



Downtown Development Authority

AGENDA

Thursday, February 10, 2022

8:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

ROLL CALL

APPROVAL OF PREVIOUS MEETING MINUTES

1. DDA January Minutes

APPROVAL OF FINANCIAL STATEMENTS

2. DDA December Financials

3. City Financial Reports

PUBLIC FORUM

CITY UPDATE

COUNTY UPDATE

COMMUNITY WORK PLAN &REPORTS

Downtown Design

Redevelopment Projects

Entertainment Draws -

PROGRAMS

Farmers Market

FUNDING

[4.](#) DDA Budget Final Numbers & 2022 Draft

SPONSORSHIP

FACADE GRANTS

[5.](#) 134 S. Broad Street

[6.](#) 132 S. Broad Street

COMMUNITY EVENT GRANTS

[7.](#) MCDS 5K - April 23, 2022

NEW BUSINESS

ANNOUNCEMENTS:

Next meeting scheduled, March 10th, at 8:00 am at Monroe City Hall.

ADJOURN



Downtown Development Authority

MINUTES

Thursday, January 13, 2022

8:00 AM

City Hall - 215 N. Broad Street

CALL TO ORDER

Meeting called to order at 8:00 am.

ROLL CALL

PRESENT

- Chairman Lisa Anderson
- Vice Chair Meredith Malcom
- Secretary Andrea Gray
- Board Member Whit Holder
- Board Member Wesley Sisk
- Board Member Ross Bradley
- Board Member Chris Collin
- City Council Representative Myoshia Crawford

STAFF

- Logan Propes
- Leigh Ann Aldridge
- Sadie Krawczyk
- Carsyn Baker - intern
- Reese Baker - intern

APPROVAL OF PREVIOUS MEETING MINUTES

- . DDA December Minutes

Approved - Motion made by Board Member Bradley, Seconded by Secretary Gray.
 Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder,

Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

APPROVAL OF FINANCIAL STATEMENTS

. DDA November Financials

Approved - Motion made by Board Member Bradley, Seconded by Vice Chair Malcom.
Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

PUBLIC FORUM

Justin Aldridge - attending for Leadership Walton
Mayor John Howard

CITY UPDATE

Comprehensive Plan Public Engagement meeting will be held Thursday, Jan. 13th, at 6 pm at the Factory at Walton Mill.

COUNTY UPDATE

None.

COMMUNITY WORK PLAN &REPORTS

Downtown Design

The board discussed new banners and noted that the pocket park work is mostly completed.

Redevelopment Projects

The Milner-Aycock building is still awaiting repairs and insurance clearance for the water damage; no update on the Wayne Street block.

Board member Bradley moved to amend the agenda to add and executive session at the end of the meeting, seconded by Vice Chair Malcom, approved unanimously.

Entertainment Draws -

. 2022 Event Calendar

PROGRAMS

Farmers Market

Committee meeting planned for 1/18/22; two pre-season popup markets are planned for Feb. and April.

FUNDING**SPONSORSHIP**

Annual receptions and awards banquet planned for Monday, Feb. 7th.

At present, \$15,000 of 2022 sponsorship has been collected.

The board also discussed annual award nominees for the reception.

FACADE GRANTS - None**COMMUNITY EVENT GRANTS - None.****NEW BUSINESS**

Available office at the Visitors Center - (425 sf)

Board recommended leasing the vacant office space for \$425/month, utilities included.

ANNOUNCEMENTS:

Downtown Annual Reception, Monday, Feb. 7th, 6:00 pm at the Factory at Walton Mill.

Next meeting is scheduled, Feb. 10th, at 8:00 am at Monroe City Hall.

Motion to Adjourn to Executive Session - Motion made by Secretary Gray, Seconded by Board Member Bradley.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

Real estate matters were discussed.

Motion to Adjourn Executive Session - Motion made by Board Member Bradley, Seconded by Secretary Gray.

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

ADJOURN

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

Voting Yea: Chairman Anderson, Vice Chair Malcom, Secretary Gray, Board Member Holder, Board Member Sisk, Board Member Bradley, Board Member Collin, City Council Representative Crawford

Balance Sheet

As of December 31, 2021

	<u>Dec 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
112802 · DDA WAYNE ST PARCELS INVESTMENT	92,242.40
111151 · SYNOVUS-Revolving Loan Fund	83,458.75
111145 · RDF Checking Account	500.00
111108 · Synovus 205-495-003-6	25,494.96
111111 · Synovus 100-097-081-2	225,881.33
111100 · General Fund Checking	143,466.29
Total Checking/Savings	<u>571,043.73</u>
Accounts Receivable	
111901 · Grant Receivable	2,241.78
Total Accounts Receivable	<u>2,241.78</u>
Total Current Assets	<u>573,285.51</u>
TOTAL ASSETS	<u>573,285.51</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
125355 · DDA WAYNE ST PARCELS-LONG TERM	242,500.00
121104 · Accts. Payable - DT Dollars	13,203.66
Total Other Current Liabilities	<u>255,703.66</u>
Total Current Liabilities	<u>255,703.66</u>
Total Liabilities	<u>255,703.66</u>
Equity	
134220 · Fund Balance Unreserved	238,148.33
Net Income	79,433.52
Total Equity	<u>317,581.85</u>
TOTAL LIABILITIES & EQUITY	<u>573,285.51</u>

