



Downtown Development Authority

AGENDA

Thursday, August 08, 2019

8:00 AM

City Hall

CALL TO ORDER

ROLL CALL

APPROVAL OF PREVIOUS MEETING MINUTES

- [1.](#) July DDA Minutes
- [2.](#) June DDA Planning Retreat Minutes

APPROVAL OF FINANCIAL STATEMENTS

- [3.](#) June DDA Financials

PUBLIC FORUM

COUNTY UPDATE

CITY UPDATE

COMMUNITY WORK PLAN &REPORTS

- [4.](#) 2019-2020 Community Work Plan
- [5.](#) DDA Budget vs. Actual to date 2019

Parking

Infill Development

New Entertainment Draws

PROGRAMS

Events

Downtown Design

Farmers Market

FUNDING

SPONSORSHIP - \$36,075 collected

FACADE GRANTS

[6.](#) Sanders Consign & Design Facade Grant Application - 124 W. Spring Street

COMMUNITY EVENT GRANTS

[7.](#) MATM Community Event Grant Application

[8.](#) Georgia Writers Project Community Event Grant Application

NEW BUSINESS

ANNOUNCEMENTS:

Next meeting scheduled, September 12th, at 8:00 am at Monroe City Hall.

Young Gamechangers Community Presentation, Friday, August 9th, 2:00 pm at the Engine Room

ADJOURN



Downtown Development Authority

MINUTES

Thursday, July 11, 2019

8:00 AM

City Hall

CALL TO ORDER

CALL TO ORDER

Meeting called to order at 8:01 am.

ROLL CALL

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Secretary Andrea Gray
- Board Member Mike Gray
- Board Member Wesley Sisk
- Board Member Charles Sanders
- City Council Representative Ross Bradley

ABSENT

- Vice Chair Meredith Malcom
- Board Member Whit Holder

CITY STAFF

- Sadie Krawczyk
- Leigh Ann Walker
- Sam Tippet
- Darrell Stone
- Les Russell

APPROVAL OF PREVIOUS MEETING MINUTES

June DDA Minutes

June DDA Minutes approved - Motion made by Secretary Gray, Seconded by Board Member Gray.

Voting Yea: Chairman Anderson, Secretary Gray, Board Member Gray, Board Member Sisk, Board Member Sanders, City Council Representative Bradley

APPROVAL OF FINANCIAL STATEMENTS

May DDA Financials

May DDA Financials approved - Motion made by Board Member Sanders, Seconded by Board Member Gray.

Voting Yea: Chairman Anderson, Secretary Gray, Board Member Gray, Board Member Sisk, Board Member Sanders, City Council Representative Bradley

PUBLIC FORUM

PUBLIC FORUM - none

CITY UPDATE

CITY UPDATE

MAB development design book approved by city council; DOT project on W. Spring underway; TAP engineering underway for N. Broad/Highland streetscape

COMMUNITY WORK PLAN &REPORTS

Parking

Carri Martinez is working on the new parking map for us.

Infill Development

No update.

New Entertainment Draws

Contractors' Coop is wanting to do a fall family festival/home expo event and may become a presenting partner for Dockdogs in the Spring.

PROGRAMS

Events

Events - Aug. 2nd concert coming up; rain out date for June concert will be Aug. 16th; MATM on 7/26; Hurricane Blowout on 8/22; GWA downtown 5K on 9/29.

Downtown Design

Downtown Design - meeting with the Corps of Engineers for Childers will be 7/19.

Farmers Market

Farmers Market - no update

FUNDING

SPONSORSHIP

SPONSORSHIP

FACADE GRANTS

YP Monroe Facade Grant Application

YP Monroe Facade Grant Application approved (Ross Bradley recused himself)

Motion made by Board Member Sisk, Seconded by Board Member Sanders.

Voting Yea: Chairman Anderson, Secretary Gray, Board Member Gray, Board Member Sisk, Board Member Sanders

Voting Abstaining: City Council Representative Bradley

LR Burger Facade Grant Application

LR Burger Facade Grant Application approved

Motion made by Board Member Gray, Seconded by Board Member Sisk.

