



## **Downtown Development Authority**

### **AGENDA**

**Thursday, August 14, 2025**

**9:00 AM**

**City Hall**

- 
- I. CALL TO ORDER**
    - 1. ROLL CALL**
    - 2. APPROVAL OF PREVIOUS MEETING MINUTES**
      - a. DDA Minutes- July 10, 2025
    - 3. APPROVAL OF FINANCIAL STATEMENTS**
      - a. June 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**
  - VIII. SPONSORSHIP**

**IX. COMMUNITY EVENT GRANTS**

1. Community Event Grant

**X. NEW BUSINESS**

**XI. ANNOUNCEMENTS:**

Next Meeting - September 11, 2025 at 8:00 am at City Hall

**XII. ADJOURN**

**CITY OF MONROE**  
**DOWNTOWN DEVELOPMENT AUTHORITY**  
**JULY 10, 2025 – 8:00 A.M.**

The Downtown Development Authority met for their regular meeting.

Those Present:	Lisa Reynolds Anderson	Chairwoman
	Meredith Malcom	Vice-Chairwoman
	Brittany Palazzo	Board Member
	Clayton Mathias	Board Member
	Lee Malcom	City Council Representative
	Andrea Gray	Secretary

Those Absent: Chris Collin  
Whit Holder

Staff Present: Logan Propes, Chris Bailey, Brad Callender, Kaitlyn Stubbs, Laura Beth Caudell, Sandy Daniels, Brian Wilson, Beth Thompson, Laura Powell

Visitors: Branden Whitfield

**I. CALL TO ORDER – 8:00am**

**1. Roll Call**

Chairwoman Anderson noted that all Committee Members were present except for Chris Collin and Whit Holder. There was a quorum.

**2. Approval of Previous Meeting Minutes**

- a. June 12, 2025 Minutes  
To approve the minutes as presented.

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

**3. Approval of Financial Statements**

- a. May Financials  
To approve the May 2025 Financials.

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

**II. PUBLIC FORUM**

There were no public comments.

**III. CITY UPDATE**

City Administrator Logan Propes shared that the alley project is being set up for utilities and clearing has been happening for the parking lot project. The Crepe Myrtle Festival had around 13,400 people in attendance. City staff will be having a follow-up meeting around August 11, 2025 with the responsive hotel group to discuss proformas and incentives, etc. as negotiations continue through the year.

#### **IV. COUNTY UPDATE**

There was no update from the County.

#### **V. COMMUNITY WORK PLAN & REPORTS**

##### **1. Downtown Design**

Chairwoman Anderson shared that she spoke with Melinda Dally and Ms. Dally is all for the location of the mural on the Tribune wall facing Court Street. She is interested in seeing the design for approval. Laura Gross will be providing a rendering and Ms. Dally and niece approved images such as a bike, farmers market, and a glass of wine. Ms. Anderson also stated that there was a verbal agreement with Kenneth Murray for the mural on that side of the building.

Meredith Malcom stated that Jake Lill was very much about the partnership in improving the old mule barn plaza area, but needs just a small opening to bring items in and out. However, agrees with improving the space with tables, grass, and lighting. Lee Malcom asked who owned the steps, as they are treacherous, and was told the Briscoe Properties. Logan Propes stated he would talk to the engineers to see what they could come up with, and then speak to Briscoe Properties.

##### **2. Redevelopment Projects**

Ms. Daniels commented that they were in the new office at the Welcome Center and loving it.

##### **3. Entertainment Draws**

Ms. Daniels shared that the First Friday Concert will be August 1<sup>st</sup> with the Boys in the Band. The Back to School Splash Pad Bash will take place August 2<sup>nd</sup>, from 12-2, and there will be free Kona Ice. The Farm to Table event will be at the Town Green on October 26<sup>th</sup>, beginning at 4pm. There will be 200 tickets and will sale for \$95 per person. They have asked a few individuals within the community for help. Lastly, the deadline for the Fall Festival is August 30<sup>th</sup>.

Mr. Bailey mentioned that there is a Christmas Parade theme contest for City employees. Also, the Crepe Myrtle Festival saw a total of 13,400 people and the June First Friday Concert had 4,500 attendees with 10,000 individuals downtown!

