002-7550-521230</a>	ATTORNEY FEES-OTHERS	0.00	0.00	0.00	973.50	-973.50
<a href="#">002-7550-522140</a>	LAWN CARE & MAINTENANCE	4,000.00	4,000.00	4,000.00	6,000.00	-2,000.00
<a href="#">002-7550-523300</a>	ADVERTISING	0.00	0.00	210.00	210.00	-210.00
<a href="#">002-7550-523301</a>	MISC EVENTS	9,000.00	9,000.00	0.00	671.03	8,328.97
<a href="#">002-7550-523510</a>	TRAVEL EXPENSE	5,000.00	5,000.00	0.00	2,822.30	2,177.70
<a href="#">002-7550-523600</a>	DUES/FEES	660.00	660.00	50.38	444.25	215.75
<a href="#">002-7550-523901</a>	DOWNTOWN MURALS	10,000.00	10,000.00	0.00	0.00	10,000.00
<a href="#">002-7550-531100</a>	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	206.70	1,670.38	-170.38
<a href="#">002-7550-531116</a>	SIGNAGE & MATERIALS	0.00	5,000.00	0.00	5,000.00	0.00
<a href="#">002-7550-531203</a>	OLD CITY HALL BLDG	15,000.00	15,000.00	1,291.46	8,373.32	6,626.68
<a href="#">002-7550-572030</a>	DOWNTOWN DEVELOPMENT EXP	3,758.00	3,758.00	0.00	250.00	3,508.00
<a href="#">002-7550-579001</a>	CONTINGENCIES	5,000.00	0.00	0.00	0.00	0.00
	<b>Expense Total:</b>	<b>57,918.00</b>	<b>57,918.00</b>	<b>5,758.54</b>	<b>26,414.78</b>	<b>31,503.22</b>
	<b>Expense Total:</b>	<b>57,918.00</b>	<b>57,918.00</b>	<b>5,758.54</b>	<b>26,414.78</b>	
	<b>Total Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>3,241.11</b>	<b>5,395.81</b>	



Monroe, GA

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DDA Trial Balance

Account Summary

Date Range: 07/01/2025 - 07/31/2025

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 002 - DOWNTOWN DEV FUND						
Asset						
<a href="#">002-111104</a>	DDA SYNOVUS	353,628.69	10,835.60	12,030.55	-1,194.95	352,433.74
<a href="#">002-111108</a>	DOWNTOWN DOLLARS SYNOVUS	24,218.76	2.02	500.00	-497.98	23,720.78
<a href="#">002-111111</a>	DDA LOAN CHECKING-AF	40,452.86	3.43	0.00	3.43	40,456.29
<a href="#">002-111146</a>	RDF 2025	500.00	0.00	0.00	0.00	500.00
<a href="#">002-111151</a>	RLF - SYNOVUS	177,687.65	4,485.98	140,000.00	-135,514.02	42,173.63
<a href="#">002-111901</a>	ACCOUNTS RECEIVABLE - MISC	-1,192.84	2,241.78	4,483.56	-2,241.78	-3,434.62
<a href="#">002-112803</a>	DDA EULALIA GROUP	0.00	140,000.00	0.00	140,000.00	140,000.00
<a href="#">002-121104</a>	ACCTS PAYABLE-DOWNTOWN DOLLAR	-9,687.56	500.00	0.00	500.00	-9,187.56
Liability						
<a href="#">002-121100</a>	ACCOUNTS PAYABLE	-2,617.28	6,272.01	4,085.60	2,186.41	-430.87
Equity						
<a href="#">002-134220</a>	FUND BAL UNRESERVED, UNDESIGNA	-580,835.58	0.00	0.00	0.00	-580,835.58
Revenue						
<a href="#">002-7550-336100</a>	CITY FUNDING OF DDA	-6,250.00	0.00	6,250.00	-6,250.00	-12,500.00
<a href="#">002-7550-361000</a>	INTEREST REVENUES	-47.26	0.00	7.87	-7.87	-55.13
<a href="#">002-7550-361002</a>	INTEREST-REVOLVING LOAN FUND	-2,129.45	0.00	343.89	-343.89	-2,473.34
<a href="#">002-7550-381011</a>	RENTAL - 227 S BROAD	-3,000.00	0.00	500.00	-500.00	-3,500.00
<a href="#">002-7550-389000</a>	OTHER	-63.00	0.00	0.00	0.00	-63.00
<a href="#">002-7550-389003</a>	PRINCIPLE-REVOLVING LOAN FUND	-11,321.23	0.00	1,897.89	-1,897.89	-13,219.12
Expense						
<a href="#">002-7550-521230</a>	ATTORNEY FEES-OTHERS	973.50	0.00	0.00	0.00	973.50
<a href="#">002-7550-522140</a>	LAWN CARE & MAINTENANCE	2,000.00	4,000.00	0.00	4,000.00	6,000.00
<a href="#">002-7550-523300</a>	ADVERTISING	0.00	210.00	0.00	210.00	210.00
<a href="#">002-7550-523301</a>	MISC EVENTS	671.03	0.00	0.00	0.00	671.03
<a href="#">002-7550-523510</a>	TRAVEL EXPENSE	2,822.30	0.00	0.00	0.00	2,822.30
<a href="#">002-7550-523600</a>	DUES/FEES	393.87	50.38	0.00	50.38	444.25
<a href="#">002-7550-531100</a>	OFFICE SUPPLIES & EXPENSES	1,463.68	206.70	0.00	206.70	1,670.38
<a href="#">002-7550-531116</a>	SIGNAGE & MATERIALS	5,000.00	0.00	0.00	0.00	5,000.00
<a href="#">002-7550-531203</a>	OLD CITY HALL BLDG	7,081.86	1,291.46	0.00	1,291.46	8,373.32
<a href="#">002-7550-572030</a>	DOWNTOWN DEVELOPMENT EXP	250.00	0.00	0.00	0.00	250.00
Fund 002 Total:		0.00	170,099.36	170,099.36	0.00	0.00
Report Total:		0.00	170,099.36	170,099.36	0.00	0.00





# 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: Monroe Police SWAT TROT Road Race  
LOCATION OF EVENT: 1400 Blaine St Monroe GA  
EVENT DATE: Saturday October 18 2025  
BENEFITTING ORGANIZATION: Shop with a cop  
CONTACT NAME: Matt McElung  
TELEPHONE NUMBER: 678-977-4702  
EMAIL: mmcc lung@monroega.gov

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

ESTIMATED COST: Road Race \$1k to raise money for Shop w/a cop \$2,000  
GRANT MONEY APPLYING FOR: \$250

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: Matt McElung DATE: 7-29-25

Monroe DDA  
P.O. Box 1249  
Monroe, GA 30655  
770-266-5331  
sadielk@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