Voting Yea: Chairman Anderson, Secretary Gray, Board Member Gray, Board Member Sisk, Board Member Sanders, City Council Representative Bradley

COMMUNITY EVENT GRANTS

COMMUNITY EVENT GRANTS - NONE

NEW BUSINESS

NEW BUSINESS

none

ANNOUNCEMENTS:

Next meeting scheduled, August 8, at 8:00 am at Monroe City Hall

ADJOURN

ADJOURN

Motion made by City Council Representative Bradley, Seconded by Board Member Sanders.

Voting Yea: Chairman Anderson, Secretary Gray, Board Member Gray, Board Member Sisk,

Board Member Sanders, City Council Representative Bradley



Downtown Development Authority - Planning Retreat

MINUTES

Thursday, July 11, 2019

10:00 AM

City Hall

CALL TO ORDER

Meeting was called to order at 10:00 am.

PRESENT

Chairman Lisa Anderson

Vice Chair Meredith Malcom

Secretary Andrea Gray

Board Member Mike Gray

Board Member Whit Holder

Board Member Wesley Sisk

Board Member Charles Sanders

City Council Representative Ross Bradley

CITY STAFF

Sadie Krawczyk

Leigh Ann Walker

Sam Tippet

Darrell Stone

Logan Propes

NEW BUSINESS

NEW BUSINESS

The 2018-2019 Community Work Plan was reviewed and discussed. No action was taken.

ADJOURN

Profit & Loss

January through June 2019

	Jan - Jun 19
Ordinary Income/Expense	
Income	
347903 · Farmers Market Revenue	
Farmers Market Fees	
Vendor Fee	1,440.00
Farmers Market Fees - Other	1,215.00
Total Farmers Market Fees	2,655.00
sales	580.00
347903 · Farmers Market Revenue - Other	1,943.00
Total 347903 · Farmers Market Revenue	5,178.00
347300 · Event Fees/Revenue	19,958.83
336100 · City Funding	6,250.00
361000 · Interest Income	23.05
371000 · Memberships & Contributions	25,948.00
389000 · Other Misc. Revenue	109.00
Total Income	57,466.88
Expense	
582303 · Other Interest Expense	4,624.37
572030 · Downtown Development	18,533.56
531175 · Farmers Mkt Gen Expenses	1,117.46
523306 · Farmers Mkt-Entertainment	140.00
523305 · Farmers Mkt-EBT Tokens	1,688.19
523301 · Event Expenses	9,989.55
523850 · Contract Labor	4,500.00
523500 · Dues and Subscriptions	294.00
531600 · Equipment <\$5000	1,378.31
531100 · Office Operations	551.41
523400 · Printing and Reproduction	1,900.86
523700 · Training & Education	495.00
512920 · Travel Expense	170.69
531203 · Old City Hall	
531203C · Supplies	45.00
531203D · Pest Control	180.00
531203U · Utilities	10,506.57
522600 · Landscaping	195.00
Total 531203 · Old City Hall	10,926.57
Total Expense	56,309.97
Net Ordinary Income	1,156.91
Other Income/Expense	
Other Income	
381011 · Rent Received - 227 S. Broad St	14,850.00
Total Other Income	14,850.00
Other Expense	
542500 · Equipment >\$5000	8,515.00
Total Other Expense	8,515.00
Net Other Income	6,335.00
Net Income	7,491.91