#### **VI. PROGRAMS**

##### **1. Farmers Market**

Sandy shared that there have been around 4000 shoppers, with the busiest time between 10-1, over the past few weeks. Individuals seem to stay around 68 minutes. CSA boxes are going well and Sandy reiterated that they can be purchased through the Farmers Market site. Again, the boxes are getting traction, cleared \$1000 in the first month, but the public still needs to be educated on ordering process and contents of boxes.

#### **VII. FUNDING**

##### **1. Sponsorship**

Ms. Daniels shared that she and Laura Beth are rolling out the second half of the year sponsorship campaign. The annual goal is \$100,000 and Ms. Daniels feels confident the goal will be met, especially with the Christmas events coming up. There will be more discussion at the DDA Retreat.

##### **2. Community Event Grants**

There were no community event grants.

## VIII. NEW BUSINESS

1. Mr. Propes spoke about the CDBG RDF Loan Grant, a long and complicated project regarding the Old Ford Building. It is a huge win for the City and Council took action on Tuesday at their meeting. Today, DDA needs to approve the IGA, as they are simply a conduit for the funds. Ms. Gray stated that the resolution is in good order.

*Motion by Gray, seconded Anderson.  
Abstained, M. Malcom  
Passed*

2. Mr. Propes briefly talked about the RLF Loan to JEC Development for \$140,000 and explained, again, that the DDA is simply a conduit for the funds.

*Motion by Gray, seconded Anderson.  
Passed Unanimously*

## IX. ANNOUNCEMENTS

1. Ms. Daniels reminded everyone about the DDA Retreat on August 4<sup>th</sup>, beginning at 8:00am at the Welcome Center.
2. The Conyers DDA will attend the Monroe DDA meeting on August 14<sup>th</sup>. The start time has been moved to 9:00, from 8:00. The change will be advertised in the Tribune. The group will tour downtown after the meeting.
3. Ms. Daniels welcomed Brandon Whitfield, a Loganville Council Member.
4. There will be a breakfast and ribbon cutting for the Agriculture Exhibit on July 29<sup>th</sup> at 10am. This is a partnership between the Museum and the City.
5. Ms. Anderson mentioned that the Blue Rooster closed its doors, officially, on July 9<sup>th</sup>, and passed the keys to the building to owner of Catch 22.
6. The owner of the Tea Room is retiring and would like to sale the business.

## X. ADJOURN- 8:38am

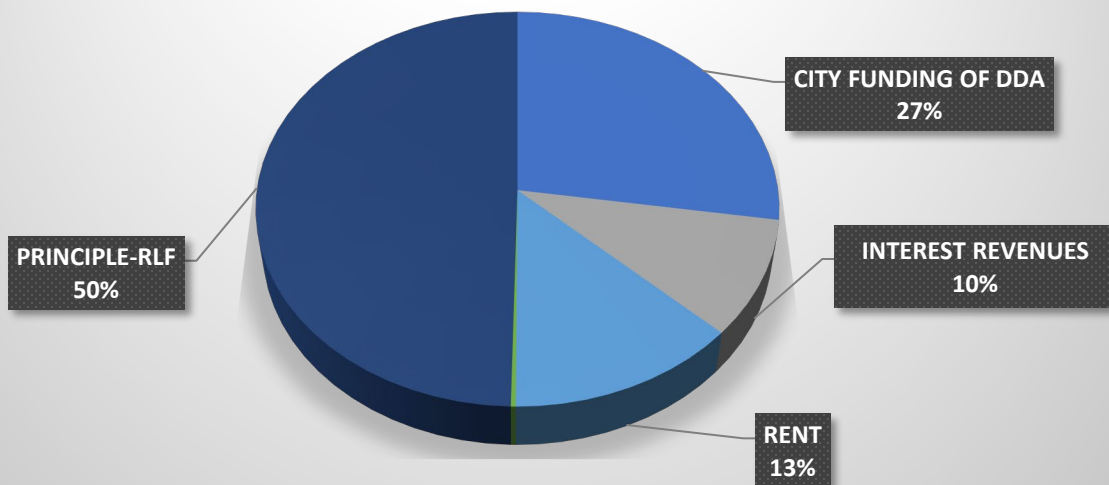
*Motion by Mathias, seconded Gray.  
Passed Unanimously*

