

**CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
DECEMBER 12, 2024 – 8:00 A.M.**

AGENDA

I. CALL TO ORDER

- 1. Roll Call**
- 2. Approval of Previous Meeting Minutes**
 - a. November 14, 2024 Minutes
- 3. Approval of Financial Statements**
 - a. October 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 Main Street**

VII. PROGRAMS

- 1. Farmers Market**

VIII. FUNDING

- 1. Sponsorship**
- 2. Community Event Grants**

IX. NEW BUSINESS

- 1. Discussion – 118 West Spring Street**

X. ANNOUNCEMENTS

- 1. Next Meeting – January 9, 2025 at 8:00 am at City Hall**

XI. ADJOURN

CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
NOVEMBER 14, 2024 - MINUTES DRAFT

The Downtown Development Authority met for their regularly scheduled meeting.

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

Those Absent: None

Staff Present: Chris Bailey, Brian Wilson, Beth Thompson, Laura Wilson, Kaitlin Stubbs, Sandy Daniels, Logan Propes

Visitors: None

- Call to Order - Chairman Anderson called the meeting to order 8:04am
 - Roll Call - Chairman Anderson noted that all Committee Members were present. There was a quorum.
 - Approval of Minutes from September 12, 2024
Motion to approve minutes as presented

Motion by Gray, Seconded by Collin
Approved unanimously

- Approval of August Financial Statements
Motion to approve financial as presented

Motion by Malcom, Seconded by Holder
Approved unanimously

- Public Forum - none
- City Report
Logan Propes – amendment to Occupational tax with compliance issues with state law (real estate), create more equity in the downtown district by creating a scale based on gross receipts

Chris Bailey – Lumpkin/East Highland/Marable - North side corridor TAP grant goes to bid in January, Childers Park is almost done, new tree over the fountain outside City Hall; the Wayne St parking lot – Keck and Wood did a landscape/streetscape design years ago is updating the design to include Washington to Spring streets in Spring of 2025 the full design will be back the project can go out to bid

- County Report - none
- Community Work Plan & Report
 - Sandy just got back from a wonderful downtown training session in Canton; Shop Small initiative going well – almost 2k people in downtown even without Santa; more active tonight with Santa, train rides, firepit, elementary school chorus (Loganville); 550 each night for theatre on the green in late October; added Midland during Fall Fest
 - Downtown Design – still working on it to get some plans for the future; Washington St alley looks much better; light poles on E. Spring to add more banners; Chris Bailey working updating what we have for banners and is done over time because our street guys are the ones doing this on top of thier other duties; will stretch down W. Spring until Childers; need to focus on the retaining wall past the carwash by Quality Foods because it is one of the most visible walls coming into town – possibly need to get an art committee together to help design and plan the murals; Collin will get picture of a similar wall in Lawrenceville; also working on selfie stations – discussion continued about developing a process for murals to go from start to finish to get future projects in the pipeline
 - Redevelopment – Logan Propes – Hotel study; the RFP is still in the works in the Davis St area; working on a potential back up site; RFP should be out late November or early December; Elixir Brew Co will be going into the former Southern Brewing Co building; Andrea Gray do we have a current list of properties that we are targeting to redevelop?
 - Entertainment – Sandy Daniels – the Christmas Parade is full – 72 total entries (cap was 65); the Parade is December 5th, concerts are booked for 2025 contracts will be ready first week of December; working on car show as it is less than 6 months away – need to find judges; hard to find because of the size of the event and lots of our judges want to be in our show; Love Your City
- Economic Development – Brian Wilson
 - Still on schedule for the RFP for the hotel; will start posting jobs on the Facebook pages especially for season jobs; not a ton of big downtown properties available; the National Bank does have a new owner with a potential new tenant; hope to have three new restaurants in downtown next year on Broad

Sandy Daniels – new Western wear, Nerd Street games just opened, Active Soles running store just opened