Profit & Loss

December 2021

	<u>Dec 21</u>
Ordinary Income/Expense	
Income	
389003 · Principle-Revolving Loan Fund	1,766.74
361002 · Interest-Revolving Loan Fund	475.04
347903 · Farmers Market Revenue	
Farmers Market Fees	290.44
Total 347903 · Farmers Market Revenue	<u>290.44</u>
347300 · Event Fees/Revenue	2,186.88
361000 · Interest Income	23.20
371000 · Memberships & Contributions	-1,714.61
Total Income	<u>3,027.69</u>
Expense	
582303 · Other Interest Expense	656.77
523306 · Farmers Mkt-Entertainment	70.00
523301 · Event Expenses	1,577.42
523850 · Contract Labor	900.00
531600 · Equipment <\$5000	2,000.00
531100 · Office Operations	164.37
531203 · Old City Hall	
531203U · Utilities	1,049.78
Total 531203 · Old City Hall	<u>1,049.78</u>
Total Expense	<u>6,418.34</u>
Net Ordinary Income	-3,390.65
Other Income/Expense	
Other Income	
381011 · Rent Received - 227 S. Broad St	1,700.00
Total Other Income	<u>1,700.00</u>
Net Other Income	<u>1,700.00</u>
Net Income	<u><u>-1,690.65</u></u>

Profit & Loss

January through December 2021

	Jan - Dec 21
Ordinary Income/Expense	
Income	
389003 · Principle-Revolving Loan Fund	21,007.95
361002 · Interest-Revolving Loan Fund	5,893.41
347903 · Farmers Market Revenue	
Farmers Market Fees	
Vendor Fee	3,516.09
Farmers Market Fees - Other	5,097.00
Total Farmers Market Fees	8,613.09
sales	684.00
347903 · Farmers Market Revenue - Other	9,495.60
Total 347903 · Farmers Market Revenue	18,792.69
347300 · Event Fees/Revenue	35,179.20
334000 · Grants - State	500.00
336100 · City Funding	18,750.00
361000 · Interest Income	143.57
371000 · Memberships & Contributions	33,195.07
389000 · Other Misc. Revenue	650.00
Total Income	134,111.89
Expense	
582303 · Other Interest Expense	1,335.43
572030 · Downtown Development	26,730.05
531175 · Farmers Mkt Gen Expenses	1,307.46
523306 · Farmers Mkt-Entertainment	840.00
523305 · Farmers Mkt-EBT Tokens	1,587.00
523304 · Farmers Mkt-SR BUCKS	-31.00
523303 · Farmers Mkt-Gift Certs	96.00
523301 · Event Expenses	15,347.37
523850 · Contract Labor	9,400.00
523500 · Dues and Subscriptions	120.00
531600 · Equipment <\$5000	5,171.35
531100 · Office Operations	2,755.82
521200 · Professional Fees	750.00
523300 · Advertising	1,509.54
523700 · Training & Education	2,500.00
531203 · Old City Hall	
531203D · Pest Control	120.00
531203U · Utilities	16,439.35
Total 531203 · Old City Hall	16,559.35
Total Expense	85,978.37
Net Ordinary Income	48,133.52
Other Income/Expense	
Other Income	
381011 · Rent Received - 227 S. Broad St	31,300.00
Total Other Income	31,300.00
Net Other Income	31,300.00
Net Income	79,433.52

