



Downtown Development Authority

AGENDA

Thursday, August 10, 2023

8:00 AM

City Hall - 215 N Broad Street

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF PREVIOUS MEETING MINUTES

IV. APPROVAL OF FINANCIAL STATEMENTS

1. Approval of July Financials

V. PUBLIC FORUM

VI. CITY UPDATE

VII. COUNTY UPDATE

VIII. COMMUNITY WORK PLAN & REPORTS

2. 2023-2024 workplan review

IX. Downtown Design

X. Redevelopment Projects

XI. Entertainment Draws -

XII. PROGRAMS

XIII. Farmers Market

XIV. FUNDING

XV. SPONSORSHIP

XVI. FACADE GRANTS

XVII. COMMUNITY EVENT GRANTS

XVIII. NEW BUSINESS

XIX. ANNOUNCEMENTS:

Next meeting scheduled, September 14th, at 8:00 am at Monroe City Hall.

XX. ADJOURN

DDA Income Statement

Account Summary

For Fiscal: 2023 Period Ending: 06/30/2023



Monroe, GA

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Revenue						
002-7550-336100	CITY FUNDING OF DDA	0.00	0.00	6,250.00	18,750.00	-18,750.00
002-7550-347301	CAR SHOW	0.00	0.00	0.00	13,170.58	-13,170.58
002-7550-347302	CONCERTS	0.00	0.00	2,396.47	3,820.96	-3,820.96
002-7550-347303	FLOWER FESTIVAL	0.00	0.00	2,175.41	9,125.10	-9,125.10
002-7550-347304	FALL FESTIVAL	0.00	0.00	730.19	730.19	-730.19
002-7550-347903	FARMERS MARKET	0.00	0.00	3,208.10	10,425.95	-10,425.95
002-7550-361000	INTEREST REVENUES	0.00	0.00	83.38	211.33	-211.33
002-7550-361002	INTEREST-REVOLVING LOAN FUND	0.00	0.00	421.28	2,573.00	-2,573.00
002-7550-371000	SPONSORSHIPS	0.00	0.00	4,449.76	64,578.95	-64,578.95
002-7550-381011	RENTAL - 227 S BROAD	0.00	0.00	4,425.00	26,500.00	-26,500.00
002-7550-389000	OTHER	0.00	0.00	56.78	136.46	-136.46
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	0.00	0.00	1,820.50	10,877.68	-10,877.68
002-7550-389005	DOWNTOWN DOLLARS	0.00	0.00	2,750.49	3,864.47	-3,864.47
002-7550-392200	PROPERTY SALE	0.00	0.00	50,008.00	50,008.00	-50,008.00
	Revenue Total:	0.00	0.00	78,775.36	214,772.67	
Expense						
002-7550-522140	LAWN CARE & MAINTENANCE	0.00	0.00	0.00	4,500.00	-4,500.00
002-7550-523301	MISC EVENT EXPENSE	0.00	0.00	0.00	640.00	-640.00
002-7550-523304	FARMERS MKT-SR BUCKS	0.00	0.00	193.00	193.00	-193.00
002-7550-523305	FARMERS MKT-EBT TOKENS	0.00	0.00	71.00	71.00	-71.00
002-7550-523306	FARMERS MKT-ENTERTAINMENT	0.00	0.00	140.00	245.00	-245.00
002-7550-523600	DUES/FEES	0.00	0.00	34.88	138.94	-138.94
002-7550-523850	CONTRACT LABOR	0.00	0.00	1,800.00	6,300.00	-6,300.00
002-7550-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	0.00	436.84	-436.84
002-7550-531175	FARMERS MKT GEN EXP	0.00	0.00	224.66	224.66	-224.66
002-7550-531177	CAR SHOW EXP	0.00	0.00	0.00	2,000.00	-2,000.00
002-7550-531179	FLOWER FESTIVAL EXP	0.00	0.00	1,290.64	1,528.59	-1,528.59
002-7550-531203	OLD CITY HALL BLDG	0.00	0.00	1,315.72	7,235.76	-7,235.76
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	0.00	0.00	0.00	8,500.00	-8,500.00
002-7550-572032	CITY FUNDING FROM DDA	0.00	0.00	8,750.00	17,500.00	-17,500.00
002-7550-573000	LOAN PAYMENTS	0.00	0.00	1,461.74	9,996.39	-9,996.39
	Expense Total:	0.00	0.00	15,281.64	59,510.18	
	Total Surplus (Deficit):	0.00	0.00	63,493.72	155,262.49	