Discussion continued about red brick building on the corner of Wayne and Spring streets (118 W. Spring St.) regarding the safety of the structure and what the structure could be in the future; Andrea Gray will reach out to the attorney dealing with the title issues – possible relocation of the Sherwin Williams store; properties on S. Madison across from Town Green; parking concerns with Chad's new business and how will that affect other businesses; one of the biggest concerns new businesses have with downtown is parking; downtown now has to compete with the Publix shopping center; 109 Davis just became available and has been renovated

- Programs
 - Farmers Market back up for the Winter Market; will be a Thankful Event, last week added 2k people on Saturday; last year had 20k in revenue and is about to start the CSA program (community agriculture) the City Hall lobby will be the pick-up station – will bring the healthy aspect of the market to the forefront
- Funding
 - Sponsorship – new program do not be intimidated; it is easier and streamlined and more professional to larger groups; already have 30k committed for 2025 – the goal is 100k; please help by spreading the word; lots of different opportunities
 - No grants this month facade or community – discussion about purpose and if to continue facade grants; do we need to keep doing so with downtown is going so well; need to bring in businesses that are well capitalized so a \$1500 grant is not going to have large impact – money could be better spent and have a bigger impact on those businesses; need to do what we can to drive traffic and spend money downtown; discussion about using community grant to create a public space
- New Business
 - 2025 DDA Preliminary Budget – Beth Thompson – DDA budget Fund 002 and CVB budget Fund 003 only the Main Street budget is under City Council (refer to page 13 in the agenda packet); Beth went over the budget line by line; created a 10k contingency fund that can be used for a budget amendment; balanced budget of \$57,918; the sponsorships got restructured under Main Street under the City's budget to comply rules for the Department of Community Affairs and the State of Georgia; the DDA board makes decisions on events but the money flows through the Main Street funds as a department of the City under the General Fund; the City offsets lots of the expenses for Main Street – Discussion continued over each budget line; McDaniel-Tichnor House has offered the event

space as an in-kind donation for the community banquet event; going to create a 10k mural line/downtown design item 5k from the misc event and 5k from contingency

Motion to as amended by Holder, Seconded
by Collin
Approved unanimously

- Beth Thompson went over the Main Street budget figures on pages 28-32 in the agenda packet; total revenue anticipated is \$190,500 while expenditures are budgeted at \$410,459
- Announcements
 - Next meeting December 12th - 8am
- Adjourn – 10:05am

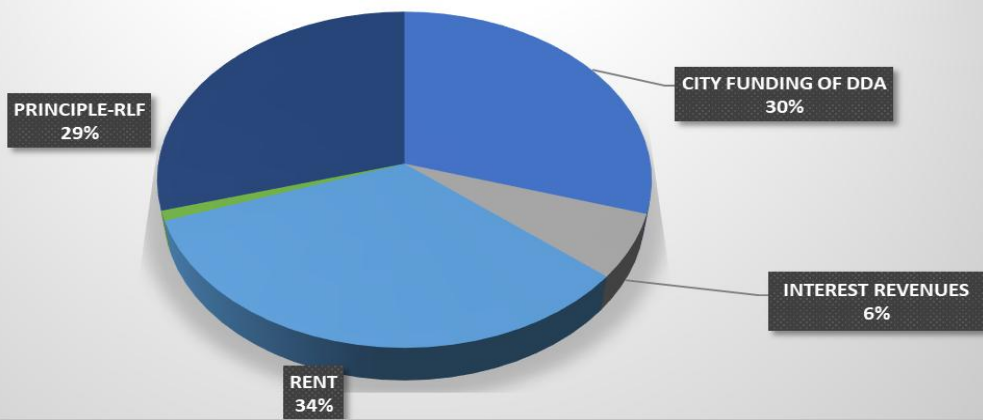
Motion by Molcom, Seconded by Collin
Approved unanimously

