

**CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
MAY 9, 2024 – 8:00 A.M.**

AGENDA

- I. CALL TO ORDER**
 - 1. Roll Call**
 - 2. Approval of Previous Meeting Minutes**
 - a. April 11, 2024 Minutes
 - 3. Approval of Financial Statements**
 - a. March Financials

- II. PUBLIC FORUM**

- III. CITY UPDATE**

- IV. COUNTY UPDATE**

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

- VI. PROGRAMS**
 - 1. Farmers Market**

- VII. FUNDING**
 - 1. Sponsorship**
 - 2. Community Event Grants**
 - a. SWAT Trot Road Race

- VIII. NEW BUSINESS**
 - 1. Stuever Studios Lease Extension Until Mid-July**
 - 2. Business Owners Banquet**

- IX. ANNOUNCEMENTS**
 - 1. Next Meeting – June 13, 2024 at 8:00 am at City Hall**

- X. ADJOURN**

**CITY OF MONROE
DOWNTOWN DEVELOPMENT AUTHORITY
APRIL 11, 2024 – 8:00 A.M.**

The Downtown Development Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson Meredith Malcom Andrea Gray Whit Holder Brittany Palazzo Chris Collin Clayton Mathias Lee Malcom	Chairman Vice-Chairman Secretary Board Member Board Member Board Member Board Member City Council Representative
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Staff Present: Sandy Daniels, Logan Propes, Beth Thompson, Beverly Harrison, Chris Bailey, Kaitlyn Stubbs, Les Russell, Laura Beth Caudell, Brian Wilson

Visitors: Julie Treadwell

I. CALL TO ORDER

1. Roll Call

Chairman Anderson noted that all Committee Members were present. There was a quorum.

2. Approval of Previous Meeting Minutes

a. March 14, 2024 Minutes

To change the names of who was present at the meeting last month; Brittany Palazzo and Lee Malcom were at the meeting.

To approve the minutes as amended.

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

3. Approval of Financial Statements

a. February Financials

To approve the February 2024 Financials.

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

II. PUBLIC FORUM

There were no public comments.

Committee Member Andrea Gray stated that Stuever Studios will be moving to 700 Breedlove Drive.

III. CITY UPDATE

City Administrator Logan Propes introduced Mr. Brian Wilson as the new Economic Development Manager. He discussed meeting with a community group from Stone Mountain Village. The Grand Opening for the Town Green will be at 4:00 on April 18.

IV. COUNTY UPDATE

There was no update from the County.

V. COMMUNITY WORK PLAN & REPORTS

1. Downtown Design

The Committee, Mr. Propes, and Mr. Bailey discussed benches with dividers, planters, and the pocket park. They also discussed the water tower replica, funding of the project, and applying for a grant.

Chairman Anderson to do a letter of support for the sign from DDA.

*Motion by Clayton, seconded by Collin.
Passed Unanimously*

2. Redevelopment Projects

City Administrator Logan Propes explained Ms. Sadie Krawczyk is working on the RLF Project. The Wayne Street Parking Project is still under design.

3. Entertainment Draws

The Committee, Ms. Daniels, Mr. Propes, and Mr. Bailey discussed the First Friday Night Concerts, Blooms Flower Festival, Fall Fest, and the Car Show.

VI. PROGRAMS

1. Farmers Market

City Administrator Logan Propes stated there were 7,400 people through out the day and about 2,200 during the main time.

VII. FUNDING

1. Sponsorship

Ms. Sandy Daniels reminded everyone to get their sponsorships in, because she is almost ready to print the T-shirts.

2. Community Event Grants

a. Monroe Country Day School

To approve the Community Event Grant for Monroe Country Day School.

*Motion by Holder, seconded by Malcom.
Passed Unanimously*

VIII. NEW BUSINESS

1. Business Owners Banquet

The Committee, Ms. Daniels, Mr. Propes, and Mr. Bailey discussed details for the banquet, which will be held on May 23 at the Engine Room.