Budget Report

Account Summary

For Fiscal: 2021 Period Ending: 12/31/2021



Monroe, GA

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
DEPT: 7500 - ECONOMIC DEV/ASSISTANCE							
Revenue							
275-7500-314100	HOTEL/MOTEL TAX	46,000.00	46,000.00	6,805.57	62,447.67	16,447.67	135.76 %
275-7500-319000	PEN & INT ON DELINQUENT TAXES	0.00	0.00	5.00	16.44	16.44	0.00 %
	Revenue Total:	46,000.00	46,000.00	6,810.57	62,464.11	16,464.11	135.79 %
Expense							
275-7500-572035	CONVENTION VISITORS BUREAU	46,000.00	46,000.00	16,818.88	60,795.04	-14,795.04	132.16 %
	Expense Total:	46,000.00	46,000.00	16,818.88	60,795.04	-14,795.04	132.16 %
	DEPT: 7500 - ECONOMIC DEV/ASSISTANCE Surplus (Deficit):	0.00	0.00	-10,008.31	1,669.07	1,669.07	0.00 %
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG							
Revenue							
100-7520-347300	EVENT FEES	20,000.00	20,000.00	1,300.00	23,032.65	3,032.65	115.16 %
100-7520-383000	REIMB FOR DAMAGED PROPERTY	0.00	0.00	0.00	2,993.99	2,993.99	0.00 %
	Revenue Total:	20,000.00	20,000.00	1,300.00	26,026.64	6,026.64	130.13 %
Expense							
100-7520-511100	REGULAR SALARIES	194,587.00	194,587.00	16,235.33	196,182.70	-1,595.70	100.82 %
100-7520-511200	PART - TIME/TEMPORARY SALARIES	18,000.00	18,000.00	984.19	12,770.64	5,229.36	70.95 %
100-7520-512100	GROUP INS	33,000.00	33,000.00	-1,732.66	33,406.83	-406.83	101.23 %
100-7520-512200	SOCIAL SECURITY	13,180.00	13,180.00	1,032.45	12,523.22	656.78	95.02 %
100-7520-512300	MEDICARE	3,083.00	3,083.00	241.47	2,928.81	154.19	95.00 %
100-7520-512400	GMEBS-RETIREMENT CONTRIBUTION	21,735.00	21,735.00	1,856.64	22,279.68	-544.68	102.51 %
100-7520-512910	MEDICAL EXAMS	100.00	100.00	0.00	35.00	65.00	35.00 %
100-7520-512915	EMPLOYEE ASSISTANCE PROGRAM	51.00	51.00	0.00	23.76	27.24	46.59 %
100-7520-512916	WALTON ATHLETIC MEMBERSHIP	0.00	150.00	30.00	210.00	-60.00	140.00 %
100-7520-521200	PROFESSIONAL SERVICES	1,500.00	5,000.00	0.00	4,999.00	1.00	99.98 %
100-7520-521201	I/T SVCS - WEB DESIGN, ETC.	1,000.00	850.00	0.00	300.12	549.88	35.31 %
100-7520-522140	LAWN CARE & MAINTENANCE	1,100.00	1,100.00	150.00	745.00	355.00	67.73 %
100-7520-522145	HOLIDAY EVENTS	18,200.00	18,200.00	10,998.61	10,998.61	7,201.39	60.43 %
100-7520-522208	MAINTENANCE CONTRACTS	4,910.00	4,910.00	298.77	3,165.68	1,744.32	64.47 %
100-7520-522322	EQUIPMENT RENTAL	180.00	180.00	53.82	186.68	-6.68	103.71 %
100-7520-523200	COMMUNICATION SERVICES	2,600.00	2,600.00	440.42	2,767.47	-167.47	106.44 %
100-7520-523300	ADVERTISING	12,000.00	18,700.00	11,334.90	30,428.09	-11,728.09	162.72 %
100-7520-523301	EVENTS	105,000.00	105,000.00	22,262.77	103,115.98	1,884.02	98.21 %
100-7520-523310	MARKETING EXPENSES	0.00	850.00	0.00	850.00	0.00	100.00 %
100-7520-523400	PRINTING	4,000.00	4,000.00	855.01	2,786.20	1,213.80	69.66 %
100-7520-523510	TRAVEL EXPENSE	5,000.00	2,300.00	0.00	1,929.84	370.16	83.91 %
100-7520-523600	DUES/FEES	1,500.00	1,500.00	755.00	2,083.00	-583.00	138.87 %
100-7520-523700	TRAINING & EDUCATION -EMPLOYEE	6,500.00	6,500.00	180.00	2,972.36	3,527.64	45.73 %
100-7520-523850	CONTRACT LABOR	3,500.00	0.00	0.00	0.00	0.00	0.00 %
100-7520-531100	OFFICE SUPPLIES & EXPENSES	5,000.00	5,000.00	275.19	4,302.39	697.61	86.05 %
100-7520-531110	SPONSORSHIPS/DONATIONS	5,000.00	150.00	3,234.97	3,234.97	-3,084.97	2,156.65 %
100-7520-531118	TIRES	0.00	50.00	0.00	49.29	0.71	98.58 %
100-7520-531121	COMPUTER EQUIP NON-CAP	1,500.00	1,650.00	0.00	1,650.00	0.00	100.00 %
100-7520-531199	COVID-19 EXPENSES	0.00	0.00	0.00	1,197.00	-1,197.00	0.00 %
100-7520-531203	OLD CITY HALL BLDG	500.00	300.00	0.00	729.00	-429.00	243.00 %
100-7520-531300	FOOD	750.00	750.00	177.88	344.79	405.21	45.97 %
	Expense Total:	463,476.00	463,476.00	69,664.76	459,196.11	4,279.89	99.08 %
	DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG Surplus (Deficit):	-443,476.00	-443,476.00	-68,364.76	-433,169.47	10,306.53	97.68 %