DOWNTOWN DEVELOPMENT AUTHORITY

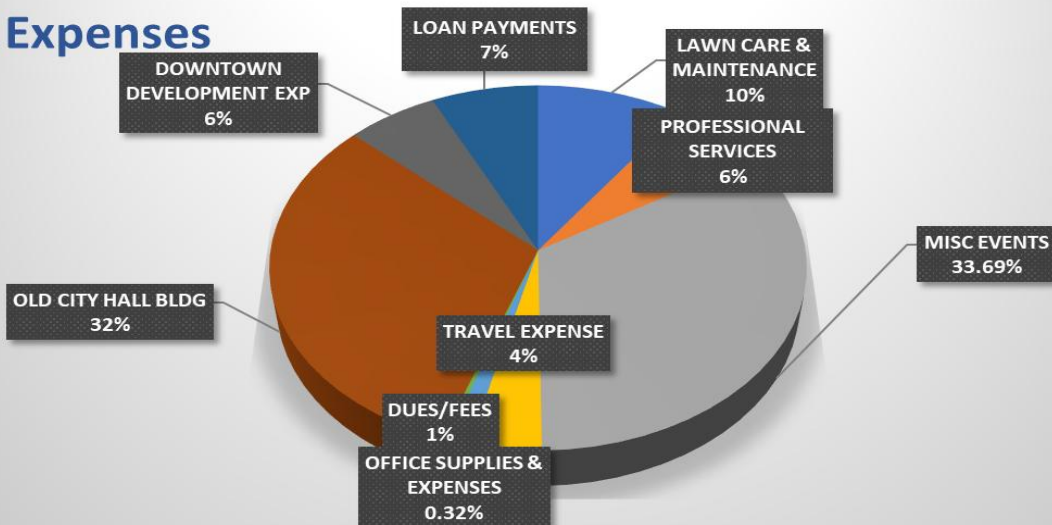
October 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	13,583	63,031
Expense	2,879	40,051
<u>Profit/(Loss)</u>	<u>10,704</u>	<u>22,980</u>

DDA Revenues



DDA Expenses





Monroe, GA

DDA Income Statement

Account Summary

For Fiscal: 2024 Period Ending: 10/31/2024

		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	18,750.00	6,250.00
002-7550-361000	INTEREST REVENUES	150.00	150.00	7.64	71.76	78.24
002-7550-361002	INTEREST-REVOLVING LOAN FUND	5,000.00	5,000.00	372.12	3,860.57	1,139.43
002-7550-381011	RENTAL - 227 S BROAD	6,000.00	6,000.00	5,083.33	21,183.33	-15,183.33
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	1,869.66	18,557.23	2,942.77
	Revenue Total:	57,650.00	57,650.00	13,582.75	63,030.98	
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	1,591.48	1,591.48	-1,591.48
002-7550-523600	DUES/FEES	200.00	200.00	48.91	506.01	-306.01
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	1,238.34	12,634.28	2,365.72
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	2,878.73	40,050.74	
	Total Surplus (Deficit):	0.00	0.00	10,704.02	22,980.24	