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

IX. ANNOUNCEMENTS

1. Next Meeting – May 9, 2024 at 8:00 at City Hall

X. ADJOURN

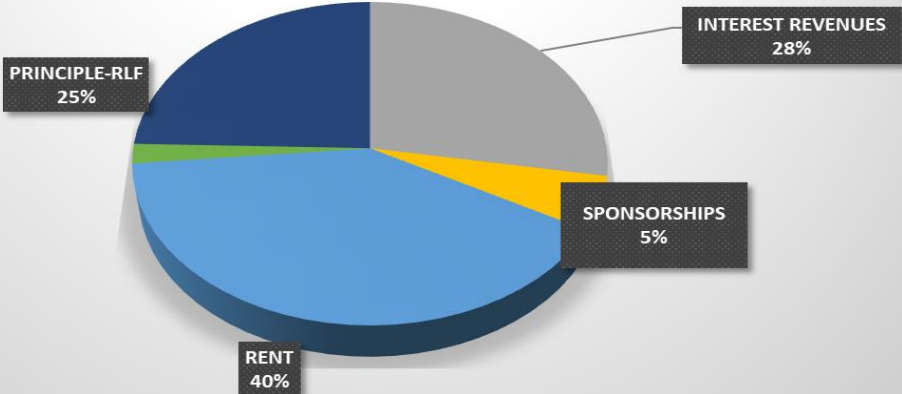
*Motion by Collin, seconded by L. Malcom.
Passed Unanimously*

DOWNTOWN DEVELOPMENT AUTHORITY

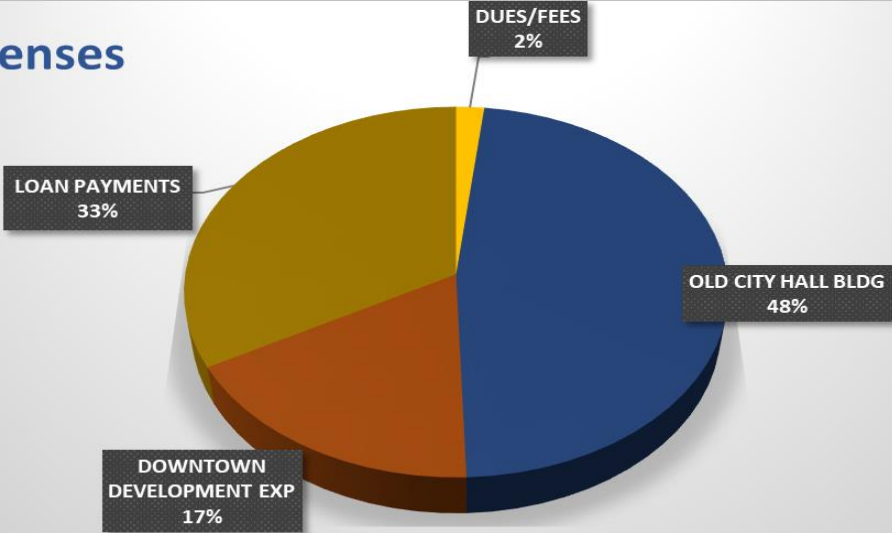
March 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	11,811	22,533
Expense	1,502	8,564
Profit/(Loss)	10,309	13,970

DDA Revenues



DDA Expenses



DDA Income Statement

Account Summary

For Fiscal: 2024 Period Ending: 03/31/2024



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	6,250.00	18,750.00
002-7550-361000	INTEREST REVENUES	150.00	150.00	7.44	19.90	130.10
002-7550-361002	INTEREST-REVOLVING LOAN FUND	5,000.00	5,000.00	393.79	1,190.58	3,809.42
002-7550-381011	RENTAL - 227 S BROAD	6,000.00	6,000.00	3,000.00	9,100.00	-3,100.00
002-7550-389000	OTHER	0.00	0.00	312.00	438.21	-438.21
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	21,500.00	21,500.00	1,847.99	5,534.76	15,965.24
	Revenue Total:	57,650.00	57,650.00	11,811.22	22,533.45	
Expense						
002-7550-523600	DUES/FEES	200.00	200.00	52.93	156.48	43.52
002-7550-531203	OLD CITY HALL BLDG	15,000.00	15,000.00	1,448.86	4,077.89	10,922.11
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	24,900.00	24,900.00	0.00	1,500.00	23,400.00
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	1,501.79	8,563.53	
	Total Surplus (Deficit):	0.00	0.00	10,309.43	13,969.92	