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
DEPT: 7521 - MAINSTREET							
Revenue							
100-7521-371003	MAIN STREET CONTRIBUTIONS	35,000.00	35,000.00	8,750.00	35,000.00	0.00	100.00 %
	Revenue Total:	35,000.00	35,000.00	8,750.00	35,000.00	0.00	100.00 %
	DEPT: 7521 - MAINSTREET Total:	35,000.00	35,000.00	8,750.00	35,000.00	0.00	100.00 %
DEPT: 7540 - CONVENTION VISITORS BUREAU							
Revenue							
003-7540-314100	HOTEL/MOTEL TAX	0.00	0.00	0.00	43,976.16	43,976.16	0.00 %
003-7540-361000	INTEREST REVENUES	0.00	0.00	0.23	3.73	3.73	0.00 %
003-7540-389000	OTHER	0.00	0.00	0.00	428.00	428.00	0.00 %
	Revenue Total:	0.00	0.00	0.23	44,407.89	44,407.89	0.00 %
Expense							
003-7540-522140	LAWN CARE & MAINTENANCE	0.00	0.00	2,200.00	2,200.00	-2,200.00	0.00 %
003-7540-523300	ADVERTISING	0.00	0.00	6,704.76	24,404.06	-24,404.06	0.00 %
003-7540-523313	ADVTSG - DIRECT MAIL	0.00	0.00	0.00	5,324.94	-5,324.94	0.00 %
003-7540-523314	ADVTSG - MAGAZINES	0.00	0.00	0.00	700.00	-700.00	0.00 %
003-7540-523315	ADVTSG - COMMERCIAL	0.00	0.00	0.00	3,554.25	-3,554.25	0.00 %
003-7540-523600	DUES/FEES	0.00	0.00	0.00	488.00	-488.00	0.00 %
003-7540-523850	CONTRACT LABOR	0.00	0.00	11,050.00	18,158.23	-18,158.23	0.00 %
	Expense Total:	0.00	0.00	19,954.76	54,829.48	-54,829.48	0.00 %
	DEPT: 7540 - CONVENTION VISITORS BUREAU Surplus (Deficit):	0.00	0.00	-19,954.53	-10,421.59	-10,421.59	0.00 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT							
Revenue							
002-7550-334000	STATE GRANTS RECEIVED	0.00	0.00	0.00	500.00	500.00	0.00 %
002-7550-336001	HOTEL MOTEL FUNDS	0.00	0.00	0.00	18,750.00	18,750.00	0.00 %
002-7550-347300	EVENT FEES	0.00	0.00	2,186.88	35,179.20	35,179.20	0.00 %
002-7550-347903	FARMERS MKT FEES	0.00	0.00	290.44	18,792.69	18,792.69	0.00 %
002-7550-361000	INTEREST REVENUES	0.00	0.00	23.20	143.57	143.57	0.00 %
002-7550-361002	INTEREST-REVOLVING LOAN FUND	0.00	0.00	475.04	5,893.41	5,893.41	0.00 %
002-7550-371000	GENERAL CITY	0.00	0.00	-1,714.61	33,195.07	33,195.07	0.00 %
002-7550-381011	RENTAL - 227 S BROAD	0.00	0.00	780.00	30,380.00	30,380.00	0.00 %
002-7550-389000	OTHER	0.00	0.00	-242,500.00	650.00	650.00	0.00 %
002-7550-389003	PRINCIPLE-REVOLVING LOAN FUND	0.00	0.00	1,766.74	21,007.95	21,007.95	0.00 %
	Revenue Total:	0.00	0.00	-238,692.31	164,491.89	164,491.89	0.00 %
Expense							
002-7550-521200	PROFESSIONAL SERVICES	0.00	0.00	0.00	750.00	-750.00	0.00 %
002-7550-523300	ADVERTISING	0.00	0.00	0.00	1,509.54	-1,509.54	0.00 %
002-7550-523301	EVENTS	0.00	0.00	1,557.42	15,327.37	-15,327.37	0.00 %
002-7550-523303	FARMERS MKT-GIFT CERTS	0.00	0.00	0.00	96.00	-96.00	0.00 %
002-7550-523304	FARMERS MKT-SR BUCKS	0.00	0.00	0.00	-31.00	31.00	0.00 %
002-7550-523305	FARMERS MKT-EBT TOKENS	0.00	0.00	0.00	1,587.00	-1,587.00	0.00 %
002-7550-523306	FARMERS MKT-ENTERTAINMENT	0.00	0.00	70.00	840.00	-840.00	0.00 %
002-7550-523600	DUES/FEES	0.00	0.00	0.00	120.00	-120.00	0.00 %
002-7550-523700	TRAINING & EDUCATION -EMPLOYEE	0.00	0.00	0.00	2,500.00	-2,500.00	0.00 %
002-7550-523850	CONTRACT LABOR	0.00	0.00	0.00	8,500.00	-8,500.00	0.00 %
002-7550-531100	OFFICE SUPPLIES & EXPENSES	0.00	0.00	164.37	2,755.82	-2,755.82	0.00 %
002-7550-531175	FARMERS MKT GEN EXP	0.00	0.00	0.00	1,307.46	-1,307.46	0.00 %
002-7550-531203	OLD CITY HALL BLDG	0.00	0.00	1,049.78	16,559.35	-16,559.35	0.00 %
002-7550-531600	SMALL TOOLS & MINOR EQUIPMENT	0.00	0.00	2,000.00	5,171.35	-5,171.35	0.00 %
002-7550-572030	DOWNTOWN DEVELOPMENT	0.00	0.00	-92,242.40	26,730.05	-26,730.05	0.00 %
002-7550-582303	OTHER INTEREST EXPENSE	0.00	0.00	656.77	1,335.43	-1,335.43	0.00 %
100-7550-523101	GENERAL LIABILITY INSURANCE	0.00	0.00	29.00	252.36	-252.36	0.00 %
100-7550-523300	ADVERTISING	0.00	0.00	0.00	360.00	-360.00	0.00 %

Budget Report

For Fiscal: 2021 Period Ending: 12/31/2021

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	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
100-7550-572030 DOWNTOWN DEVELOPMENT	25,000.00	25,000.00	6,250.00	25,000.00	0.00	100.00 %
Expense Total:	25,000.00	25,000.00	-80,465.06	110,670.73	-85,670.73	442.68 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT Surplus (Deficit):	-25,000.00	-25,000.00	-158,227.25	53,821.16	78,821.16	-215.28 %
Report Surplus (Deficit):	-433,476.00	-433,476.00	-247,804.85	-353,100.83	80,375.17	81.46 %

