



Authority Members

Mark Allen
Ian Coats
Lexie Newhouse
Nimesh Patel
Mary Jo Groeneveld
Doug Edwards
Leslie Patton

**Kennesaw Downtown Development Authority
Meeting Agenda
October 10, 2025 7:30 AM
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)**

- 1. Call to Order / Roll Call**
- 2. Approval of the Meeting Minutes**
 - A. Draft minutes 9.12.25
 - B. Draft Executive Session Minutes - 9.12.25
- 3. Financial Report**
 - A. Financial Report as of 9.30.25
 - B. Review of open invoices
- 4. Old Business**
 - A. Consideration of Cobb County Farmers Bureau Farmers Market Proposal
- 5. New Business**
 - A. DCA Downtown Revolving Loan Fund Pre-application consideration: Lazy Guy Distillery project
 - B. Reformation Pub Crawl Event
- 6. Main Street Program Updates**
- 7. Public Comments**
- 8. Board Comments**
- 9. Economic Development Director Comments**
- 10. Executive Session**

- A. Pursuant to the provisions of O.C.G.A. 50-14-3, the KDDA could, at any time during the meeting, vote to close the public meeting and move to executive session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under O.C.G.A. 50-14-2(1); and/or personnel matters as provided under O.C.G.A. 50-14-3 (4) and/or real estate matters as provided under O.C.G.A 50-14-3(6).

11. Adjourn

- A. NOTICE: Any person who desires to appeal any decision from this meeting will need a record of the proceedings, and for the purpose may need to insure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is based. The Agenda is designed to make more efficient use of the KDDA's time. It is not designed to curtail discussion or input. If you need special accommodations to attend or participate in our meetings, please contact City Hall at least 24 hours in advance of the specific meeting you are planning to attend.

**MINUTES OF KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY MEETING
CITY OF KENNESAW
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)
September 12, 2025
7:30 AM**

Present Chair Mark Allen
 Treasurer Leslie Patton
 Secretary Mary Jo Groeneveld
 Lexie Newhouse
 Doug Edwards

1. Call to Order / Roll Call

The meeting was called to order by Chair, Mark Allen, at 7:32 am.
KDDA members present: Mark Allen, Lexie Newhouse, Mary Jo Groeneveld, Doug Edwards, Leslie Patton
KDDA members absent: Nimesh Patel, Ian Coats
Staff members present: Luke Howe, Miranda Taylor, Fred Bentley, Jr.

2. Approval of the Meeting Minutes

A. Draft meeting minutes 7.11.25

The board reviewed draft minutes from the July 11, 2025 meeting. Mary Jo Groeneveld made a motion to approve the minutes as presented. The motion was seconded by Lexie Newhouse. The motion passed unanimously, 5-0.

3. Financial Report

A. KDDA Financial Report as of 8.31.25

Leslie Patton reviewed the financial report with an ending cash balance of \$111,680.45. Lexie Newhouse made a motion to approve the financials as presented; the motion was seconded by Leslie Patton. The motion passed unanimously.

B. Review of open invoices

No action required; no open invoices were received prior to the meeting.

4. Old Business

5. New Business

A. Presentation/Discussion Only: Cobb County Farmers Bureau Farmers Market Proposal

This item was taken out of order, following the Call to Order, out of respect for the time of the presenters. Jeanne Young and Stan Kirk, representing the Cobb County Farm Bureau, presented a proposal to manage the farmers market for the 2026 season. The full proposal is attached to the agenda packet. CCFB would handle vendor management, communication, on-site market management, and consumer education

for the market. CCFB would collect all vendor fees and use those fees for market promotion and management. Their goal is to partner with downtown merchants on food/beverage promotions and bring in local entertainment to boost market attendance and the amount of time market patrons stay downtown. CCFB recommends the market season stay the same (May–August) to allow them to get a better grasp on the Kennesaw market and build on what has already been started. In the future, they may look at extending the season based on the farmers they can get to commit to the market with goods available during the spring and fall. DDA's role in the market would be to provide a location for the market and a staff liaison to the City to ensure a smooth transition and to handle any logistical concerns during the market season. CCFB would like to use the parking lot and grass areas around the circular trails at Depot Park for the market, and they propose moving the market to Thursday.

Mark Allen mentioned that his only concern with the location is the lack of shade at the Depot Lot, however the board and CCFB representatives discussed this and determined that the vendors will have tents and that the location would offer better access for shoppers.