Profit & Loss

June 2019

	<u>Jun 19</u>
Ordinary Income/Expense	
Income	
347903 · Farmers Market Revenue	
Farmers Market Fees	1,145.00
sales	356.00
347903 · Farmers Market Revenue - Other	<u>572.50</u>
Total 347903 · Farmers Market Revenue	2,073.50
347300 · Event Fees/Revenue	1,860.00
371000 · Memberships & Contributions	<u>1,500.00</u>
Total Income	5,433.50
Expense	
523306 · Farmers Mkt-Entertainment	70.00
523305 · Farmers Mkt-EBT Tokens	496.00
523301 · Event Expenses	-286.00
523850 · Contract Labor	500.00
531203 · Old City Hall	
531203D · Pest Control	60.00
531203U · Utilities	1,361.08
522600 · Landscaping	<u>65.00</u>
Total 531203 · Old City Hall	1,486.08
Total Expense	<u>2,266.08</u>
Net Ordinary Income	3,167.42
Other Income/Expense	
Other Income	
381011 · Rent Received - 227 S. Broad St	<u>3,000.00</u>
Total Other Income	<u>3,000.00</u>
Net Other Income	<u>3,000.00</u>
Net Income	<u><u>6,167.42</u></u>

Balance Sheet

As of June 30, 2019

	<u>Jun 30, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
111145 · RDF Checking Account	500.00
111108 · Synovus 205-495-003-6	28,101.39
111111 · Synovus 100-097-081-2	6,044.29
111100 · General Fund Checking	69,977.10
Total Checking/Savings	<u>104,622.78</u>
Total Current Assets	<u>104,622.78</u>
TOTAL ASSETS	<u>104,622.78</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
121200 · Accts. Payable - DT Dollars	2,175.00
Total Other Current Liabilities	<u>2,175.00</u>
Total Current Liabilities	<u>2,175.00</u>
Total Liabilities	2,175.00
Equity	
134220 · Fund Balance Unreserved	94,955.87
Net Income	7,491.91
Total Equity	<u>102,447.78</u>
TOTAL LIABILITIES & EQUITY	<u>104,622.78</u>

Community Work Plan Review Form

2019-2020 Annual Work Plan

Vision Statement	Our vision is to be the #1 downtown in Georgia by creating memorable experiences, celebrating local entrepreneurship, and preserving our historic small town charm.
------------------	---

Mission Statement	To drive economic development, support historic preservation, and collaborate with public and private organizations to engage 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
(design projects, Childers, planters, signage, etc.)

Transformation (implementation) Strategy #2:

Use public-private partnerships to drive economic growth that brings more dining and housing opportunities (property purchase, façade grant, vacancy map, RLF's)

Transformation (implementation) Strategy #3:

Establish a playful culture downtown by creating recreational areas/activities and providing unique entertainment experiences for visitors
(events, projects, community event grant, business owner collaboration)

Top Priorities for Year 2020

Status:	
Achieved	In Progress
Stalled	

	Goal(priority) #1
In Progress	Update the existing downtown environment

Goal(priority) #2

	Goal(priority) #2
In Progress	Define infill development opportunities

Goal(priority) #3

	Goal(priority) #3
In Progress	Continue with current entertainment draws and create a couple new ones

Comments on Goal/Priority Status

We revise our goals mid-year (July annual retreat), so these are in progress at this time. We'll continue to tackle these in 2020.

Strategy #1

Committee Chair: Lisa Anderson

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

Goal:

Update the existing downtown environment

Objective

activate available parking in downtown; make general appearance upgrades to older design elements within downtown

Status	Task	Responsible Party	Cost	Funding Source	Time Line
	Create parking limit enforcement plan	Sadie, Mike	none	n/a	Dec. 2019
	New pole banners	Leigh Ann, Wesley	\$5,000	DDA funds	design by 10/1, order by Dec., up in spring 2020
	Replacement and reposition of trashcans	Ross, Sadie, Logan	\$10,000	City funds (Public Works)	Fall 2019
	Support private parking lots becoming public	Sadie, Logan	none	n/a	ongoing, St. Albans easement by Dec. 2019
	Gateway Sign at E/W Spring (monument sign + mural sign)	Darrell, Wesley	\$18,000	DDA/CVB funds	design by Sept., quotes by Oct., install by Mar. 2020
	More parking directional signs	Ross	\$1,000	city sign shop	plan by Aug., install Oct.