Group Summary

Account Typ...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
DEPT: 7500 - ECONOMIC DEV/ASSISTANCE						
Revenue	46,000.00	46,000.00	6,810.57	62,464.11	16,464.11	135.79 %
Expense	46,000.00	46,000.00	16,818.88	60,795.04	-14,795.04	132.16 %
DEPT: 7500 - ECONOMIC DEV/ASSISTANCE Surplus (Deficit):	0.00	0.00	-10,008.31	1,669.07	1,669.07	0.00 %
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG						
Revenue	20,000.00	20,000.00	1,300.00	26,026.64	6,026.64	130.13 %
Expense	463,476.00	463,476.00	69,664.76	459,196.11	4,279.89	99.08 %
DEPT: 7520 - ECONOMIC DEVELOPMENT & PLANNNG Surplus (Deficit):	-443,476.00	-443,476.00	-68,364.76	-433,169.47	10,306.53	97.68 %
DEPT: 7521 - MAINSTREET						
Revenue	35,000.00	35,000.00	8,750.00	35,000.00	0.00	100.00 %
DEPT: 7521 - MAINSTREET Total:	35,000.00	35,000.00	8,750.00	35,000.00	0.00	100.00 %
DEPT: 7540 - CONVENTION VISITORS BUREAU						
Revenue	0.00	0.00	0.23	44,407.89	44,407.89	0.00 %
Expense	0.00	0.00	19,954.76	54,829.48	-54,829.48	0.00 %
DEPT: 7540 - CONVENTION VISITORS BUREAU Surplus (Deficit):	0.00	0.00	-19,954.53	-10,421.59	-10,421.59	0.00 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT						
Revenue	0.00	0.00	-238,692.31	164,491.89	164,491.89	0.00 %
Expense	25,000.00	25,000.00	-80,465.06	110,670.73	-85,670.73	442.68 %
DEPT: 7550 - DOWNTOWN DEVELOPMENT Surplus (Deficit):	-25,000.00	-25,000.00	-158,227.25	53,821.16	78,821.16	-215.28 %
Report Surplus (Deficit):	-433,476.00	-433,476.00	-247,804.85	-353,100.83	80,375.17	81.46 %

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
002 - DOWNTOWN DEV FUND	0.00	0.00	-151,948.25	79,433.52	79,433.52
003 - CONVENTION & VISTORS BURI	0.00	0.00	-19,954.53	-10,421.59	-10,421.59
100 - GENERAL FUND	-433,476.00	-433,476.00	-65,893.76	-423,781.83	9,694.17
275 - HOTEL MOTEL TAX FUND	0.00	0.00	-10,008.31	1,669.07	1,669.07
Report Surplus (Deficit):	-433,476.00	-433,476.00	-247,804.85	-353,100.83	80,375.17

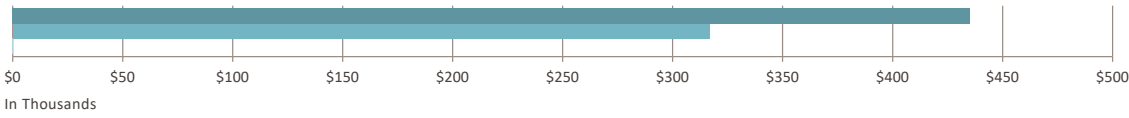
DDA Budget

FISCAL YEAR 2021

12/31/2021

REVENUE

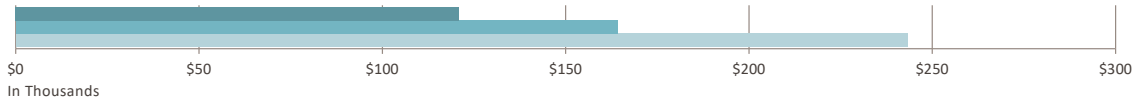
■ FY 2021 ACTUAL ■ FY 2021 PROPOSED ■ FY 2020 PRIOR YEAR



REVENUE	FY 2020 PRIOR YEAR	FY 2021 PROPOSED	FY 2021 ACTUAL	FY 2021 VARIANCE	FY 2021 +/- PRIOR YEAR	
Revolving Loan Fund	22417.80	22500.00	26901.36	4401.36	4483.56	
DDA Stabilization Funds	100000.00	0.00	0.00	0.00	(100000.00)	
Farmers Market	18798.88	18000.00	19502.69	1502.69	703.81	
Farm to Table Dinner	8256.87	12500.00	17105.00	4605.00	8848.13	
Events	19868.57	10000.00	3614.00	(6386.00)	(16254.57)	
Concerts			6395.00	6395.00	6395.00	
Car Show			1685.00	1685.00	1685.00	
Fall Fest			2785.00	2785.00	2785.00	
Christmas Parade			1555.00	1555.00	1555.00	
Flower Festival			898.32	898.32	898.32	
Bicentennial			3631.88	3631.88	3631.88	20564.20
Grants	11500.00	0.00	0.00	0.00	(11500.00)	
City Funding	31250.00	25000.00	25000.00	0.00	(6250.00)	
Interest income	120.41	120.00	143.57	23.57	23.16	
Contributions	60415.93	60000.00	51145.07	(8854.93)	(9270.86)	
Bird & Butterfly Gardens (MTP)			5000.00	5000.00	5000.00	
Community Gardens (MTP)			5000.00	5000.00	5000.00	
Transportation Assistance (MTP)			5000.00	5000.00	5000.00	66145.07
Miscellaneous	811.20	500.00	0.00	(500.00)	(811.20)	
Historic City Hall	31000.00	33000.00	31300.00	(1700.00)	300.00	
Development Project	0.00	0.00	0.00	0.00	0.00	
Prior Year Funds	130763.03	135073.49	135073.49	0.00	4310.46	
TOTALS	\$435,202.69	\$316,693.49	\$341,735.38	\$25,041.89	(\$100,000.00)	