Monroe, GA

Trial Balance Account Summary

Date Range: 06/01/2023 - 06/30/2023

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 002 - DOWNTOWN DEV FUND						
Asset						
002-111104	DDA SYNOVUS	270,845.24	525,057.20	13,819.90	511,237.30	782,082.54
002-111108	DOWNTOWN DOLLARS SYNOVUS	25,950.10	1,422.13	1,010.00	412.13	26,362.23
002-111111	DDA LOAN CHECKING-AF	51,916.86	4.24	1,461.74	-1,457.50	50,459.36
002-111115	DDA WELLS FARGO	5,924.01	120.17	0.00	120.17	6,044.18
002-111145	RDF - SYNOVUS	500.00	0.00	0.00	0.00	500.00
002-111151	RLF - SYNOVUS	123,828.26	2,243.62	0.00	2,243.62	126,071.88
002-111900	DUE FROM OTHERS	6,250.00	0.00	0.00	0.00	6,250.00
002-111901	ACCOUNTS RECEIVABLE - MISC	0.00	2,241.78	2,241.78	0.00	0.00
002-112802	DDA WAYNE ST PARCELS INVESTMENT	242,999.64	0.00	0.00	0.00	242,999.64
002-121104	ACCTS PAYABLE-DOWNTOWN	5,310.29	1,010.00	0.00	1,010.00	6,320.29
Liability						
002-121100	ACCOUNTS PAYABLE	200.00	0.00	0.00	0.00	200.00
002-121900	DUE TO OTHER FUNDS	0.00	0.00	450,072.00	-450,072.00	-450,072.00
002-125355	DDA WAYNE ST PARCELS - LONG TERM	-242,500.00	0.00	0.00	0.00	-242,500.00
Equity						
002-134220	FUND BAL UNRESERVED, UNDESIGNA	-399,455.63	0.00	0.00	0.00	-399,455.63
Revenue						
002-7550-336100	CITY FUNDING OF DDA	-12,500.00	0.00	6,250.00	-6,250.00	-18,750.00
002-7550-347301	CAR SHOW	-13,170.58	0.00	0.00	0.00	-13,170.58
002-7550-347302	CONCERTS	-1,424.49	0.00	2,396.47	-2,396.47	-3,820.96
002-7550-347303	FLOWER FESTIVAL	-6,949.69	0.00	2,175.41	-2,175.41	-9,125.10
002-7550-347304	FALL FESTIVAL	0.00	0.00	730.19	-730.19	-730.19
002-7550-347903	FARMERS MARKET	-7,217.85	0.00	3,208.10	-3,208.10	-10,425.95
002-7550-361000	INTEREST REVENUES	-127.95	0.00	83.38	-83.38	-211.33
002-7550-361002	INTEREST-REVOLVING LOAN FUND	-2,151.72	0.00	421.28	-421.28	-2,573.00
002-7550-371000	SPONSORSHIPS	-60,129.19	0.00	4,449.76	-4,449.76	-64,578.95
002-7550-381011	RENTAL - 227 S BROAD	-22,075.00	0.00	4,425.00	-4,425.00	-26,500.00
002-7550-389000	OTHER	-79.68	0.00	56.78	-56.78	-136.46
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	-9,057.18	0.00	1,820.50	-1,820.50	-10,877.68
002-7550-389005	DOWNTOWN DOLLARS	-1,113.98	0.00	2,750.49	-2,750.49	-3,864.47
002-7550-392200	PROPERTY SALE	0.00	0.00	50,008.00	-50,008.00	-50,008.00
Expense						
002-7550-522140	LAWN CARE & MAINTENANCE	4,500.00	0.00	0.00	0.00	4,500.00
002-7550-523301	MISC EVENT EXPENSE	640.00	0.00	0.00	0.00	640.00
002-7550-523304	FARMERS MKT-SR BUCKS	0.00	193.00	0.00	193.00	193.00
002-7550-523305	FARMERS MKT-EBT TOKENS	0.00	71.00	0.00	71.00	71.00
002-7550-523306	FARMERS MKT-ENTERTAINMENT	105.00	140.00	0.00	140.00	245.00
002-7550-523600	DUES/FEES	104.06	34.88	0.00	34.88	138.94
002-7550-523850	CONTRACT LABOR	4,500.00	1,800.00	0.00	1,800.00	6,300.00
002-7550-531100	OFFICE SUPPLIES & EXPENSES	436.84	0.00	0.00	0.00	436.84
002-7550-531175	FARMERS MKT GEN EXP	0.00	224.66	0.00	224.66	224.66
002-7550-531177	CAR SHOW EXP	2,000.00	0.00	0.00	0.00	2,000.00
002-7550-531179	FLOWER FESTIVAL EXP	237.95	1,290.64	0.00	1,290.64	1,528.59
002-7550-531203	OLD CITY HALL BLDG	5,920.04	1,315.72	0.00	1,315.72	7,235.76
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	8,500.00	0.00	0.00	0.00	8,500.00
002-7550-572032	CITY FUNDING FROM DDA	8,750.00	8,750.00	0.00	8,750.00	17,500.00
002-7550-573000	LOAN PAYMENTS	8,534.65	1,461.74	0.00	1,461.74	9,996.39
Fund 002 Total:		0.00	547,380.78	547,380.78	0.00	0.00
Report Total:		0.00	547,380.78	547,380.78	0.00	0.00