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City of Monroe	Logan Propes	
Public Works	Danny Smith	

Synopsis of Activity:

Strategy #2

Committee Chair: Andrea Gray

Transformation (implementation) Strategy: Use public-private partnerships to drive economic growth that brings infill development

Goal:

Define infill development opportunities

Objective

To encourage more walking throughout downtown, we need infill lots developed to fill in gaps as well as more destinations off of the main core.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
	take a field trip to Elberton to see hotel and meet with City Manager	Sadie; DDA Board	\$200	DDA funds	by year-end
	Identify key development sites and potential uses	Sadie; DDA Board	none	n/a	Jan. 2020
	Determine next DDA development project	DDA Board	none	n/a	Jul-20
	create development plan/design parameters for MPD building	Whit Holder	1500	ED funds	Jan. 2020
	issue RFP for MPD redevelopment when city hands over property	Andrea Gray		n/a	Dec. 2020
	Incentivize development of Downtown boutique hotel (25 rooms)	Sadie/Lisa/Ross/Mike/Wesley/Whit	TBD	CVB funds	Sites by Feb. 2020

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
NextSite	Andy Camp	consultation for redevelopment
Electric Cities of Georgia	Michael Cahill	demographics, leakage reports
DCA Downtown Design Studio	Carmine	design services for new projects
GMA	website resources	RFPs, partnership models

Synopsis of Activity:

Strategy #3

Committee Chair: Whit Holder

Transformation (implementation) Strategy: Establish a culture of playing downtown by creating and enhancing recreational areas/activities that provide unique entertainment experiences

Goal:

Continue entertainment draws

Objective

Continue events and install up to 3 new physical design projects

Status	Task	Responsible Party	Cost	Funding Source	Time Line
	Install rebar tree downtown	Sadie, Hope Reese	\$250	DDA funds	Nov. 2019
	Create town green fundraising plan	DDA Board, Lisa	none	n/a	April 2020
	Create new seating area behind VC	Darrell Stone, Whit	\$1,500	DDA funds	Design by Aug. 2019, install fall
	New murals (at least 2)	Leigh Ann	\$5,000	DDA funds, GCA grant	Spring 2020
	Turtle Scavenger Hunt	Sadie, Leigh Ann, Lisa	none	n/a	Oct. 2019
	support a race series for Monroe	Ross Bradley	none	n/a	Jan. 2020
	Larger holiday light displays in Childers	Chris Croy, Leigh Ann, Sadie	\$1,000	city funds	Nov. 2019

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City of Monroe Public Works	Chris Croy	installation of lights
MWCA	Hope Reese	artists

Synopsis of Activity:

DDA Budget

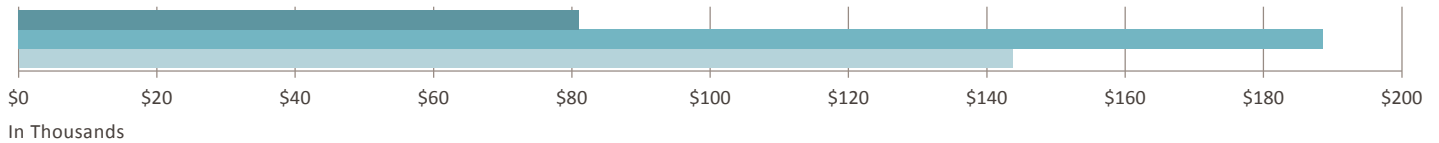
FISCAL YEAR 2019

15

updated 8/1/19

REVENUE

■ FY 2019 ACTUAL ■ FY 2019 PROPOSED ■ FY 2018 PRIOR YEAR



REVENUE	FY 2018 PRIOR YEAR	FY 2019 PROPOSED	FY 2019 ACTUAL	FY 2019 VARIANCE	FY 2019 +/- PRIOR YEAR
City Funding	25000.00	25000.00	6250.00	(18750.00)	(18750.00)
Historic City Hall	29800.00	29000.00	14850.00	(14150.00)	(14950.00)
Events	7432.00	7000.00	6744.83	(255.17)	(687.17)
Childers Park	2429.00	2500.00	2580.00	80.00	151.00
Farm to Table Dinner	11253.00	12000.00	13084.00	1084.00	1831.00
Farmers Market	12329.47	12300.00	6746.00	(5554.00)	(5583.47)
Contributions	55305.95	50000.00	30680.00	(19320.00)	(24625.95)
Interest income	50.04	50.00	23.05	(26.95)	(26.99)
Miscellaneous	0.00	750.00	109.00	(641.00)	109.00
Grants	0.00	0.00	0.00	0.00	0.00
Gas Station Project	132.07	50000.00	0.00	(50000.00)	(132.07)
TOTALS	\$143,731.53	\$188,600.00	\$81,066.88	(\$107,533.12)	(\$24,625.95)