EXPENSES

■ FY 2021 ACTUAL ■ FY 2021 PROPOSED ■ FY 2020 PRIOR YEAR



EXPENSES	FY 2020 PRIOR YEAR	FY 2021 PROPOSED	FY 2021 ACTUAL	FY 2021 VARIANCE	FY 2021 +/- PRIOR YEAR
Historic City Hall	20,260.94	22,000.00	16,559.35	(5,440.65)	(3,701.59)
Events	6,118.02	7,000.00	0.00	(7,000.00)	(6,118.02)
Bicentennial			4,190.15	4,190.15	4,190.15
Flower Festival			693.14	693.14	693.14
Light Up the Night			70.00	70.00	70.00
Fall Fest			300.00	300.00	300.00
Community Event Grant	250.00	1,500.00	250.00	(1,250.00)	0.00
Contributions to City	35,000.00	35,000.00	35,000.00	0.00	0.00
Childers Park	0.00	0.00	0.00	0.00	0.00
Farm to Table Dinner	1,235.00	5,000.00	5,370.51	370.51	4,135.51
Farmers Market	23,010.44	25,000.00	15,578.34	(9,421.66)	(7,432.10)
Sponsor Dinner + thank yous	1,138.00	2,500.00	1,888.55	(611.45)	750.55
Façade Grants	4,500.00	15,000.00	10,500.00	(4,500.00)	6,000.00
Downtown Planters	2,200.00	2,500.00	4,100.00	1,600.00	1,900.00
Office Operations/Bank Fees	2,399.52	2,400.00	2,755.82	355.82	356.30
Memberships & Subscriptions	600.00	100.00	120.00	20.00	(480.00)
Professional Fees	0.00	0.00	0.00	0.00	0.00
Mural	123.08	3,500.00	(135.61)	(3,635.61)	(258.69)
Miscellaneous Projects	21,877.64	18,800.00	-----	(4,564.55)	(21,877.64)
hammocks, bench, alleys, chess	0.00	0.00	3,171.35	3,171.35	3,171.35
Chamber magazine	0.00	0.00	1,509.54	1,509.54	1,509.54
Highland Lot Tax Bill	0.00	1,200.00	1,083.66	(116.34)	1,083.66
Training & Education	692.90	100.00	2,500.00	2,400.00	1,807.10
Development Project (Wayne St.)	0.00	20,000.00	13,267.43	(6,732.57)	13,267.43
Holiday Lights	2,649.15	2,500.00	2,206.14	(293.86)	(443.01)
Direct Mailer	0.00	0.00	0.00	0.00	0.00
DDA Stabilization Grants	116,190.00	0.00	0.00	0.00	(116,190.00)
Event T-shirt Promo	450.00	0.00	0.00	0.00	(450.00)
Educational Grants	4,500.00	0.00	0.00	0.00	(4,500.00)
TOTALS	\$243,194.69	\$164,100.00	\$120,978.37	(\$28,886.18)	(\$122,216.32)
Net Income	\$192,008.00	\$152,593.49	\$220,757.01		

2021 Year to Date Balances:

\$	206,661.89	Income
\$	(120,978.37)	Expense
\$	85,683.52	12/31/21 P&L

2020 Year-End Balances:

\$33,596.45	Synovus 003-6 (DT\$)
\$69,982.57	Synovus 081-2
\$78,210.24	Wells Fargo
\$56,550.99	Synovus RLF
\$500.00	RDF Checking Account
\$13,119.32	Designated for Farmers Market
\$65,090.92	Undesignated Wells Fargo Funds
\$135,073.49	Total Undesignated Funds
\$238,840.25	Total Funds

2021 Year-End Balances:

\$25,494.96	Synovus 003-6 (DT\$)
\$225,881.33	Synovus 081-2 (Development Funds)
\$143,466.29	Wells Fargo General Checking
\$83,458.75	Synovus RLF
\$500.00	RDF Checking Account
\$30,610.96	Designated for Farmers Market
\$15,000.00	Designated for Monroe Transformation Plan
\$97,855.33	Undesignated Wells Fargo Funds
\$323,736.66	Total Undesignated Funds
\$478,801.33	Total Funds



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: Jack Briscoe
 BUSINESS NAME: J.D. Briscoe LLC (property owner)
 BUSINESS ADDRESS: PO Box 48884 Athens GA
 ADDRESS OF PROJECT: 134 South Broad ST Monroe, GA
 TELEPHONE NUMBERS: 404 985 4938
 EMAIL: Briscoedawg85@gmail.com

Please attach a brief description of proposed work. (Note: to receive payment, project must be completed as described)

ESTIMATED COST: \$ 1750⁰⁰
 GRANT MONEY APPLYING FOR: 1/2 or \$ 875⁰⁰
 ESTIMATED START DATE: mid to late Feb 2022 or April-May 2022
 ESTIMATED COMPLETION DATE: Either Feb 2022 or between April-May 2022

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: [Signature] DATE: 2-1-2022

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

PAH Designs By: Fabritat Architectural Accents, LLC.
 2722 Harwood Drive • Scotts Creek, GA 30025
 Office: 404-877-8339
 Fax: 404-877-8644
 Email: pah@fabritat.com



Check payable to

INVOICE

Date: 2/1/22
 Terms: Deposit / COD Both
 Ship Via: Installed
 Scheduled / Month: MARCH
 Salesman: PAUL BIBBICK

Bill To: Attention: JACK BRUSOE
134 SOUTH BROAD ST.
"ELENA DE LA ROSA STUDIO"
MONROE, GA.