Monroe, GA

Trial Balance Account Summary

Date Range: 03/01/2024 - 03/31/2024

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
Fund: 002 - DOWNTOWN DEV FUND						
Asset						
002-111104	DDA SYNOVUS	363,297.79	11,972.60	1,501.79	10,470.81	373,768.60
002-111108	DOWNTOWN DOLLARS SYNOVUS	21,572.52	391.81	760.00	-368.19	21,204.33
002-111111	DDA LOAN CHECKING-AF	40,398.92	3.43	0.00	3.43	40,402.35
002-111145	RDF - SYNOVUS	500.00	0.00	0.00	0.00	500.00
002-111151	RLF - SYNOVUS	144,022.27	2.20	0.00	2.20	144,024.47
002-111199	CLAIM ON CASH	-2.03	0.00	0.00	0.00	-2.03
002-111411	INTEREST RECEIVABLE - WAYNE ST PAR...	0.00	0.00	867.79	-867.79	-867.79
002-111901	ACCOUNTS RECEIVABLE - MISC	0.00	2,241.78	0.00	2,241.78	2,241.78
002-112802	DDA WAYNE ST PARCELS INVESTMENT	-867.79	867.79	0.00	867.79	0.00
002-121104	ACCTS PAYABLE-DOWNTOWN DOLLARS	15,424.89	760.00	390.00	370.00	15,794.89
Liability						
002-121100	ACCOUNTS PAYABLE	0.00	0.00	2,410.60	-2,410.60	-2,410.60
Equity						
002-134220	FUND BAL UNRESERVED, UNDESIGNA	-580,686.08	0.00	0.00	0.00	-580,686.08
Revenue						
002-7550-336100	CITY FUNDING OF DDA	0.00	0.00	6,250.00	-6,250.00	-6,250.00
002-7550-361000	INTEREST REVENUES	-12.46	0.00	7.44	-7.44	-19.90
002-7550-361002	INTEREST-REVOLVING LOAN FUND	-796.79	0.00	393.79	-393.79	-1,190.58
002-7550-381011	RENTAL - 227 S BROAD	-6,100.00	0.00	3,000.00	-3,000.00	-9,100.00
002-7550-389000	OTHER	-126.21	0.00	312.00	-312.00	-438.21
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	-3,686.77	0.00	1,847.99	-1,847.99	-5,534.76
Expense						
002-7550-523600	DUES/FEEES	103.55	52.93	0.00	52.93	156.48
002-7550-531203	OLD CITY HALL BLDG	2,629.03	1,448.86	0.00	1,448.86	4,077.89
002-7550-572030	DOWNTOWN DEVELOPMENT EXP	1,500.00	0.00	0.00	0.00	1,500.00
002-7550-573000	LOAN PAYMENTS	2,829.16	0.00	0.00	0.00	2,829.16
Fund 002 Total:		0.00	17,741.40	17,741.40	0.00	0.00
Report Total:		0.00	17,741.40	17,741.40	0.00	0.00