8/8/19 check 3470 \$1500



DOWNTOWN FACADE GRANT PROGRAM

PURPOSE & DESCRIPTION

The purpose of this program is to stimulate downtown revitalization and development, and tourism in Monroe. Program funds are an incentive for current owners and Potential buyers of vacant and occupied buildings to restore, renovate, and repair the exteriors of their buildings.

The Monroe Downtown Development Authority (DDA) Façade Match will provide a 50/50 investment match ratio up to a maximum of \$1,500 per property, as a reimbursement once pre-approved project(s) are completed and inspected. All projects must be completed within six months of the date of the DDA approval letter.

ELIGIBILITY

The program will be open to all private businesses within the DDA boundaries. Once available funds are pledged, no more applications will be accepted. Monroe DDA will review the program each year to determine if sufficient funding is available to continue accepting grant applications.

EXAMPLES OF PROJECTS

- Building façade improvements: paint, brick, wood awnings/canopies, lighting, doors, windows, and other repairs.
- Other restorations/renovations, which meet HPC approval and the goals of revitalization, will be considered.

APPLICATION PROCESS

Applications will be coordinated by Mainstreet/DDA Executive Director. The DDA Board will review each application for final approval. The full process includes:

- The completed application
- Proof of certificate of appropriateness from historic preservation commission
- Code enforcement work permits (if applicable)
- On site restoration work
- Review/audit of finished work
- Provide copies of paid receipts to DDA within 30 days of completion
- Reimbursement of 50% for project expenses up to a maximum of \$1,500

APPLICATION FOR FACADE GRANT

NAME: Tora S. Lucas

BUSINESS NAME: Sanders Consign + Design

BUSINESS ADDRESS: 124 W. Spring St

ADDRESS OF PROJECT: same

TELEPHONE NUMBERS: 770-361-5221 Tora cell

EMAIL: Sandersconsign@gmail.com

Please attach a brief description of proposed work. (Note: to receive payment, project must be fully completed before the payment will be considered.)

ESTIMATED COST: \$ 3000

GRANT MONEY APPLYING FOR: \$ 1500

ESTIMATED START DATE: June 1, 2019

ESTIMATED COMPLETION DATE: Aug 31, 2019

I understand that the incentive match must be used for the project described in this application and that the project must be fully completed before the payment will be considered.

SIGNATURE: Joa Sluce DATE: 08-06-19

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

CHECKLIST

- Application is complete
- Project Description is attached
- Budget summary/cost estimate is attached
- Letter of consent from property owner (if leasing)
- Architectural sketch of proposed (if necessary)
- Photograph of building with existing conditions
- Paint and awning samples (if applicable)
- City permits applied for (if applicable)
- HPC approval

Sanders Consign & Design
Owner: Tora Sanders Lucas
124 W. Spring Street
Summary of Facade Renovation
8/6/19

Renovation on 124 W. Spring Street on the building at the corner of Spring and Wayne began on June 1, 2019. Specific improvements to the facade of this corner building include painting of the brick and trimwork, addition of shutters, and the replacement of awning shingles with accented metal roofing. This specific facade improvement began June 1 and has now been completed by August 1, 2019. I have attached the contractor's bill of \$3000 for proof of expenses in regard to these improvements.

Thank you for the opportunity to apply to the DDA for this Downtown Facade Grant Program.