Monroe, GA

Trial Balance Account Summary

Date Range: 10/01/2024 - 10/31/2024

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 002 - DOWNTOWN DEV FUND						
Asset						
002-111104	DDA SYNOVUS	357,172.97	19,186.57	6,405.83	12,780.74	369,953.71
002-111108	DOWNTOWN DOLLARS SYNOVUS	20,898.30	1.74	760.00	-758.26	20,140.04
002-111111	DDA LOAN CHECKING-AF	40,422.61	3.44	0.00	3.44	40,426.05
002-111145	RDF - SYNOVUS	500.00	0.00	0.00	0.00	500.00
002-111151	RLF - SYNOVUS	159,730.62	2,244.24	0.00	2,244.24	161,974.86
002-111199	CLAIM ON CASH	-2.03	0.00	0.00	0.00	-2.03
002-111411	INTEREST RECEIVABLE - WAYNE ST PAR...	-867.79	0.00	0.00	0.00	-867.79
002-111901	ACCOUNTS RECEIVABLE - MISC	0.00	2,241.78	2,241.78	0.00	0.00
002-121104	ACCTS PAYABLE-DOWNTOWN DOLLARS	-9,999.07	760.00	0.00	760.00	-9,239.07
Liability						
002-121100	ACCOUNTS PAYABLE	-1,379.44	3,527.10	7,853.24	-4,326.14	-5,705.58
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	-12,500.00	0.00	6,250.00	-6,250.00	-18,750.00
002-7550-361000	INTEREST REVENUES	-64.12	0.00	7.64	-7.64	-71.76
002-7550-361002	INTEREST-REVOLVING LOAN FUND	-3,488.45	0.00	372.12	-372.12	-3,860.57
002-7550-381011	RENTAL - 227 S BROAD	-16,100.00	0.00	5,083.33	-5,083.33	-21,183.33
002-7550-389000	OTHER	-608.09	0.00	0.00	0.00	-608.09
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	-16,687.57	0.00	1,869.66	-1,869.66	-18,557.23
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	0.00	1,591.48	0.00	1,591.48	1,591.48
002-7550-523600	DUES/FEES	457.10	48.91	0.00	48.91	506.01
002-7550-531100	OFFICE SUPPLIES & EXPENSES	126.65	0.00	0.00	0.00	126.65
002-7550-531203	OLD CITY HALL BLDG	11,395.94	1,238.34	0.00	1,238.34	12,634.28
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	30,843.60	30,843.60	0.00	0.00
Report Total:		0.00	30,843.60	30,843.60	0.00	0.00



Monroe, GA

Detail Report

Account Detail

Date Range: 10/01/2024 - 10/31/2024

Account	Name					Beginning Balance	Total Activity	Ending Balance			
Revenue											
002-7550-336100	CITY FUNDING OF DDA					-12,500.00	-6,250.00	-18,750.00			
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
10/15/2024	CLPKT09695	R00700848		DDA FUNDING - 3RD QUARTER FUNDING DDA CITY OF MONROE FUNDING DDA FUNDING - 3RD QUARTER FUNDING			-6,250.00	-18,750.00			
002-7550-361000 INTEREST REVENUES											
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
10/31/2024	BRPKT01907	Revolving Loan Fundl...		INTEREST			-2.46	-66.58			
10/31/2024	BRPKT01917	DDA LOAN ACCTOcto...		October 2024 Interest			-3.44	-70.02			
10/31/2024	BRPKT01918	DDA DOWNTOWN DO...		October 2024 Interest			-1.74	-71.76			
002-7550-361002 INTEREST-REVOLVING LOAN FUND											
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
10/25/2024	ARPKT02517	Invoice Packet ARPKT...		10/25/24 AR CT RLF			-372.12	-3,860.57			
002-7550-381011 RENTAL - 227 S BROAD											
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
10/07/2024	CLPKT09657	R00698536		MONROE COUNTRY DAY SCHOOL - DDA RENT DDA RENT RECEIVED MONROE COUNTRY DAY SCHOOL - DDA RENT			-4,583.33	-20,683.33			
10/08/2024	CLPKT09664	R00699088		MONROE CULTURAL & HERITAGE MUSEUM DDA RENT RECEIVED MONROE CULTURAL & HERITAGE MUSEUM			-500.00	-21,183.33			
002-7550-389003 PRINCIPLE-REVOLVING LOAN FUND											
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
10/25/2024	ARPKT02517	Invoice Packet ARPKT...		10/25/24 AR CT RLF			-1,869.66	-18,557.23			
Total Revenue:						Beginning Balance:	-48,840.14	Total Activity:	-13,582.75	Ending Balance:	-62,422.89
Expense											
002-7550-523510 TRAVEL EXPENSE											
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
10/28/2024	GLPKT64657	JN12252		THOMASVILLE HOTEL			1,591.48	1,591.48			
002-7550-523600 DUES/FEES											
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
10/31/2024	BRPKT01924	DDA SYNOVUSOctober...		October 2024 bank fee			48.91	506.01			