Monroe, GA

Detail Report

Account Detail

Date Range: 03/01/2024 - 03/31/2024

Account	Name					Beginning Balance	Total Activity	Ending Balance			
Revenue											
002-7550-336100	CITY FUNDING OF DDA					0.00	-6,250.00	-6,250.00			
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
03/22/2024	CLPKT08795	R00627551		DDA FUNDING DDA CITY OF MONROE F...			-6,250.00	-6,250.00			
002-7550-361000 INTEREST REVENUES											
						-12.46	-7.44	-19.90			
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
03/31/2024	BRPKT01702	Revolving Loan Fundl...		INTEREST			-2.20	-14.66			
03/31/2024	BRPKT01716	DDA LOAN ACCTMAR...		MARCH 2024 INTEREST			-3.43	-18.09			
03/31/2024	BRPKT01718	DDA DOWNTOWN DO...		March 2024 Interest			-1.81	-19.90			
002-7550-361002 INTEREST-REVOLVING LOAN FUND											
						-796.79	-393.79	-1,190.58			
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
03/20/2024	ARPKT02148	Invoice Packet ARPKT...		3/20/24 AR CT RLF			-393.79	-1,190.58			
002-7550-381011 RENTAL - 227 S BROAD											
						-6,100.00	-3,000.00	-9,100.00			
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
03/05/2024	CLPKT08717	R00621547		Monroe Cultural & Heritage Museum, I...			-500.00	-6,600.00			
03/12/2024	CLPKT08746	R00623615		DFH MANAGMENT LLC DDA RENT RECE...			-1,500.00	-8,100.00			
03/27/2024	CLPKT08813	R00629038		STUEVER STUDIOS DDA RENT RECEIVED...			-1,000.00	-9,100.00			
002-7550-389000 OTHER											
						-126.21	-312.00	-438.21			
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
03/19/2024	GLPKT58206	JN11529		DEPOSIT MUSEUM MONEY TO DDA			-312.00	-438.21			
002-7550-389003 PRINCIPLE-REVOLVING LOAN FUND											
						-3,686.77	-1,847.99	-5,534.76			
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
03/20/2024	ARPKT02148	Invoice Packet ARPKT...		3/20/24 AR CT RLF			-1,847.99	-5,534.76			
Total Revenue:						Beginning Balance:	-10,722.23	Total Activity:	-11,811.22	Ending Balance:	-22,533.45
Expense											
002-7550-523600	DUES/FEES					103.55	52.93	156.48			
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
03/31/2024	BRPKT01717	DDA SYNOVUSMarch ...		March 2024 Bank Fee			52.93	156.48			
002-7550-531203 OLD CITY HALL BLDG											
						2,629.03	1,448.86	4,077.89			
Post Date	Packet Number	Source Transaction	Pmt Number	Description	Vendor	Project Account	Amount	Running Balance			
03/28/2024	GLPKT58490	JN11542		UTILITIES OLD CITY HALL			1,448.86	4,077.89			
Total Expense:						Beginning Balance:	2,732.58	Total Activity:	1,501.79	Ending Balance:	4,234.37

Detail Report

Date Range: 03/01/2024 - 03/31/2024

Account Name Beginning Balance Total Activity Ending Balance

[002-7550-531203](#) OLD CITY HALL BLDG - Continued 2,629.03

Post Date Packet Number Source Transaction Pmt Number Description Vendor Project Account Amount Running Balance

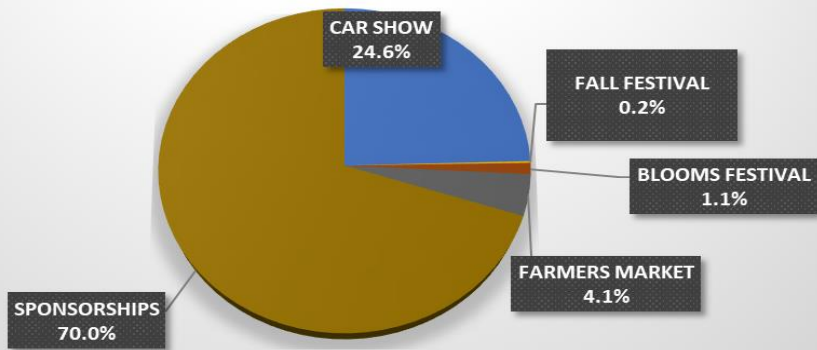
Grand Totals: Beginning Balance: -7,989.65 Total Activity: -10,309.43 Ending Balance: -18,299.08