# DOWNTOWN DEVELOPMENT AUTHORITY

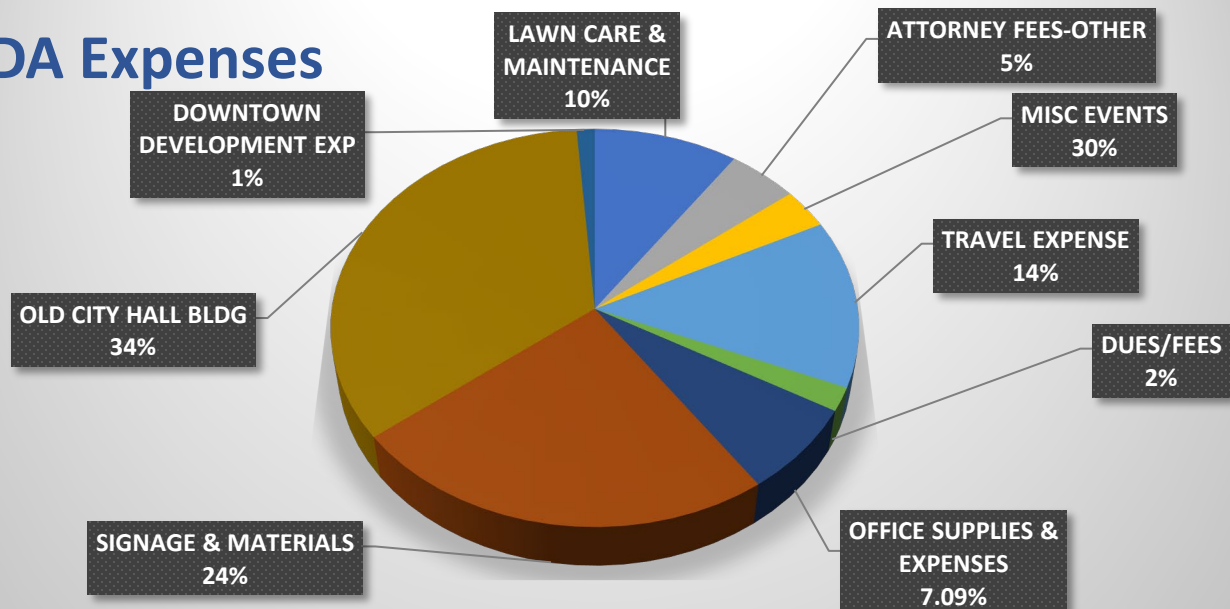
June 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	2,763	22,811
Expense	1,873	20,656
<u>Profit/(Loss)</u>	<u>890</u>	<u>2,155</u>

## DDA Revenues



## DDA Expenses





Monroe, GA

7

# DDA Income Statement

## Account Summary

For Fiscal: 2025 Period Ending: 06/30/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
<b>Revenue</b>						
<b>Revenue</b>						
<a href="#">002-7550-336100</a>	CITY FUNDING OF DDA	25,000.00	25,000.00	0.00	6,250.00	18,750.00
<a href="#">002-7550-361000</a>	INTEREST REVENUES	100.00	100.00	7.94	47.26	52.74
<a href="#">002-7550-361002</a>	INTEREST-REVOLVING LOAN FUND	4,100.00	4,100.00	347.04	2,129.45	1,970.55
<a href="#">002-7550-381011</a>	RENTAL - 227 S BROAD	6,000.00	6,000.00	500.00	3,000.00	3,000.00
<a href="#">002-7550-389000</a>	OTHER	0.00	0.00	13.00	63.00	-63.00
<a href="#">002-7550-389003</a>	PRINCIPLE-REVOLVING LOAN FUND	22,718.00	22,718.00	1,894.74	11,321.23	11,396.77
<b>Revenue Total:</b>		<b>57,918.00</b>	<b>57,918.00</b>	<b>2,762.72</b>	<b>22,810.94</b>	<b>35,107.06</b>
<b>Revenue Total:</b>		<b>57,918.00</b>	<b>57,918.00</b>	<b>2,762.72</b>	<b>22,810.94</b>	
<b>Expense</b>						
<b>Expense</b>						
<a href="#">002-7550-521200</a>	PROFESSIONAL SERVICES	4,000.00	4,000.00	0.00	0.00	4,000.00
<a href="#">002-7550-521230</a>	ATTORNEY FEES-OTHERS	0.00	0.00	0.00	973.50	-973.50
<a href="#">002-7550-522140</a>	LAWN CARE & MAINTENANCE	4,000.00	4,000.00	0.00	2,000.00	2,000.00
<a href="#">002-7550-523301</a>	MISC EVENTS	9,000.00	9,000.00	654.05	671.03	8,328.97
<a href="#">002-7550-523510</a>	TRAVEL EXPENSE	5,000.00	5,000.00	0.00	2,822.30	2,177.70
<a href="#">002-7550-523600</a>	DUES/FEES	660.00	660.00	49.14	393.87	266.13
<a href="#">002-7550-523901</a>	DOWNTOWN MURALS	10,000.00	10,000.00	0.00	0.00	10,000.00
<a href="#">002-7550-531100</a>	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	0.00	1,463.68	36.32
<a href="#">002-7550-531116</a>	SIGNAGE & MATERIALS	0.00	5,000.00	0.00	5,000.00	0.00
<a href="#">002-7550-531203</a>	OLD CITY HALL BLDG	15,000.00	15,000.00	1,169.36	7,081.86	7,918.14
<a href="#">002-7550-572030</a>	DOWNTOWN DEVELOPMENT EXP	3,758.00	3,758.00	0.00	250.00	3,508.00
<a href="#">002-7550-579001</a>	CONTINGENCIES	5,000.00	0.00	0.00	0.00	0.00
<b>Expense Total:</b>		<b>57,918.00</b>	<b>57,918.00</b>	<b>1,872.55</b>	<b>20,656.24</b>	<b>37,261.76</b>
<b>Expense Total:</b>		<b>57,918.00</b>	<b>57,918.00</b>	<b>1,872.55</b>	<b>20,656.24</b>	
<b>Total Surplus (Deficit):</b>		<b>0.00</b>	<b>0.00</b>	<b>890.17</b>	<b>2,154.70</b>	