Detail Report

Date Range: 10/01/2024 - 10/10/2024

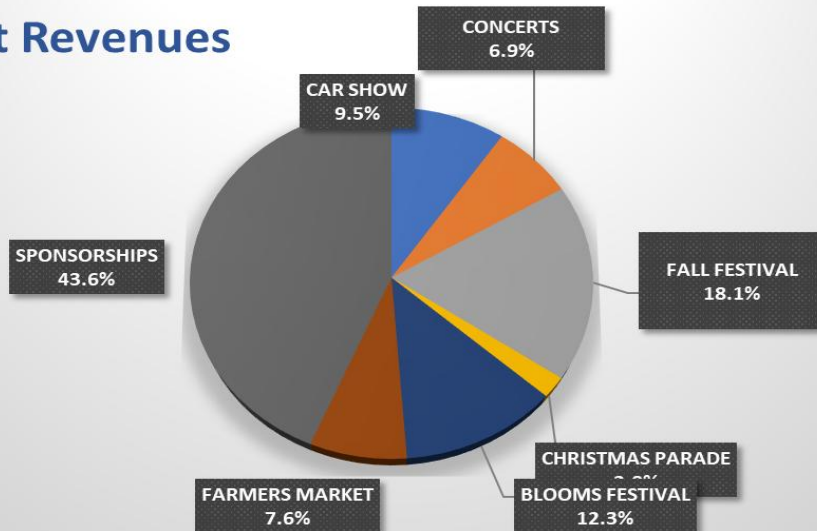
Account	Name	Beginning Balance	Total Activity	Ending Balance				
002-7550-531203	OLD CITY HALL BLDG	11,395.94	1,238.34	12,634.28				
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
10/18/2024	GLPKT64390	JN12237		UTILITIES OLD CITY HALL			1,238.34	12,634.28
Total Expense:		Beginning Balance: 11,853.04	Total Activity: 2,878.73	Ending Balance: 14,731.77				
Grand Totals:		Beginning Balance: -36,987.10	Total Activity: -10,704.02	Ending Balance: -47,691.12				

MainStreet

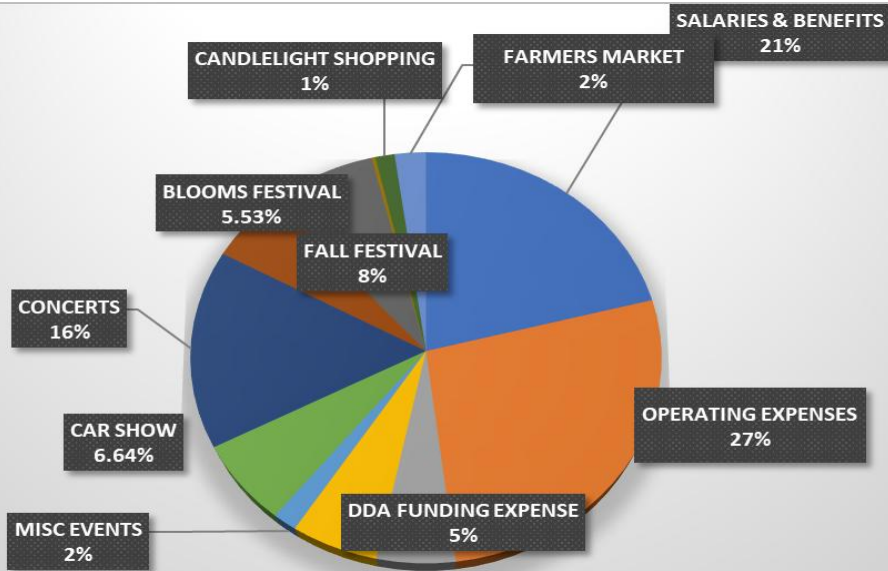
October 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	11,121	178,737
Expense	44,137	329,637
<u>Profit/(Loss)</u>	<u>(33,017)</u>	<u>(150,900)</u>