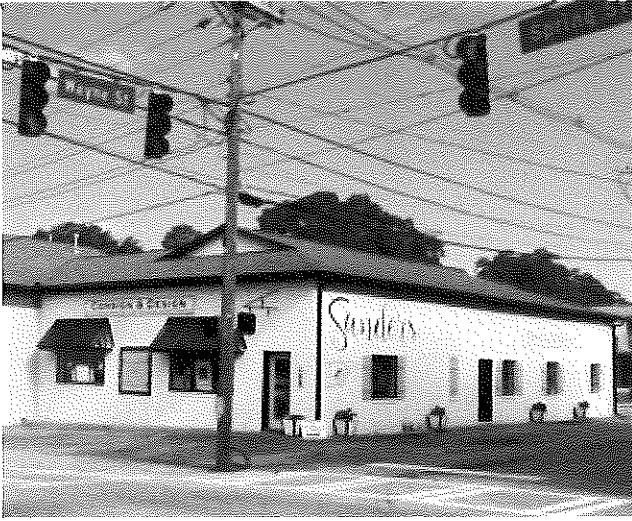
Signed,

A handwritten signature in cursive script that reads "Tora Sanders Lucas". The signature is written in black ink and is positioned below the "Signed," text.

Tora Sanders Lucas



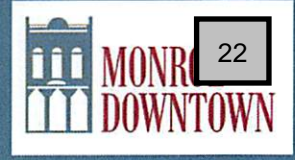
Bldg before Renovation



After Paint, shutters, mural + metal awnings



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/peddlers 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: MOVIES AT THE MILL

LOCATION OF EVENT: Monroe Cotton Mills, 601 S. Madison Ave., Monroe, GA 30655

EVENT DATE: July 26, 2019

BENEFITTING ORGANIZATION: Student Success Alliance

CONTACT NAME: Paul Rosenthal

TELEPHONE NUMBER: 770-267-2503

EMAIL: plr@prestonmalcom.com

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

ESTIMATED COST: \$5500.00

GRANT MONEY APPLYING FOR: \$250.00

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: Kaitlin Garcia DATE: 7/16/2019

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

CHECKLIST

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



Downtown Community Event Grant



PURPOSE & DESCRIPTION *8/8/19*
CHECK 3472 \$250

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: Reading series at the MWCA

LOCATION OF EVENT: MWCA

EVENT DATE: September 23

BENEFITTING ORGANIZATION: MWCA + Georgia Writers' Project

CONTACT NAME: Jessica Hudgins

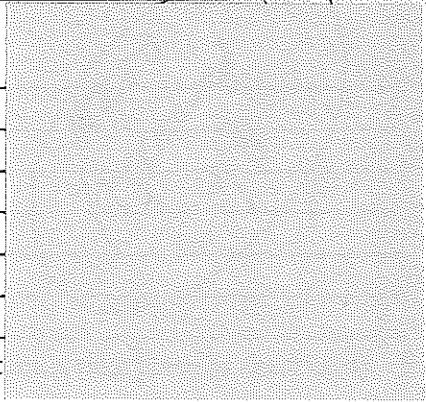
TELEPHONE NUMBER: 321-446-7324

EMAIL: georgia.writers.project@gmail.com

Please attach a brief description of proposed event. (Note: to receive payment, event

ESTIMATED COST: \$475.00

GRANT MONEY APPLYING FOR: \$125.00



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: *Jessica Hudgins*

DATE: 8/7/19

Monroe DDA
P.O. Box 1249
Monroe, GA 30655
770-266-5331
sadiesk@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 benefitting organization



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/peddlers 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: Reading series at the MWCA

LOCATION OF EVENT: MWCA

EVENT DATE: December 2

BENEFITTING ORGANIZATION: MWCA + Georgia Writers' Project

CONTACT NAME: Jessica Hudgins

TELEPHONE NUMBER: 321-446-7326

EMAIL: georgiawritersproject@gmail.com

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

ESTIMATED COST: \$475

GRANT MONEY APPLYING FOR: \$125

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: *Jessica Hudgins*

DATE: 8/7/19

Monroe DDA
P.O. Box 1249
Monroe, GA 30655
770-266-5331
sadiel@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 benefitting organization