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# Trial Balance

## Account Summary

Date Range: 06/01/2025 - 06/30/2025

Account	Name	Beginning Balance	Period Total Debits	Period Total Credits	Net Change	Ending Balance
<b>Fund: 002 - DOWNTOWN DEV FUND</b>						
<a href="#">002-111104</a>	DDA SYNOVUS	353,798.63	10,415.98	10,585.92	-169.94	353,628.69
<a href="#">002-111108</a>	DOWNTOWN DOLLARS SYNOVUS	24,048.76	1,110.00	940.00	170.00	24,218.76
<a href="#">002-111111</a>	DDA LOAN CHECKING-AF	40,449.53	3.33	0.00	3.33	40,452.86
<a href="#">002-111145</a>	RDF - SYNOVUS	400.00	0.00	400.00	-400.00	0.00
<a href="#">002-111146</a>	RDF 2025	100.00	400.00	0.00	400.00	500.00
<a href="#">002-111151</a>	RLF - SYNOVUS	177,685.02	2.63	0.00	2.63	177,687.65
<a href="#">002-111901</a>	ACCOUNTS RECEIVABLE - MISC	-3,434.62	2,241.78	0.00	2,241.78	-1,192.84
<a href="#">002-121100</a>	ACCOUNTS PAYABLE	-1,427.67	7,705.35	8,894.96	-1,189.61	-2,617.28
<a href="#">002-121104</a>	ACCTS PAYABLE-DOWNTOWN DOLLAR	-9,519.54	940.00	1,108.02	-168.02	-9,687.56
<a href="#">002-134220</a>	FUND BAL UNRESERVED, UNDESIGNA	-580,835.58	0.00	0.00	0.00	-580,835.58
<a href="#">002-7550-336100</a>	CITY FUNDING OF DDA	-6,250.00	0.00	0.00	0.00	-6,250.00
<a href="#">002-7550-361000</a>	INTEREST REVENUES	-39.32	0.00	7.94	-7.94	-47.26
<a href="#">002-7550-361002</a>	INTEREST-REVOLVING LOAN FUND	-1,782.41	0.00	347.04	-347.04	-2,129.45
<a href="#">002-7550-381011</a>	RENTAL - 227 S BROAD	-2,500.00	0.00	500.00	-500.00	-3,000.00
<a href="#">002-7550-389000</a>	OTHER	-50.00	0.00	13.00	-13.00	-63.00
<a href="#">002-7550-389003</a>	PRINCIPLE-REVOLVING LOAN FUND	-9,426.49	0.00	1,894.74	-1,894.74	-11,321.23
<a href="#">002-7550-521230</a>	ATTORNEY FEES-OTHERS	973.50	0.00	0.00	0.00	973.50
<a href="#">002-7550-522140</a>	LAWN CARE & MAINTENANCE	2,000.00	0.00	0.00	0.00	2,000.00
<a href="#">002-7550-523301</a>	MISC EVENTS	16.98	654.05	0.00	654.05	671.03
<a href="#">002-7550-523510</a>	TRAVEL EXPENSE	2,822.30	0.00	0.00	0.00	2,822.30
<a href="#">002-7550-523600</a>	DUES/FEES	344.73	49.14	0.00	49.14	393.87
<a href="#">002-7550-531100</a>	OFFICE SUPPLIES & EXPENSES	1,463.68	0.00	0.00	0.00	1,463.68
<a href="#">002-7550-531116</a>	SIGNAGE & MATERIALS	5,000.00	0.00	0.00	0.00	5,000.00
<a href="#">002-7550-531203</a>	OLD CITY HALL BLDG	5,912.50	1,169.36	0.00	1,169.36	7,081.86
<a href="#">002-7550-572030</a>	DOWNTOWN DEVELOPMENT EXP	250.00	0.00	0.00	0.00	250.00
<b>Fund 002 Total:</b>		<b>0.00</b>	<b>24,691.62</b>	<b>24,691.62</b>	<b>0.00</b>	<b>0.00</b>
<b>Report Total:</b>		<b>0.00</b>	<b>24,691.62</b>	<b>24,691.62</b>	<b>0.00</b>	<b>0.00</b>