Downtown Development Authority Events 2023

	<u>Revenues</u>		<u>Expenses</u>			Profit/Loss including labor	Profit/Loss excluding Labor
	DDA collected Revenues	City collected Revenues	DDA Expenses	City Expenses	City Labor		
Candlelight Shopping						0	0
Car Show	13,171	325	2,000	4,770	9,465	(2,740)	6,725
Christmas Parade						0	0
Concerts	3,821			23,700		(19,879)	(19,879)
Fall Festival	730					730	730
Farm to Table						0	0
Farmers Market	10,426		734	593		9,099	9,099
Flower Festival	9,125		1,529	3,312		4,285	4,285
Childers Park- Night of Lights					9,386	(9,386)	0
Totals	37,273	325	4,262	32,375	18,851	(17,890)	961



Monroe, GA

Detail Report

Account Detail

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Date Range: 06/01/2023 - 06/30/2023

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
06/20/2023	CLPKT07888	R00528701		CITY OF MONROE FUNDING			-6,250.00	-18,750.00
002-7550-347302	CONCERTS					-1,424.49	-2,396.47	-3,820.96
06/05/2023	CLPKT07838	R00523742		PAYPAL MAY 2023 DDA CONCERT			-1,466.19	-2,890.68
06/27/2023	GLPKT50107	JN10477		JUNE PAYPAL TRANSACTIONS DEPOSITE...			-871.62	-3,762.30
06/27/2023	GLPKT50109	JN10478		JUNE VENMO TRANSACTIONS DEPOSIT...			-58.66	-3,820.96
002-7550-347303	FLOWER FESTIVAL					-6,949.69	-2,175.41	-9,125.10
06/05/2023	CLPKT07838	R00523742		PAYPAL MAY 2023 FLOWER FESTIVAL			-2,175.41	-9,125.10
002-7550-347304	FALL FESTIVAL					0.00	-730.19	-730.19
06/27/2023	GLPKT50107	JN10477		JUNE PAYPAL TRANSACTIONS DEPOSITE...			-730.19	-730.19
002-7550-347903	FARMERS MARKET					-7,217.85	-3,208.10	-10,425.95
06/07/2023	CLPKT07847	R00524360		FARMERS MARKET CASH			-226.00	-7,443.85
06/09/2023	CLPKT07853	R00524938		FARMERS MARKET CASH			-180.00	-7,623.85
06/20/2023	CLPKT07888	R00528700		FARMERS MARKET			-220.00	-7,843.85
06/27/2023	GLPKT50107	JN10477		JUNE PAYPAL TRANSACTIONS DEPOSITE...			-19.42	-7,863.27
06/27/2023	GLPKT50109	JN10478		JUNE VENMO TRANSACTIONS DEPOSIT...			-112.12	-7,975.39
06/29/2023	CLPKT07915	R00531645		FARMERS MARKET FARMERS MARKET			-705.00	-8,680.39
06/30/2023	BRPKT01434	DDA SYNOVUSMerchP...		MerchPayout June 2023			-1,655.56	-10,335.95
06/30/2023	BRPKT01434	DDA SYNOVUSWholes...		Wholesome Wave June			-45.00	-10,380.95
06/30/2023	GLPKT50297	JN10499		Farmers Market			-45.00	-10,425.95
002-7550-361000	INTEREST REVENUES					-127.95	-83.38	-211.33
06/30/2023	BRPKT01431	DDA LOAN ACCTJune i...		June interest			-4.24	-132.19
06/30/2023	BRPKT01433	DDA DOWNTOWN DO...		June 2023			-2.13	-134.32
06/30/2023	GLPKT50298	JN10500		Interest Wells Fargo DDA			-0.24	-134.56
06/30/2023	GLPKT50397	JN10505		Recon diff in WF acct			-74.93	-209.49
06/30/2023	GLPKT50434	JN10513		JUNE BANK INTEREST			-1.84	-211.33