MainStreet

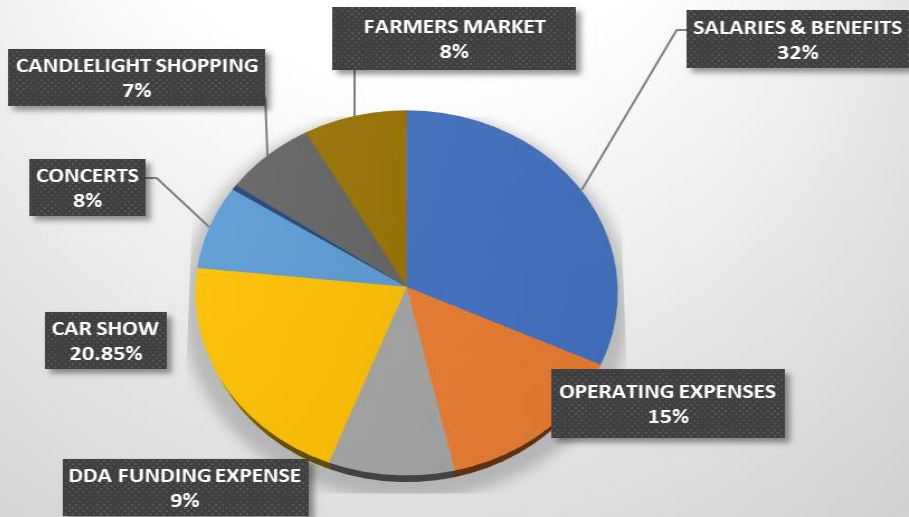
March 2024

	<u>MTD</u>	<u>YTD</u>
Revenue	27,018	59,995
Expense	51,017	69,692
Profit/(Loss)	(23,999)	(9,697)