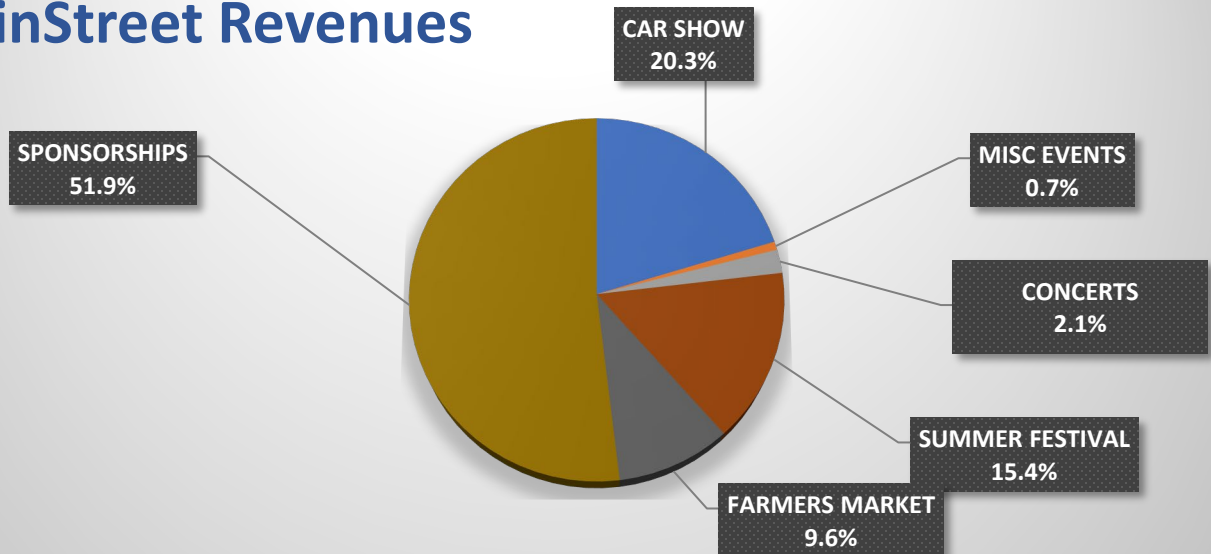


# MainStreet

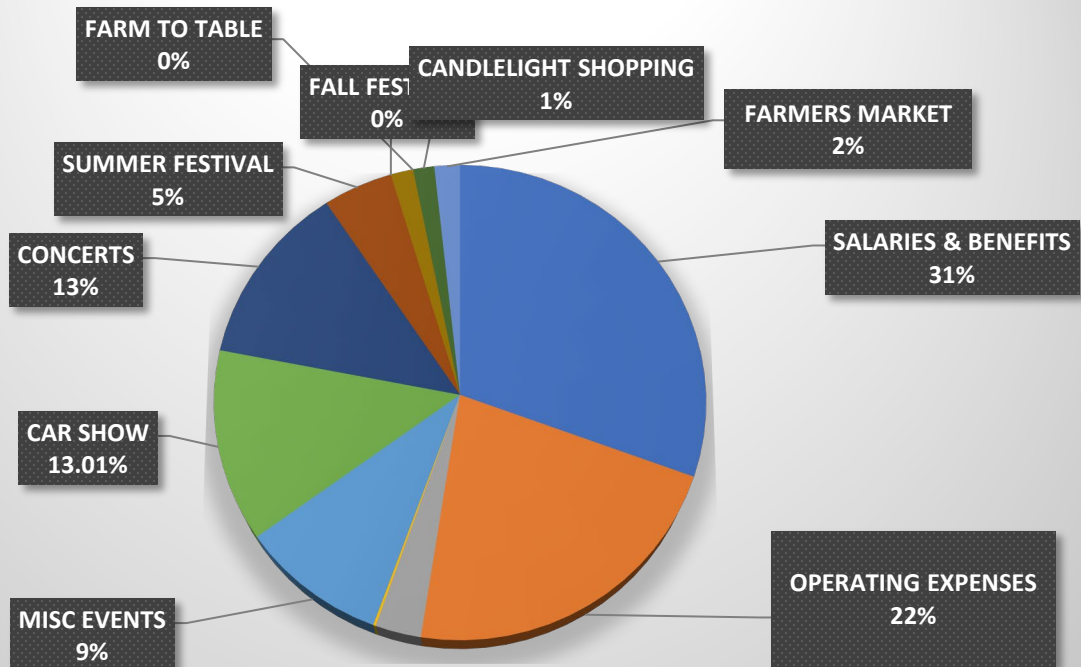
June 2025

	<u>MTD</u>	<u>YTD</u>
Revenue	14,998	129,774
Expense	38,497	207,028
<u>Profit/(Loss)</u>	<u>(23,499)</u>	<u>(77,254)</u>