Detail Report

Date Range: 06/01/2023 - 06/30/2023

Account	Name					Beginning Balance	Total Activity	Ending Balance
002-7550-361002	INTEREST-REVOLVING LOAN FUND					-2,151.72		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/05/2023	ARPKT01664	Invoice Packet ARPKT...		AR 6/5/23 HH - RLF			-421.28	-2,573.00
							-421.28	-2,573.00
002-7550-371000	SPONSORSHIPS					-60,129.19		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/05/2023	CLPKT07838	R00523742		ZAXBYS SPONSORSHIP			-2,449.76	-62,578.95
06/29/2023	CLPKT07915	R00531644		Snellville Heating & Air Snellville Heatin...			-2,000.00	-64,578.95
002-7550-381011	RENTAL - 227 S BROAD					-22,075.00		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/05/2023	CLPKT07835	R00523402		DFH MANGEMENT RENT			-1,500.00	-23,575.00
06/07/2023	CLPKT07847	R00524360		STUEVER STUDIOS RENT			-2,000.00	-25,575.00
06/14/2023	CLPKT07872	R00526783		MONROE MUSEUM RENT			-500.00	-26,075.00
06/14/2023	CLPKT07872	R00526784		WELLINGTON RENT			-425.00	-26,500.00
002-7550-389000	OTHER					-79.68		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/27/2023	GLPKT50107	JN10477		JUNE PAYPAL TRANSACTIONS DEPOSITE...			-56.78	-136.46
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND					-9,057.18		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/05/2023	ARPKT01664	Invoice Packet ARPKT...		AR 6/5/23 HH - RLF			-1,820.50	-10,877.68
							-1,820.50	-10,877.68
002-7550-389005	DOWNTOWN DOLLARS					-1,113.98		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/05/2023	CLPKT07838	R00523742		MAY PAYPAL DT\$			-1,281.98	-2,395.96
06/21/2023	GLPKT50041	JN10467		DOWNTOWN DOLLARS			-1,420.00	-3,815.96
06/27/2023	GLPKT50107	JN10477		JUNE PAYPAL TRANSACTIONS DEPOSITE...			-48.51	-3,864.47
002-7550-392200	PROPERTY SALE					0.00		
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/30/2023	GLPKT50206	JN10488		116 S BROAD ST PROPERTY CLOSING			-50,008.00	-50,008.00
							-50,008.00	-50,008.00

Total Revenue: **Beginning Balance:** -122,826.73 **Total Activity:** -78,775.36 **Ending Balance:** -201,602.09