QTY	DESCRIPTION	UNIT PRICE	AMOUNT
1	Recover existing Awning	1750	1750
		SUBTOTAL	1750
		SALES TAX (Material Only)	
		TOTAL	1750
		DEPOSIT 50%	875
		BALANCE DUE	875
		Upon Delivery	<input type="checkbox"/>
		10 Days	<input type="checkbox"/>
		30 Days	<input type="checkbox"/>

* NOTE: WRAP COVER AT BOTTOM
 = RIGID BOTTOM LINE, NO
 LOOSE VAINCE

Black Vinyl

Approval _____ Date _____



DOWNTOWN FACADE GRANT PROGRAM

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- Review/audit of finished work
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- Reimbursement of 50% for project expenses up to a maximum of \$1,500

APPLICATION FOR FACADE GRANT

NAME: Elena De La Rosa
 BUSINESS NAME: Elena De La Rosa Photography
 BUSINESS ADDRESS: 134 S. Broad Street Monroe, Ga 30655
 ADDRESS OF PROJECT: 134 S. Broad Street Monroe, Ga 30655
 TELEPHONE NUMBERS: 770 861 5890
 EMAIL: elena@elenadelarosaphotography.com

Please attach a brief description of proposed work. (Note: to receive payment, project must be completed as described)

ESTIMATED COST: \$1400.00
 GRANT MONEY APPLYING FOR: 1/2 OF \$1400.00
 ESTIMATED START DATE: FEB/MARCH 2022
 ESTIMATED COMPLETION DATE: 2 weeks from start Date

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:  DATE: 2.1.22

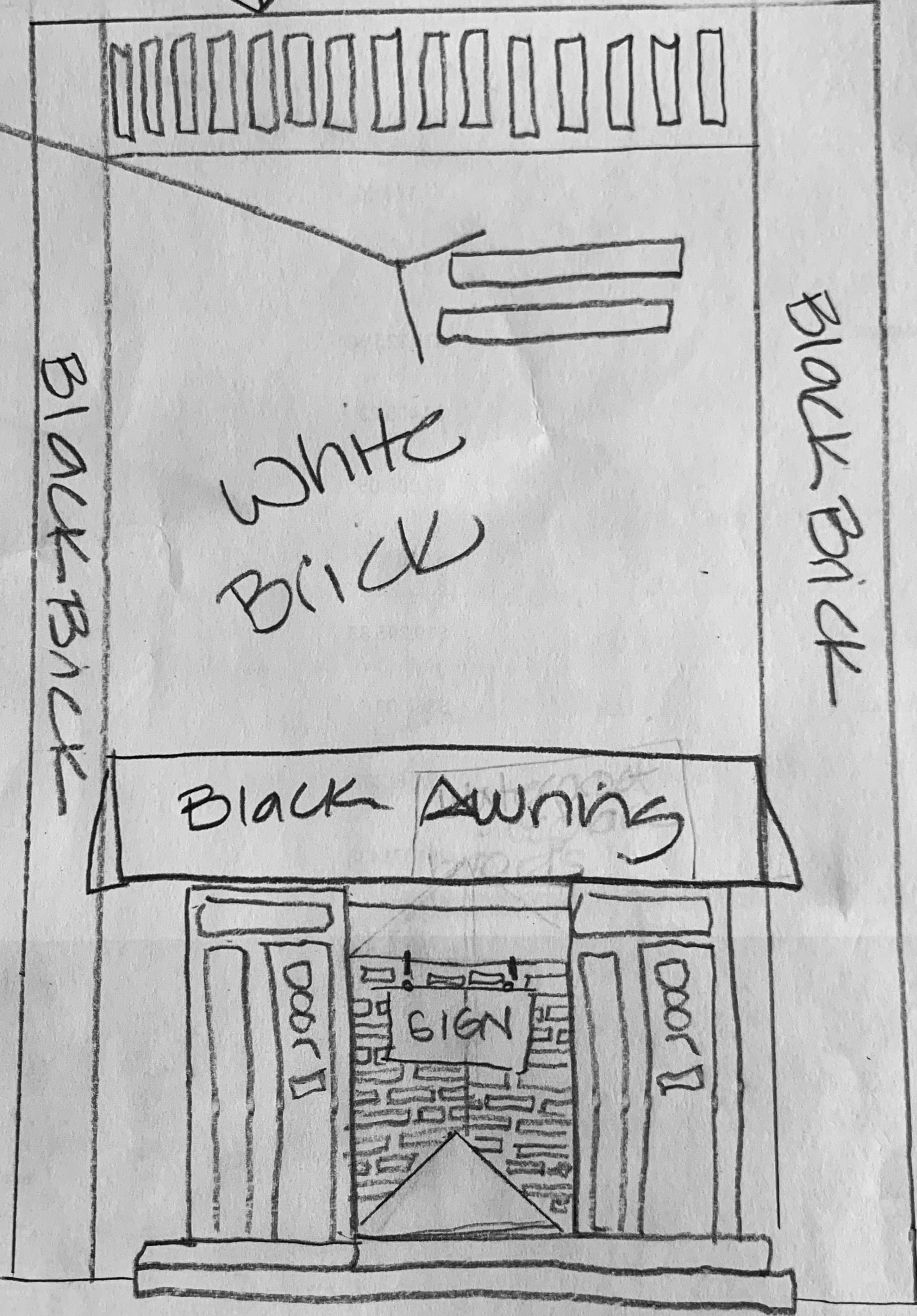
Monroe DDA
 P.O. Box 1249
 Monroe, GA 30655
 770-266-5331
 sadiek@monroega.gov
 www.MonroeDowntown.com

CHECKLIST

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- 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

REMOVE
old
boards

BLACK
BACK



BLACK-BRICK

BLACK BRICK

White
Brick

Black Awning

DOOR

DOOR

SIGN

Shane Brewer BDA S&A Remodeling and Reconstruction 155 Candler Park Dr Winder, GA 30680	Q U O T E	
Elena De La Rosa Photography (Elena De La Rosa LLC) 134 South Broad Street Monroe, GA 30655		Quote # 0000153 Quote Date 02/01/2022