## MainStreet Revenues



## MainStreet Expenses





Monroe, GA

10

# Budget Report

## Account Summary

For Fiscal: 2025 Period Ending: 06/30/2025

		Original	Current	Period	Fiscal	Variance	Percent
		Total Budget	Total Budget	Activity	Activity	Favorable (Unfavorable)	Remaining
DEPT: 7521 - MAINSTREET							
Revenue							
<a href="#">100-7521-347300</a>	MISC EVENT FEES	0.00	0.00	97.02	958.99	958.99	0.00 %
<a href="#">100-7521-347301</a>	CAR SHOW	15,000.00	15,000.00	0.00	26,328.39	11,328.39	175.52 %
<a href="#">100-7521-347302</a>	CONCERTS	10,000.00	10,000.00	963.41	2,715.66	-7,284.34	72.84 %
<a href="#">100-7521-347304</a>	FALL FESTIVAL	25,000.00	25,000.00	0.00	0.00	-25,000.00	100.00 %
<a href="#">100-7521-347305</a>	CHRISTMAS PARADE	7,500.00	7,500.00	0.00	0.00	-7,500.00	100.00 %
<a href="#">100-7521-347306</a>	FARM TO TABLE	5,000.00	5,000.00	0.00	0.00	-5,000.00	100.00 %
<a href="#">100-7521-347307</a>	CANDLELIGHT SHOPPING	2,000.00	2,000.00	0.00	0.00	-2,000.00	100.00 %
<a href="#">100-7521-347308</a>	SUMMER FESTIVAL	22,000.00	22,000.00	7,493.24	19,959.29	-2,040.71	9.28 %
<a href="#">100-7521-347903</a>	FARMERS MARKET	14,000.00	14,000.00	3,392.60	12,458.74	-1,541.26	11.01 %
<a href="#">100-7521-371000</a>	SPONSORSHIPS	90,000.00	90,000.00	3,052.03	67,353.36	-22,646.64	25.16 %
Revenue Total:		190,500.00	190,500.00	14,998.30	129,774.43	-60,725.57	31.88%
Expense							
<a href="#">100-7521-511100</a>	REGULAR SALARIES	71,650.00	71,650.00	6,552.22	44,555.83	27,094.17	37.81 %
<a href="#">100-7521-511200</a>	PART TIME/TEMPORARY SALARIES	13,000.00	13,000.00	999.24	2,528.40	10,471.60	80.55 %
<a href="#">100-7521-512100</a>	GROUP INS	13,000.00	13,000.00	1,481.27	10,347.05	2,652.95	20.41 %
<a href="#">100-7521-512200</a>	SOCIAL SECURITY	5,372.00	5,372.00	461.03	2,867.09	2,504.91	46.63 %
<a href="#">100-7521-512300</a>	MEDICARE	1,257.00	1,257.00	107.82	670.53	586.47	46.66 %
<a href="#">100-7521-512400</a>	GMEBS-RETIREMENT CONTRIBUTI	7,245.00	7,245.00	699.58	4,205.41	3,039.59	41.95 %
<a href="#">100-7521-512910</a>	MEDICAL EXAMS	25.00	25.00	0.00	0.00	25.00	100.00 %
<a href="#">100-7521-512915</a>	EMPLOYEE ASSISTANCE PROGRAM	50.00	50.00	0.00	14.67	35.33	70.66 %
<a href="#">100-7521-512916</a>	WALTON ATHLETIC MEMBERSHIP	110.00	110.00	0.00	41.65	68.35	62.14 %
<a href="#">100-7521-521200</a>	PROFESSIONAL SERVICES	2,500.00	2,500.00	0.00	4,564.66	-2,064.66	-82.59 %
<a href="#">100-7521-521201</a>	I/T SVCS - WEB DESIGN, ETC	250.00	250.00	0.00	0.00	250.00	100.00 %
<a href="#">100-7521-522140</a>	LAWN CARE & MAINTENANCE	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