Expense

002-7550-523304	FARMERS MKT-SR BUCKS					0.00	193.00	193.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/29/2023	GLPKT50179	JN10483		C BACH CK# 1037			23.00	23.00
06/29/2023	GLPKT50179	JN10483		S CROWE CK#1038			24.00	47.00
06/29/2023	GLPKT50179	JN10483		M NEALE CK # 1036			4.00	51.00
06/29/2023	GLPKT50179	JN10483		BEST DAY CK# 1035			62.00	113.00
06/29/2023	GLPKT50179	JN10483		C PHARR CK#1039			21.00	134.00
06/29/2023	GLPKT50180	JN10484		M DECKER CK#1040			26.00	160.00
06/29/2023	GLPKT50180	JN10484		M HARPER CK# 1044			3.00	163.00
06/29/2023	GLPKT50180	JN10484		P BISHOP CK#1041			12.00	175.00

Detail Report

Date Range: 06/01/2023 - 06/30/2023

Account	Name					Beginning Balance	Total Activity	Ending Balance
002-7550-523304	FARMERS MKT-SR BUCKS - Continued					0.00	193.00	193.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/29/2023	GLPKT50180	JN10484		F HARI CK #1042			6.00	181.00
06/29/2023	GLPKT50180	JN10484		J HARDY CK # 1045			2.00	183.00
06/29/2023	GLPKT50180	JN10484		B TAYLOR CK#1043			10.00	193.00
002-7550-523305	FARMERS MKT-EBT TOKENS					0.00	71.00	71.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/14/2023	GLPKT49818	JN10445		M DECKER CK#1027			37.00	37.00
06/14/2023	GLPKT49842	JN10447		B MILLER CK#1031			8.00	45.00
06/29/2023	GLPKT50179	JN10483		C PHARR CK#1039			10.00	55.00
06/29/2023	GLPKT50180	JN10484		P BISHOP CK#1041			11.00	66.00
06/29/2023	GLPKT50180	JN10484		B TAYLOR CK#1043			5.00	71.00
002-7550-523306	FARMERS MKT-ENTERTAINMENT					105.00	140.00	245.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/05/2023	GLPKT49543	JN10388		Farmers Mkt Music ck# 1019			35.00	140.00
06/14/2023	GLPKT49818	JN10445		M PEZNUZ MUSIC CK #1021			35.00	175.00
06/14/2023	GLPKT49842	JN10447		C WY SOCKI CK#1030			35.00	210.00
06/29/2023	GLPKT50179	JN10483		B LONG CK # 1034			35.00	245.00
002-7550-523600	DUES/FEES					104.06	34.88	138.94
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/30/2023	BRPKT01434	DDA SYNOVUS	June 20...	June 2023			34.88	138.94
002-7550-523850	CONTRACT LABOR					4,500.00	1,800.00	6,300.00
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/05/2023	GLPKT49543	JN10388		A FULLER May ck# 1020			900.00	5,400.00
06/29/2023	GLPKT50179	JN10483		FARMERS MKT MGR CK#1033			900.00	6,300.00
002-7550-531175	FARMERS MKT GEN EXP					0.00	224.66	224.66
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/20/2023	GLPKT49999	JN10466		A FULLER CK# 1032			224.66	224.66
002-7550-531179	FLOWER FESTIVAL EXP					237.95	1,290.64	1,528.59
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance
06/14/2023	GLPKT49818	JN10445		DANCING HEARTS CK#1024			268.21	506.16
06/14/2023	GLPKT49818	JN10445		ANGIE HEAD CK#1026			150.00	656.16
06/14/2023	GLPKT49818	JN10445		DIAMON HILL FARM CK #1023			485.00	1,141.16
06/14/2023	GLPKT49818	JN10445		MULBERRY FARMS CK#1022			198.00	1,339.16
06/14/2023	GLPKT49818	JN10445		VERNON JONES CK # 1025			50.00	1,389.16
06/20/2023	GLPKT49999	JN10466		A FULLER CK# 1032			139.43	1,528.59