Lexie Newhouse cautioned the CCFB members about moving the market to a Thursday, as several of our long-standing vendors also participate in the Alpharetta market on Thursday, which would mean we'd lose some popular vendors. She would not want them to prematurely prohibit vendors of the same type, as our market has seen success in allowing 2 bakeries, 2 juice/lemonade vendors, etc. Lexie also mentioned that she and her fiancé have been placing all of the temporary directional signs out prior to the market and removing them after the market each week; she would want to discuss with CCFB how that would be handled under their management. Fred Bentley, Jr. reminded the board that legal will need to review any formal agreements and that we will need to be sure CCFB has appropriate insurance coverage for the event.

This item was only a presentation today; no action is required. Staff will take the proposal to the city's Events Committee meeting on Oct 2 to get approval for the use of the Depot space, and then the item will be on the Oct 11 KDDA agenda for action by the board.

B. Authorizing Resolution and First Amendment to Rental Agreement between KDDA and Kennesaw Development Owner, LLC (aka The Lacy)

This item was taken out of order, following the presentation of Item 5A.

Tyler Gaines, representing Kennesaw Development Owner, LLC (aka The Lacy), presented an overview of the Authorizing Resolution and First Amendment to Rental Agreement. These documents update the PILOT payments to the Cobb County School Board and the KDDA. Now that The Lacy is open, and they have experience with audits and reporting requirements to calculate the PILOT payments, this updated methodology will ensure that they are meeting report requirements without violating any confidentiality standards. This updated methodology will also standardize the methodology used in both Phase 1 and Phase 2 of The Lacy. Lexie Newhouse made a

motion to approve the documents as presented, and authorize the Chair and Secretary to sign the documents. Mary Jo Groeneveld seconded the motion. The motion passed unanimously, 5-0. The chair asked to note that board members Patel and Coats were not present.

6. Main Street Program Updates

A. Announcement of Georgia Downtown Association Award: Outstanding Placemaking Project

Miranda Taylor announced that Kennesaw was recently awarded the Outstanding Placemaking Award at the Georgia Downtown Conference for our partnership with Smith-Gilbert Gardens on the Art Blooms expansion downtown. Congratulations Downtown Kennesaw & SGG!

B. Upcoming event announcements

Miranda Taylor advised the board of the following upcoming events:

- Registration for Scarecrows on Main and the Holiday Extravaganza (trees in Depot Park) is now open! Now through the deadline for Scarecrows you can sign up for both events and receive a discount on registration.
- The final First Friday of the season will be on October 3 with G Clef and the Playlist. Join us for a high-energy event and dance the night away at the Main Street Plaza!
- The downtown Candy Crawl will be on Saturday, Oct 25 from Noon - 5pm on Main Street, with games and other activities in the Main Street Plaza.
- Vendor applications are open for the 2025 Kennesaw Holiday Market on November 14-15. Interested vendors may apply online at <https://forms.gle/mqJP1edpdiBqbpaCA>.

7. Public Comments

Donovan Giardina shared comments about the Farmers Market. He is concerned about the CCFB prohibition on duplicate vendors, as we've had success at the market with allowing multiple vendors with the same or similar products. He would also strongly encourage keeping the market on Monday as we are currently the only Monday market in the area and this generates good market attendance for both vendors and shoppers.

8. Board Comments

Doug Edwards was introduced as our newest KDDA member. Doug recently retired from FedEx and wanted to get more involved in the community. Doug and his wife own ETO Martial Arts studio in downtown.

Mark Allen offered thanks to the team (Mary Jo, Lexie, and Donovan) for their work on the farmers market. Mark also shared an update on the status of the Lazy Guy expansion project: they have entered the bid phase for contractors and are hoping to break ground in November.

Mary Jo Groeneveld mentioned that the current relationships with vendors at the farmers market is key and we want to keep those relationships strong.

Lexie Newhouse suggested the board consider placement of more permanent picnic tables/chairs with umbrellas (with downtown branding?) at Depot Park if we are going to begin using the space for the market and other events like the market. She also shared with the board that she attended the Grand Opening for Stitch Revivals, a new vintage clothing shop at The Lacy.

9. Economic Development Director Comments

Luke Howe provided status updates on the following items:

- Collier Building
- Hughes downtown projects

10. Executive Session

This item was taken out of order, following Item 5B.

Lexie Newhouse made the following motion: That this Authority now enter into closed session as allowed by O.C.G.A. §50-14-3 and pursuant to advice by the City Attorney, for the purpose of discussing Legal. Seconded by Mary Jo Groeneveld. Those voting in favor: Mark Allen, Doug Edwards, Mary Jo Groeneveld, Lexie Newhouse, and Leslie Patton. Those opposed none. The motion passed unanimously. The KDDA entered closed session at 7:56 am.