Revenues



Expenses





Monroe, GA

Budget Report Account Summary

For Fiscal: 2024 Period Ending: 03/31/2024

	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	13,097.82	14,738.59	1,238.59 109.17 %
100-7521-347302	CONCERTS	6,000.00	6,000.00	0.00	0.00	-6,000.00 100.00 %
100-7521-347303	FLOWER FESTIVAL	9,000.00	9,000.00	0.00	0.00	-9,000.00 100.00 %
100-7521-347304	FALL FESTIVAL	20,000.00	20,000.00	0.00	100.00	-19,900.00 99.50 %
100-7521-347305	CHRISTMAS PARADE	5,000.00	5,000.00	0.00	0.00	-5,000.00 100.00 %
100-7521-347306	FARM TO TABLE	15,000.00	15,000.00	0.00	0.00	-15,000.00 100.00 %
100-7521-347307	CANDLELIGHT SHOPPING	2,000.00	2,000.00	0.00	0.00	-2,000.00 100.00 %
100-7521-347308	BLOOMS FESTIVAL	0.00	0.00	670.00	670.00	670.00 0.00 %
100-7521-347903	FARMERS MARKET	14,000.00	14,000.00	0.00	2,486.36	-11,513.64 82.24 %
100-7521-371000	SPONSORSHIPS	80,000.00	80,000.00	13,250.00	42,000.00	-38,000.00 47.50 %
	DEPT: 7521 - MAINSTREET Total:	164,500.00	164,500.00	27,017.82	59,994.95	-104,505.05 63.53%
	Revenue Total:	164,500.00	164,500.00	27,017.82	59,994.95	-104,505.05 63.53%
Expense						
DEPT: 7521 - MAINSTREET						
100-7521-511100	REGULAR SALARIES	60,841.00	60,841.00	6,923.07	13,948.27	46,892.73 77.07 %
100-7521-512100	GROUP INS	11,000.00	11,000.00	1,266.97	4,391.74	6,608.26 60.08 %
100-7521-512200	SOCIAL SECURITY	3,772.00	3,772.00	418.47	850.36	2,921.64 77.46 %
100-7521-512300	MEDICARE	882.00	882.00	97.86	198.87	683.13 77.45 %
100-7521-512400	GMEBS-RETIREMENT CONTRIBUTI...	7,245.00	7,245.00	627.19	1,881.57	5,363.43 74.03 %
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	6.79	3.21 32.10 %
100-7521-512916	WALTON ATHLETIC MEMBERSHIP	110.00	110.00	8.20	32.80	77.20 70.18 %
100-7521-521200	PROFESSIONAL SERVICES	2,500.00	2,500.00	0.00	0.00	2,500.00 100.00 %
100-7521-521201	I/T SVCS - WEB DESIGN, ETC	250.00	250.00	0.00	0.00	250.00 100.00 %
100-7521-522140	LAWN CARE & MAINTENANCE	5,000.00	5,000.00	0.00	0.00	5,000.00 100.00 %
100-7521-522145	HOLIDAY EVENTS	20,000.00	20,000.00	0.00	479.84	19,520.16 97.60 %
100-7521-522208	MAINTENANCE CONTRACTS	1,750.00	1,750.00	0.00	0.00	1,750.00 100.00 %
100-7521-522322	EQUIPMENT RENTAL	0.00	0.00	4.68	4.68	-4.68 0.00 %
100-7521-523200	COMMUNICATIONS	500.00	500.00	46.72	66.26	433.74 86.75 %
100-7521-523210	POSTAGE	100.00	100.00	0.00	0.00	100.00 100.00 %
100-7521-523300	ADVERTISING	10,000.00	10,000.00	0.00	0.00	10,000.00 100.00 %
100-7521-523301	MISC EVENTS	3,000.00	3,000.00	5,115.38	5,115.38	-2,115.38 -70.51 %
100-7521-523303	FARMERS MKT-GIFT CERTS	50.00	50.00	0.00	0.00	50.00 100.00 %
100-7521-523304	FARMERS MKT-SR BUCKS	600.00	600.00	0.00	0.00	600.00 100.00 %
100-7521-523305	FARMERS MKT-EBT TOKENS	500.00	500.00	0.00	0.00	500.00 100.00 %
100-7521-523306	FARMERS MKT-ENTERTAINMENT	600.00	600.00	0.00	0.00	600.00 100.00 %
100-7521-523310	MARKETING EXPENSES	2,000.00	2,000.00	0.00	0.00	2,000.00 100.00 %
100-7521-523400	PRINTING	1,000.00	1,000.00	0.00	0.00	1,000.00 100.00 %
100-7521-523510	TRAVEL EXPENSE	6,500.00	6,500.00	0.00	0.00	6,500.00 100.00 %
100-7521-523600	DUES/FEES	1,000.00	1,000.00	2,880.00	2,880.00	-1,880.00 -188.00 %
100-7521-523700	TRAINING & EDUCATION	2,500.00	2,500.00	0.00	0.00	2,500.00 100.00 %
100-7521-523850	CONTRACT LABOR	11,000.00	11,000.00	2,690.24	3,890.24	7,109.76 64.63 %
100-7521-531100	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	3,757.64	3,757.64	-2,257.64 -150.51 %
100-7521-531110	SPONSORSHIPS/DONATIONS	500.00	500.00	0.00	0.00	500.00 100.00 %
100-7521-531121	COMPUTER EQUIP NON-CAPITAL	1,000.00	1,000.00	0.00	0.00	1,000.00 100.00 %
100-7521-531175	FARMERS MARKET EXP	1,500.00	1,500.00	1,557.50	1,557.50	-57.50 -3.83 %
100-7521-531177	CAR SHOW EXP	8,000.00	8,000.00	13,923.09	13,923.09	-5,923.09 -74.04 %
100-7521-531178	CONCERT EXP	50,000.00	50,000.00	5,000.00	5,000.00	45,000.00 90.00 %
100-7521-531179	FLOWER FESTIVAL EXP	5,000.00	5,000.00	0.00	0.00	5,000.00 100.00 %
100-7521-531180	FALL FESTIVAL EXP	15,000.00	15,000.00	0.00	0.00	15,000.00 100.00 %