Monroe, GA

Budget Report

Account Summary

For Fiscal: 2023 Period Ending: 06/30/2023

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance (Unfavorable)	Percent Remaining
Revenue						
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG						
100-7520-347300	MISC EVENT FEES	20,000.00	20,000.00	0.00	0.00	-20,000.00 100.00 %
100-7520-347301	CAR SHOW	0.00	0.00	0.00	325.00	325.00 0.00 %
100-7520-383000	REIMB FOR DAMAGED PROPERTY	0.00	0.00	0.00	904.00	904.00 0.00 %
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG Total:		20,000.00	20,000.00	0.00	1,229.00	-18,771.00 93.86%
DEPT: 7521 - MAINSTREET						
100-7521-371003	MAIN STREET CONTRIBUTIONS	35,000.00	35,000.00	8,750.00	26,250.00	-8,750.00 25.00 %
DEPT: 7521 - MAINSTREET Total:		35,000.00	35,000.00	8,750.00	26,250.00	-8,750.00 25.00%
Revenue Total:		55,000.00	55,000.00	8,750.00	27,479.00	-27,521.00 50.04%
Expense						
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG						
100-7520-511100	REGULAR SALARIES	231,170.00	231,170.00	17,677.16	116,368.96	114,801.04 49.66 %
100-7520-511200	PART - TIME/TEMPORARY SALARIES	6,000.00	6,000.00	0.00	0.00	6,000.00 100.00 %
100-7520-511300	OVERTIME SALARIES	0.00	0.00	0.00	90.00	-90.00 0.00 %
100-7520-512100	GROUP INS	44,000.00	44,000.00	4,933.81	31,359.87	12,640.13 28.73 %
100-7520-512200	SOCIAL SECURITY	14,705.00	14,705.00	1,081.42	7,125.80	7,579.20 51.54 %
100-7520-512300	MEDICARE	3,440.00	3,440.00	252.92	1,666.54	1,773.46 51.55 %
100-7520-512400	GMEBS-RETIREMENT CONTRIBUTI...	28,980.00	28,980.00	2,526.68	15,341.18	13,638.82 47.06 %
100-7520-512910	MEDICAL EXAMS	100.00	100.00	0.00	0.00	100.00 100.00 %
100-7520-512915	EMPLOYEE ASSISTANCE PROGRAM	51.00	51.00	0.00	54.74	-3.74 -7.33 %
100-7520-512916	WALTON ATHLETIC MEMBERSHIP	240.00	240.00	0.00	26.52	213.48 88.95 %
100-7520-521200	PROFESSIONAL SERVICES	57,650.00	57,650.00	119.88	1,419.88	56,230.12 97.54 %
100-7520-521201	I/T SVCS - WEB DESIGN, ETC.	1,000.00	1,000.00	31.49	868.54	131.46 13.15 %
100-7520-522140	LAWN CARE & MAINTENANCE	1,000.00	1,000.00	175.00	475.00	525.00 52.50 %
100-7520-522145	HOLIDAY EVENTS	20,000.00	20,000.00	0.00	0.00	20,000.00 100.00 %
100-7520-522208	MAINTENANCE CONTRACTS	4,910.00	4,910.00	227.56	1,618.47	3,291.53 67.04 %
100-7520-522322	EQUIPMENT RENTAL	180.00	180.00	0.00	41.54	138.46 76.92 %
100-7520-523200	COMMUNICATION SERVICES	2,600.00	2,600.00	224.26	832.84	1,767.16 67.97 %
100-7520-523210	POSTAGE	0.00	0.00	100.00	100.00	-100.00 0.00 %
100-7520-523300	ADVERTISING	15,000.00	15,000.00	2,045.44	2,074.49	12,925.51 86.17 %
100-7520-523301	MISC EVENTS	110,000.00	53,500.00	-1,678.27	9,980.38	43,519.62 81.35 %
100-7520-523400	PRINTING	2,000.00	2,000.00	3,219.19	4,856.53	-2,856.53 -142.83 %
100-7520-523510	TRAVEL EXPENSE	5,000.00	5,000.00	114.82	5,430.06	-430.06 -8.60 %
100-7520-523600	DUES/FEES	1,500.00	1,500.00	16.00	928.49	571.51 38.10 %
100-7520-523700	TRAINING & EDUCATION -EMPLOYEE	6,500.00	6,500.00	0.00	2,244.41	4,255.59 65.47 %
100-7520-523850	CONTRACT LABOR	3,500.00	3,500.00	0.00	62.99	3,437.01 98.20 %
100-7520-531100	OFFICE SUPPLIES & EXPENSES	5,000.00	5,000.00	28.99	754.69	4,245.31 84.91 %
100-7520-531110	SPONSORSHIPS/DONATIONS	5,000.00	5,000.00	0.00	0.00	5,000.00 100.00 %
100-7520-531121	COMPUTER EQUIP NON-CAP	1,500.00	1,500.00	0.00	0.00	1,500.00 100.00 %
100-7520-531175	FARMERS MARKET EXP	0.00	0.00	593.17	593.17	-593.17 0.00 %
100-7520-531177	CAR SHOW EXP	0.00	4,000.00	1,982.07	4,770.27	-770.27 -19.26 %
100-7520-531178	CONCERT EXP	0.00	50,000.00	7,576.98	23,699.66	26,300.34 52.60 %
100-7520-531179	FLOWER FESTIVAL EXP	0.00	2,500.00	3,311.85	3,311.85	-811.85 -32.47 %
100-7520-531183	CANDLELIGHT SHOPPING EXP	0.00	0.00	25.00	25.00	-25.00 0.00 %
100-7520-531203	OLD CITY HALL BLDG	7,000.00	7,000.00	0.00	0.00	7,000.00 100.00 %
100-7520-531300	FOOD	1,000.00	1,000.00	0.00	4,372.68	-3,372.68 -337.27 %
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG Total:		579,026.00	579,026.00	44,585.42	240,494.55	338,531.45 58.47%
Expense Total:		579,026.00	579,026.00	44,585.42	240,494.55	338,531.45 58.47%
Report Surplus (Deficit):		-524,026.00	-524,026.00	-35,835.42	-213,015.55	311,010.45 59.35%