Lexie Newhouse made the following motion: That this body, in open session, adopt a resolution authorizing and directing the presiding officer to execute an affidavit in compliance with O.C.G.A. §50-14-4, and that this body ratifies the actions of the KDDA taken in closed session and confirm that the subject matter(s) of the closed session were within the exceptions permitted by the open meetings law. Seconded by Leslie Patton. Those voting in favor: Mark Allen, Doug Edwards, Mary Jo Groeneveld, Lexie Newhouse, and Leslie Patton. Those opposed none. The motion passed unanimously, 5-0. The KDDA exited closed session at 8:08 am.

- A. Pursuant to the provisions of O.C.G.A. 50-14-3, the KDDA could, at any time during the meeting, vote to close the public meeting and move to executive session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under O.C.G.A. 50-14-2(1); and/or personnel matters as provided under O.C.G.A. 50-14-3 (4) and/or real estate matters as provided under O.C.G.A 50-14-3(6).

11. Adjourn

With no further business, Lexie Newhouse made a motion to adjourn; seconded by Leslie Patton. Motion passed unanimously. The meeting adjourned at 8:42 am.

- A. NOTICE: Any person who desires to appeal any decision from this meeting will need a record of the proceedings, and for the purpose may need to insure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is based. The Agenda is designed to make more efficient use of the KDDA's time. It is not designed to curtail

discussion or input. If you need special accommodations to attend or participate in our meetings, please contact City Hall at least 24 hours in advance of the specific meeting you are planning to attend.

[MIN_SIGNATURES]

Kennesaw Downtown Development Authority
Operating Cash Activity
For the Month Ended September 30, 2025

Beginning Cash	\$ 111,680.45
Cash Receipts:	
Dalma Bullock	50.00
Arlene Marlow	50.00
Barbara Crane	50.00
Sharon Bergman	50.00
Erica Kitts	50.00
Paula O Brien	50.00
KDDA Misc - Civic Rec	920.00
Main Street Burger Inc	2,409.30
L&B Brands	464.31
Interest Earned	211.42
Total Cash Receipts	<u>4,305.03</u>
Cash Disbursements:	
Pit Stop Sanitation	295.00
KDDA to General Fund	2,554.97
Republic Services of GA	<u>955.19</u>
Total Cash Disbursements	<u>3,805.16</u>
Ending Cash	<u><u>\$ 112,180.32</u></u>



Account	Name	Balance
Fund: 760 - KDDA FUND		
Assets		
760-0000-11-111200-00000	OPERATING ACCOUNT	112,180.32
760-0000-11-112100-00000	KDDA FACADE	3,732.18
	Total Assets:	115,912.50
		<u>115,912.50</u>
Liability		
760-0000-12-260000-00000	DEPOSITS PAYABLE	3,000.00
	Total Liability:	3,000.00
Equity		
760-0000-13-521400-00000	F/B - UNRESTRICTED	96,759.41
	Total Beginning Equity:	96,759.41
Total Revenue		45,045.69
Total Expense		28,892.60
Revenues Over/Under Expenses		16,153.09
	Total Equity and Current Surplus (Deficit):	112,912.50
	Total Liabilities, Equity and Current Surplus (Deficit):	<u>115,912.50</u>