<a href="#">100-7521-522145</a>	HOLIDAY EVENTS	20,000.00	20,000.00	0.00	332.64	19,667.36	98.34 %
<a href="#">100-7521-522208</a>	MAINTENANCE CONTRACTS	1,750.00	1,750.00	122.52	880.29	869.71	49.70 %
<a href="#">100-7521-522322</a>	EQUIPMENT RENTAL	0.00	0.00	0.00	13.87	-13.87	0.00 %
<a href="#">100-7521-523200</a>	COMMUNICATION SERVICES	500.00	500.00	88.45	442.25	57.75	11.55 %
<a href="#">100-7521-523210</a>	POSTAGE	250.00	250.00	0.00	0.00	250.00	100.00 %
<a href="#">100-7521-523300</a>	ADVERTISING	15,000.00	15,000.00	597.70	3,957.35	11,042.65	73.62 %
<a href="#">100-7521-523301</a>	MISC EVENTS	31,000.00	31,000.00	1,594.81	20,222.02	10,777.98	34.77 %
<a href="#">100-7521-523303</a>	FARMERS MKT-GIFT CERTS	150.00	150.00	0.00	0.00	150.00	100.00 %
<a href="#">100-7521-523304</a>	FARMERS MKT-SR BUCKS	600.00	600.00	0.00	0.00	600.00	100.00 %
<a href="#">100-7521-523305</a>	FARMERS MKT-EBT TOKENS	500.00	500.00	35.00	35.00	465.00	93.00 %
<a href="#">100-7521-523306</a>	FARMERS MKT-ENTERTAINMENT	750.00	750.00	300.00	900.00	-150.00	-20.00 %
<a href="#">100-7521-523308</a>	FARMERS MKT-CSA	0.00	0.00	2,201.00	2,606.00	-2,606.00	0.00 %
<a href="#">100-7521-523310</a>	MARKETING EXPENSES	4,000.00	4,000.00	149.48	149.48	3,850.52	96.26 %
<a href="#">100-7521-523400</a>	PRINTING	10,000.00	10,000.00	0.00	0.00	10,000.00	100.00 %
<a href="#">100-7521-523510</a>	TRAVEL EXPENSE	6,500.00	6,500.00	10.00	709.66	5,790.34	89.08 %
<a href="#">100-7521-523600</a>	DUES/FEES	1,000.00	1,000.00	93.81	758.81	241.19	24.12 %
<a href="#">100-7521-523700</a>	TRAINING & EDUCATION	2,500.00	2,500.00	665.00	230.00	2,270.00	90.80 %
<a href="#">100-7521-523850</a>	CONTRACT LABOR	50,000.00	50,000.00	5,200.00	26,000.00	24,000.00	48.00 %
<a href="#">100-7521-531100</a>	OFFICE SUPPLIES & EXPENSES	1,500.00	1,500.00	56.63	3,427.67	-1,927.67	-128.51 %
<a href="#">100-7521-531102</a>	FURNITURE <5,000	1,500.00	1,500.00	0.00	0.00	1,500.00	100.00 %
<a href="#">100-7521-531110</a>	SPONSORSHIPS/DONATIONS	500.00	500.00	0.00	3,000.00	-2,500.00	-500.00 %
<a href="#">100-7521-531119</a>	UNIFORM EXPENSE	300.00	300.00	0.00	0.00	300.00	100.00 %
<a href="#">100-7521-531121</a>	COMPUTER EQUIP NON-CAPITAL	1,000.00	1,000.00	0.00	500.01	499.99	50.00 %
<a href="#">100-7521-531175</a>	FARMERS MARKET EXP	5,000.00	5,000.00	30.68	1,703.23	3,296.77	65.94 %
<a href="#">100-7521-531177</a>	CAR SHOW EXP	25,000.00	25,000.00	1,672.72	27,790.35	-2,790.35	-11.16 %
<a href="#">100-7521-531178</a>	CONCERT EXP	60,000.00	60,000.00	8,799.55	26,806.65	33,193.35	55.32 %