MainStreet Revenues



MainStreet Expenses





Monroe, GA

Budget Report Account Summary

For Fiscal: 2024 Period Ending: 10/31/2024

	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	6,197.52	32,344.85	12,344.85 161.72 %
100-7521-347305	CHRISTMAS PARADE	5,000.00	5,000.00	3,130.00	3,535.00	-1,465.00 29.30 %
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	0.00	0.00	-2,000.00 100.00 %
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	1,043.57	13,530.33	-469.67 3.35 %
100-7521-371000	SPONSORSHIPS	80,000.00	80,000.00	749.48	77,954.25	-2,045.75 2.56 %
	DEPT: 7521 - MAINSTREET Total:	155,500.00	164,500.00	11,120.57	178,737.25	14,237.25 8.65%
	Revenue Total:	155,500.00	164,500.00	11,120.57	178,737.25	14,237.25 8.65%
Expense						
DEPT: 7521 - MAINSTREET						
100-7521-511100	REGULAR SALARIES	60,841.00	60,841.00	4,846.16	49,740.56	11,100.44 18.24 %
100-7521-511200	PART TIME/TEMPORARY SALARIES	0.00	0.00	62.90	394.85	-394.85 0.00 %
100-7521-512100	GROUP INS	11,000.00	11,000.00	1,885.31	14,569.42	-3,569.42 -32.45 %
100-7521-512200	SOCIAL SECURITY	3,772.00	3,772.00	297.20	3,040.20	731.80 19.40 %
100-7521-512300	MEDICARE	882.00	882.00	69.51	710.99	171.01 19.39 %
100-7521-512400	GMEBS-RETIREMENT CONTRIBUTI...	7,245.00	7,245.00	627.19	6,271.90	973.10 13.43 %
100-7521-512910	MEDICAL EXAMS	25.00	25.00	0.00	0.00	25.00 100.00 %
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	90.20	19.80 18.00 %
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	113.71	136.29 54.52 %
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	19,490.07	20,826.27	-826.27 -4.13 %
100-7521-522208	MAINTENANCE CONTRACTS	1,750.00	1,750.00	132.35	1,298.88	451.12 25.78 %
100-7521-522322	EQUIPMENT RENTAL	0.00	0.00	9.31	60.07	-60.07 0.00 %
100-7521-523200	COMMUNICATION SERVICES	500.00	500.00	176.82	768.27	-268.27 -53.65 %
100-7521-523210	POSTAGE	100.00	100.00	0.00	105.45	-5.45 -5.45 %
100-7521-523300	ADVERTISING	10,000.00	10,000.00	896.55	11,164.58	-1,164.58 -11.65 %
100-7521-523301	MISC EVENTS	3,000.00	3,000.00	100.00	5,790.13	-2,790.13 -93.00 %
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	0.00	1,328.33	-728.33 -121.39 %
100-7521-523310	MARKETING EXPENSES	2,000.00	2,000.00	0.00	765.02	1,234.98 61.75 %
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	0.00	1,880.23	4,619.77 71.07 %
100-7521-523600	DUES/FEES	1,000.00	1,000.00	0.00	2,909.09	-1,909.09 -190.91 %
100-7521-523700	TRAINING & EDUCATION	2,500.00	2,500.00	0.00	1,801.28	698.72 27.95 %
100-7521-523850	CONTRACT LABOR	11,000.00	11,000.00	4,916.00	31,102.24	-20,102.24 -182.75 %
100-7521-531100	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	0.00	3,502.99	-2,002.99 -133.53 %
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	0.00	5,744.96	-4,244.96 -283.00 %
100-7521-531177	CAR SHOW EXP	8,000.00	8,000.00	0.00	23,685.80	-15,685.80 -196.07 %
100-7521-531178	CONCERT EXP	50,000.00	50,000.00	298.85	55,755.65	-5,755.65 -11.51 %