Community Work Plan Review Form			
2023-2024 Annual Work Plan			
Vision Statement	Our vision is to be the #1 downtown in Georgia by showcasing our rich history, celebrating local entrepreneurship, and encouraging downtown living while preserving our small town charm.		
Mission Statement	To inspire economic development, encourage historic preservation, and collaborate with public and private organizations for the benefit of downtown and our entire community.		
Transformation (implementation) Strategies			
Transformation (implementation) Strategy #1:			
Make downtown an accessible and attractive district with plenty of parking and enjoyable pedestrian paths throughout the district .			
Transformation (implementation) Strategy #2:			
Use public-private partnerships to drive economic growth that brings more entertainment and housing opportunities. To support current dining and retail through to sustain a vibrant and thriving downtown.			
Transformation (implementation) Strategy #3:			
Establish a culture of enjoying downtown by creating recreational areas/activities and providing unique entertainment experiences for visitors and citizens.			
Top Priorities for Year 2023-24			
Status:			Goal(priority) #1
Achieved	In Progress	Stalled	
In progress			Address current parking challenges
Goal(priority) #2			
In progress			Encourage infill development & redevelopment off-Broad
Goal(priority) #3			
In progress			Entertainment draws and creating a destination
Comments on Goal/Priority Status			
These goals are a continuations from 2022-2023 and will be ongoing for the foreseeable future.			

Strategy #1

Committee Chair: Chris Collin

Transformation (implementation) Strategy: Make downtown an accessible, safe and attractive district with plenty of parking and enjoyable pedestrian paths throughout the district

Goal:

Address current parking challenges, create a safe and enjoyable environment

Objective

Initiate a parking campaign; identify business owner and employee parking areas, identify unused parking areas and work to activate them, research paid parking options, increase police presence, enforce noise ordinances.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
in progress	Work with Carl Vinson Institute for parking branding campaign	Leigh Ann	unknown	city	Oct -23
in progress	Identify business/employee parking areas, continue communication with businesses	DDA Board/EV committee	none	n/a	ongoing
in progress	Communicate with St Albans on a parking arrangement	Lisa A.	none	n/a	January-24
in progress	Communicate with Stephens Oil on their gas station property	Meredith M	none	n/a	January-24
in progress	signage to encourage walking	Design Committee	\$1,000	DDA funds	Oct-23
in progress	work with property owners to turn private parking into public	DDA Board/EV committee	none	n/a	ongoing
in progress	increase downtown police presence with use of new golf cart and on foot	Logan Propes/Chris Bailey	unknown	city	ongoing
in progress	enforcement of 2 hour onstreet parking	Logan Propes/Chris Bailey	unknown	city	Oct-23
in progress	signage to better identify lots	Leigh Ann/ EV committee	none	DDA	Dec-23
in progress	research paid parking options and creation of a parking deck	DDA Board/EV committee, Logan	none	n/a	Dec-23

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City of Monroe	Logan Propes	
Carl Vinson Institute	Kaitlin Messich	

Synopsis of Activity: Parking will continue to be a priority for the board. Top priorities are to best utilize what we have and the current resources but plan for future growth and be prepared.

Strategy #2

Committee Chair: Lisa Anderson/Whit Holder

Transformation (implementation) Strategy: Redevelopment Projects: Real estate transactions, façade grant program, RLFs, rezoning support, RFPs for projects

Goal:

To increase the footprint of downtown through revitalization of current spaces or infill development.

Objective

To acquire property adjacent to city property that will be vital for future redevelopment and to add parking to the downtown. With a specific focus around the town green.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
in progress	Seek design plan from Keck & Wood Engineering for Wayne Street property	Logan/ Chris Bailey	unknown	city funds	June-23
in progress	demolish building on Wayne Street property to increase parking	Logan/ Chris Bailey	unknown	city funds	Dec-23
in progress	Enhance the facade grant program to increase the amount and use for applicants	Leigh Ann / Board	none	---	begin Jan-24
in progress	Research/actively seek new sites for redevelopment -225 S Midland, 107 Milledge Ave	DDA Board	none	---	June-23
	Communicate with county government about property and projects that impact downtown	DDA Board	none	n/a	ongoing
in progress	support DD RLD & GCF RLF applications for projects that fit	Leigh Ann / Board	none	---	ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Keck & Wood Engineering		engineering
City of Monroe Public Works		
Walton County Government	John Ward/Chairman Thompson	county property
GMA	website resources	RFPs, partnership models

Synopsis of Activity:

Strategy #3

Committee Chair: Leigh Ann Aldridge

Transformation (implementation) Strategy: Entertainment Draws

events, recreational business recruitment, business owner collaboration, enhancing park space for use and incorporate new design components

Goal:

Build on entertainment draws through events and business recruitment. Create engaging design installments that create a downtown as a destination.

Objective

Increase diversity in downtown business mix and ownership as well as community representation. Continue to grow a recreational tourism draw and create a destination.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
achieved	plan and execute annual event calendar	Leigh Ann	none	---	Dec 23
in progress	encourage theme days and pop up days with business owners	Leigh Ann	none	---	ongoing
in progress	mural installation along Spring Street, "instagram" spots around downtown	Leigh Ann/Brittany	10,000	DDA funds	April 2024
in progress	pursue possibility of recreating the Monroe Sign on Water Tower	Meredith/Wesley	unknown	DDA/city/grants	Jun 24
in progress	rebrand the Farmers Market to include artisans	Leigh Ann,	500	DDA funds	Dec 23
achieved	review sponsorship package and revise campaign to increase revenue	Leigh Ann/DDA Board	none		Sept 23
in progress	Childers Holiday Lights Display	Leigh Ann/City			ongoing
	partner with Museum on historic building virtual tour	Lisa/Monroe Museum	7,500	CVB funds	April 24

Partner Involvement		
Agency Name	Primary Contact	Level of Commitment
IMEC	Bruce Verge	construction & installation of tower
Sign & Wonders	Levi Dilley-muralist	contract labor for mural
City of Monroe Public Works	Jamie Peters	event crews
Carl Vinson Institute	Kaitlin Messich	farmers market branding
MWCA	Hope Reese	partner events
Monroe Museum	Kim Smith	historic virtual tour research