Item	Description	Unit Price	Quantity	Amount
Service	Paint Storefront White with Black trim/remove wood boards and seal holes/caulk wood under awning/remove awning to paint.	1400.00	1.00	1400.00
		Subtotal	1400.00	
		Total	1400.00	
		Amount Paid	0.00	

memo

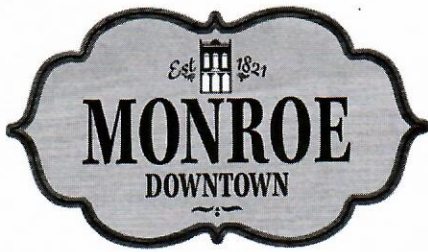
To: Ms. Elena De La Rosa
From: Jack Briscoe/ J.D. Briscoe LLC

Date: February 1, 2022
Re: Permission to paint exterior of 134 South Broad and participate in
Downtown Monroe Façade Grant Program

Earlier today I sent Ms. Sadie Krawczyk with the City of Monroe Façade Grant Program an application with Mr. Paul Holbrook's (PAH Designs) cost estimate to update the existing exterior awning frame at 134 South Broad St with Black vinyl. I explained to Ms. Krawczyk that you were contracting to paint the exterior. Please let this memo serve as permission to contract for repainting the exterior of 134 South Broad as well as participate in the City of Monroe Façade Grant Program.

Please feel free to contact me if needed.

Jack Briscoe
briscoedawg85@gmail.com
(404) 985-4938



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.

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ELIGIBILITY

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EXAMPLES OF PROJECTS

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- 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: Jack Briscoe
 BUSINESS NAME: J.D. Briscoe LLC (Property owner)
 BUSINESS ADDRESS: PO Box 48884 Athens GA 30604
 ADDRESS OF PROJECT: 132 South Broad St, Monroe, GA
 TELEPHONE NUMBERS: 404 985 4938
 EMAIL: Briscoedawg85@gmail.com

Please attach a brief description of proposed work. (Note: to receive payment, project must be completed as described)

ESTIMATED COST: \$1,550.00
 GRANT MONEY APPLYING FOR: 1/2 or \$775.00
 ESTIMATED START DATE: Mid to late Feb 2022
 ESTIMATED COMPLETION DATE: Mid to late Feb 2022

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: [Signature] DATE: 2-1-2022

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

PAH Designs By: Fabritat Architectural Accents, LLC.
2332 Hancock Drive • Social Circle, GA 30076
Office 404-877-8339
Personal 404-444-9041
Email: pah@fabritat.com

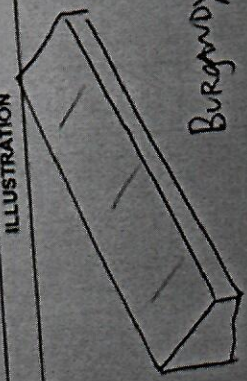


INVOICE

Check payable to

Bill To: Attention: JACK BRISICE
132 SOUTH BROAD ST.
"RELIABLE FRAMING"
MORRIS GA.

Date: 2/1/22
Terms: Deposit / COD BOTH
Ship Via: Installed
Schedule By: MARCH 1
Salesman: PAUL HOLIBROOK

QTY	DESCRIPTION	UNIT PRICE	AMOUNT
1	AWNING RECOVER (to existing specs)	1550	1550
ILLUSTRATION			
			
		SUBTOTAL	1550
		SALES TAX (where applicable)	
		TOTAL	1550
		DEPOSIT 50%	775
		BALANCE DUE	775
		Upon Delivery <input type="checkbox"/>	
		16 Days <input type="checkbox"/>	
		30 Days <input type="checkbox"/>	

Approval _____ Date _____



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: 6th Annual Monroe Country Day School 5K

LOCATION OF EVENT: 602 E Church St start & end of race

EVENT DATE: April 23, 2022

BENEFITTING ORGANIZATION: Monroe Country Day School

CONTACT NAME: Rita Dickinson

TELEPHONE NUMBER: 770.267.8955

EMAIL: director@monroe.school

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

ESTIMATED COST: _____

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: *Rita Dickinson*

DATE: 1/16/2022

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 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: 6th Annual Monroe Country Day School 5K
LOCATION OF EVENT: 602 E Church St start & end of race
EVENT DATE: April 23, 2022
BENEFITTING ORGANIZATION: Monroe Country Day School
CONTACT NAME: Rita Dickinson
TELEPHONE NUMBER: 770.267.8955
EMAIL: director@monroe.school

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

ESTIMATED COST: _____
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: *Rita Dickinson* DATE: 1/16/2022

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

Monroe Country Day School 5K and Fun Run

Monroe Country Day School is hosting a 5K and fun run on Saturday, April 23rd, 2022
Proceeds will benefit the MCDS Scholarship Fund.

The Fun Run will begin at 8:00am while the 5K will kick-off at 8:30am. It is anticipated that attendees will be a mixture of runners and walkers. Race management is being provided by Classic Race Services.

Dr. Rita Dickinson can be contact at (770)267-8955 with questions about this event.

Monroe Country Day 5k Budget

Income	Number	Cost	Total
Sponsorship			\$10,000
Race Fee	100	\$20	\$2,000
TOTAL			\$12,000

Expenses			
T-shirts	100	\$9	\$900
Awards	90	\$5	\$450
Overall awards	8	\$10	\$80
Food & water			\$100
Classic	100	500 +2.5	\$750
TOTAL			\$2,280

NET PROFIT			\$9,720
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