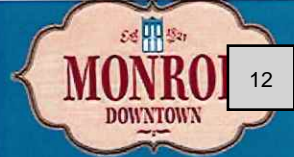
Budget Report

For Fiscal: 2025 Period Ending: 06/11/25

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<a href="#">100-7521-531179</a>	SUMMER FESTIVAL EXP	6,000.00	6,000.00	6,463.32	10,103.32	-4,103.32	-68.39 %
<a href="#">100-7521-531180</a>	FALL FESTIVAL EXP	15,000.00	15,000.00	0.00	0.00	15,000.00	100.00 %
<a href="#">100-7521-531181</a>	CHRISTMAS PARADE EXP	19,000.00	19,000.00	0.00	-3,275.35	22,275.35	117.24 %
<a href="#">100-7521-531182</a>	FARM TO TABLE EXP	3,500.00	3,500.00	0.00	0.00	3,500.00	100.00 %
<a href="#">100-7521-531183</a>	CANDLELIGHT SHOPPING EXP	7,200.00	7,200.00	0.00	3,051.72	4,148.28	57.62 %
<a href="#">100-7521-531300</a>	FOOD	1,000.00	1,000.00	0.00	0.00	1,000.00	100.00 %
	<b>Expense Total:</b>	<b>410,459.00</b>	<b>410,459.00</b>	<b>38,381.83</b>	<b>200,140.26</b>	<b>210,318.74</b>	<b>51.24%</b>
	<b>DEPT: 7521 - MAINSTREET Surplus (Deficit):</b>	<b>-219,959.00</b>	<b>-219,959.00</b>	<b>-23,383.53</b>	<b>-70,365.83</b>	<b>149,593.17</b>	<b>68.01%</b>
<b>DEPT: 7550 - DOWNTOWN DEVELOPMENT</b>							
	<b>Expense</b>						
<a href="#">100-7550-523101</a>	GENERAL LIABILITY INSURANCE	1,408.00	1,408.00	115.20	638.10	769.90	54.68 %
<a href="#">100-7550-572030</a>	DOWNTOWN DEVELOPMENT	25,000.00	25,000.00	0.00	6,250.00	18,750.00	75.00 %
	<b>Expense Total:</b>	<b>26,408.00</b>	<b>26,408.00</b>	<b>115.20</b>	<b>6,888.10</b>	<b>19,519.90</b>	<b>73.92%</b>
	<b>DEPT: 7550 - DOWNTOWN DEVELOPMENT Total:</b>	<b>26,408.00</b>	<b>26,408.00</b>	<b>115.20</b>	<b>6,888.10</b>	<b>19,519.90</b>	<b>73.92%</b>
	<b>Report Surplus (Deficit):</b>	<b>-246,367.00</b>	<b>-246,367.00</b>	<b>-23,498.73</b>	<b>-77,253.93</b>	<b>169,113.07</b>	<b>68.64%</b>



# 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: 1400 Blaine St Monroe GA  
EVENT DATE: Saturday October 18 2025  
BENEFITTING ORGANIZATION: Shop with a cop  
CONTACT NAME: Matt McElung  
TELEPHONE NUMBER: 678-977-4702  
EMAIL: mmcc lung@monroega.gov

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

ESTIMATED COST: Road Race \$1k to raise money for Shop w/a cop \$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: Matt McElung DATE: 7-29-25

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