Budget Report

For Fiscal: 2024 Period Ending: 10/13/24

		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	0.00	19,742.52	-14,742.52	-294.85 %
100-7521-531180	FALL FESTIVAL EXP	15,000.00	15,000.00	3,339.38	27,268.54	-12,268.54	-81.79 %
100-7521-531181	CHRISTMAS PARADE EXP	19,000.00	19,000.00	629.00	938.00	18,062.00	95.06 %
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	0.00	4,873.16	2,326.84	32.32 %
100-7521-531300	FOOD	1,000.00	1,000.00	-3.20	0.73	999.27	99.93 %
DEPT: 7521 - MAINSTREET Total:		265,935.00	265,935.00	37,789.80	309,933.77	-43,998.77	-16.54%
DEPT: 7550 - DOWNTOWN DEVELOPMENT							
100-7550-523101	GENERAL LIABILITY INSURANCE	1,408.00	1,408.00	97.50	953.22	454.78	32.30 %
100-7550-572030	DOWNTOWN DEVELOPMENT	25,000.00	25,000.00	6,250.00	18,750.00	6,250.00	25.00 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT Total:		26,408.00	26,408.00	6,347.50	19,703.22	6,704.78	25.39%
Expense Total:		292,343.00	292,343.00	44,137.30	329,636.99	-37,293.99	-12.76%
Report Surplus (Deficit):		-136,843.00	-127,843.00	-33,016.73	-150,899.74	-23,056.74	-18.04%



**ECONOMIC
DEVELOPMENT
DEPARTMENT
MONTHLY REPORT
December
2024**

ITEMS OF INTEREST

I. Downtown Hotel Feasibility Study

- a. RFP to solicit interest from hotel brands/developers is expected to be posted by December 20th.

II. Economic Development Facebook Page

- a. Currently at 696 followers (up from 596 at last report; ~17% increase).
- b. Nine posts (FB) for the month of November.

III. City and Downtown Business Activity

a. Business License Additions – 4; Number of Jobs Added (10) - DDA (8)

- Trinity Brothers Auto Sales – 333 Alcovy St, Ste 7P
- Willfully Guided Co Boots & Western Apparel – 116 S Broad St (DDA)
- Elixir Brew Co – 123 N Lumpkin St (DDA)
- Thai Won On – 129 N Wayne St (DDA)

b. Business License Deletions – 12; Number of Jobs Lost (30) - DDA (11)

- Allegiance Imaging & Radiology – 333 Alcovy St, Ste 9
- Craftsman Deck Builders – 248 N Broad St (DDA)
- Atlanta Supercars – 333 Alcovy St, Ste 8B
- The Loft in Monroe – 113 N Broad St (DDA)
- Affluence Auto Sales – 333 Alcovy St, Ste 7L
- Proshield Roofing – 426 W Highland Ave, Ste C
- GA Center for Neuronutrition – 320 S Madison Ave (DDA)
- Orion and Company – 127.5 N Broad St, Ste 3&4 (DDA)
- Barkleys Boutique – 503 E Spring St
- Rainbow USA – 766 W Spring St
- Carter Watkins Associates – 140 E Washington St (DDA)
- JL Management – 141 N Midland Ave (DDA)

*Increased deletions during renewal license season.

City of Monroe Quarterly Vibrancy Report Tracking – FY24

2024	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total
New Businesses	33	25	28	8	+94
Closed Businesses	37	24	19	16	-96

2024 DDA ONLY	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	Total
New Businesses	6	9	7	4	+26
Closed Businesses	8	5	5	7	-25