Budget Report

For Fiscal: 2024 Period Ending: 03/12/24

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
100-7521-531181	CHRISTMAS PARADE EXP	19,000.00	19,000.00	309.00	309.00	18,691.00	98.37 %
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	46.61	4,873.16	2,326.84	32.32 %
100-7521-531300	FOOD	1,000.00	1,000.00	3.93	3.93	996.07	99.61 %
	DEPT: 7521 - MAINSTREET Total:	265,935.00	265,935.00	44,676.55	63,171.12	202,763.88	76.25%
	DEPT: 7550 - DOWNTOWN DEVELOPMENT						
100-7550-523101	GENERAL LIABILITY INSURANCE	1,408.00	1,408.00	90.24	270.72	1,137.28	80.77 %
100-7550-572030	DOWNTOWN DEVELOPMENT	25,000.00	25,000.00	6,250.00	6,250.00	18,750.00	75.00 %
	DEPT: 7550 - DOWNTOWN DEVELOPMENT Total:	26,408.00	26,408.00	6,340.24	6,520.72	19,887.28	75.31%
	Expense Total:	292,343.00	292,343.00	51,016.79	69,691.84	222,651.16	76.16%
	Report Surplus (Deficit):	-127,843.00	-127,843.00	-23,998.97	-9,696.89	118,146.11	92.42%

Group Summary

DEP...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Revenue						
7521 - MAINSTREET	164,500.00	164,500.00	27,017.82	59,994.95	-104,505.05	63.53%
Revenue Total:	164,500.00	164,500.00	27,017.82	59,994.95	-104,505.05	63.53%
Expense						
7521 - MAINSTREET	265,935.00	265,935.00	44,676.55	63,171.12	202,763.88	76.25%
7550 - DOWNTOWN DEVELOPMENT	26,408.00	26,408.00	6,340.24	6,520.72	19,887.28	75.31%
Expense Total:	292,343.00	292,343.00	51,016.79	69,691.84	222,651.16	76.16%
Report Surplus (Deficit):	-127,843.00	-127,843.00	-23,998.97	-9,696.89	118,146.11	92.42%



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: 140 Blaine St
 EVENT DATE: Saturday Oct 19, 2024
 BENEFITTING ORGANIZATION: Shop With a Cop
 CONTACT NAME: Matt M. Chung
 TELEPHONE NUMBER: 678 977 4702
 EMAIL: mmcc lung @ monroe ga. gov

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

ESTIMATED COST: \$ 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: [Signature] DATE: 4.29.2024

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

On October 19, 2024, The Monroe Police Department will be hosting a road race at the Police Department. The title of this event will be the Monroe Police SWAT Trot Road Race. All proceeds raised will benefit the Police Department's Shop with a Cop event. For every \$300 raised, we can buy Christmas for an additional underprivileged child in the city of Monroe.

The road race will consist of a 5k & a 10k race starting and ending at the same time. The road race will begin & end in the Monroe Police Department parking lot. We will advertise this event through our social media and with the help of local mainstream media sources and will be expecting 200 runners. Based on those numbers our costs look like this:

- Awards \$544
- Signage \$748
- Race services \$1,150

The race will begin at 8:30 am and should conclude by approximately 10:00 am. There will be live music at the start/finish line provided by Gary Potter and Alcovy Sign. There will currently be no road closures but there will be Police Officers working intersections where runners will be crossing Spring Street for the 10K. We are currently recruiting sponsors and those sponsor's logos or images will be included on the runner's shirt. If the Downtown Development Authority were to award the grant to the SWAT Trot their logo could be included on the shirt as a sponsor also.