City of Kennesaw

Income Statement Account Summary

For Fiscal: 2024-2025 Period Ending: 09/30/2025

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND						
Revenue						
760-0000-34-756500-00000	FARMERS MARKET	3,000.00	3,000.00	0.00	1,260.00	1,740.00
760-0000-34-756600-00000	DOWNTOWN MERCH SHOP	1,500.00	1,500.00	0.00	0.00	1,500.00
760-0000-34-758000-00000	HOLIDAY MARKET	2,500.00	2,500.00	300.00	1,691.75	808.25
760-0000-34-758500-00000	BEER FESTIVAL REVENUE	2,500.00	2,500.00	0.00	0.00	2,500.00
760-0000-36-100000-00000	INTEREST REVENUES	1,200.00	1,200.00	218.31	2,081.27	-881.27
760-0000-38-100700-00000	RENTS&ROYALTIES(BURGERFI) 2844 S. MAIN	40,518.00	40,518.00	2,409.30	29,859.49	10,658.51
760-0000-38-900000-00000	OTHER (MISCELLANEOUS REV)	25.00	25.00	464.31	10,153.18	-10,128.18
	Revenue Total:	51,243.00	51,243.00	3,391.92	45,045.69	6,197.31
Expense						
760-7550-52-121000-00000	LEGAL SERVICES	15,000.00	15,000.00	0.00	2,557.48	12,442.52
760-7550-52-125000-00000	OTHER PROFESSIONAL SERV	1,500.00	1,500.00	955.19	13,716.21	-12,216.21
760-7550-52-127000-00000	DESIGN & GRAPHIC DESIGN	250.00	250.00	0.00	175.00	75.00
760-7550-52-231000-00000	RENTAL OF LAND & BUILDNG	8,400.00	8,400.00	0.00	8,147.30	252.70
760-7550-52-325000-00000	POSTAGE	100.00	100.00	0.00	1.38	98.62
760-7550-52-330000-00000	ADVERTISING	500.00	500.00	0.00	0.00	500.00
760-7550-52-350000-00000	TRAVEL	500.00	500.00	0.00	0.00	500.00
760-7550-52-363000-00000	MEETING EXPENSES	100.00	100.00	0.00	197.90	-97.90
760-7550-52-371000-00000	PROFESSIONAL DEVELOPMENT	600.00	600.00	0.00	0.00	600.00
760-7550-52-395000-00000	MILEAGE REIMBURSEMENT	250.00	250.00	0.00	0.00	250.00
760-7550-52-540000-00000	DOWNTOWN DEVELOP EXPENSE	0.00	0.00	0.00	2,314.62	-2,314.62
760-7550-52-550000-00000	DEVELOPMENT AUTH EXPENSES	15,000.00	15,000.00	0.00	0.00	15,000.00
760-7550-52-615000-00000	FARMERS MARKET	1,560.00	1,560.00	295.00	1,252.21	307.79
760-7550-52-615500-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	500.00	2,000.00
760-7550-52-616600-00000	DOWNTOWN MERCH SHOP	1,500.00	1,500.00	0.00	30.50	1,469.50
760-9000-61-611000-00000	WORKING CAPITAL RESERVE	3,483.00	3,483.00	0.00	0.00	3,483.00
	Expense Total:	51,243.00	51,243.00	1,250.19	28,892.60	22,350.40
	Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	2,141.73	16,153.09	
	Total Surplus (Deficit):	0.00	0.00	2,141.73	16,153.09	

Income Statement

For Fiscal: 2024-2025 Period Ending: 09/30/2025

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND					
Revenue	51,243.00	51,243.00	3,391.92	45,045.69	6,197.31
Expense	51,243.00	51,243.00	1,250.19	28,892.60	22,350.40
Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	2,141.73	16,153.09	-16,153.09
Total Surplus (Deficit):	0.00	0.00	2,141.73	16,153.09	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
760 - KDDA FUND	0.00	0.00	2,141.73	16,153.09	-16,153.09
Total Surplus (Deficit):	0.00	0.00	2,141.73	16,153.09	



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: October 10, 2025
TITLE: Consideration of Cobb County Farmers Bureau Farmers Market Proposal

Summary:

Events Committee approved the use of Depot Park area for the 2026 Market. The proposal from CCFB is attached to the agenda item for review. KDDA is asked to consider approval of the proposal, including relocating the market to the Depot Park area, and determine the most preferable day for the market to take place.

Recommendation:

Fiscal Impact:

Attachments:

1. CCFB Farmers Market Proposal (final draft) (002)



Cobb County Farm Bureau

Kennesaw Farmers Market Proposal



Presented to:
City of Kennesaw's Downtown Development Authority

September 10, 2025

Introduction

Who We Are and Why We're Interested in Managing the Kennesaw Farmers Market

Farm Bureau is more than an insurance provider; it is also a nonprofit organization that amplifies the voice of Georgia's farmers. Through its nonprofit work, Farm Bureau is dedicated to improving the quality of life for both producers and consumers by supporting agriculture. We believe that a thriving agricultural industry builds healthier communities, strengthens the economy, and enriches the lives of all Georgians.

Since 1937, Georgia Farm Bureau has been a steadfast advocate for family farmers, rural communities, and consumers, fostering a deeper understanding of where food comes from and why local agriculture is vital.

The Cobb County Farm Bureau (CCFB) proudly carries this mission forward at the local level. Our commitment is to support both farmers and the community, and managing the Kennesaw Farmers Market is a natural extension of that work. By doing so, we create meaningful connections between local growers and residents, promote agricultural literacy, and strengthen the bond between farmers and the families they serve.

Partnership

Should the City of Kennesaw's Downtown Development Authority (KDDA) and the Cobb County Farm Bureau (CCFB) agree to partner, with CCFB managing the 2026 Kennesaw Farmers Market, this proposal details our approach to market management.

It is the expectation of CCFB that KDDA would continue to provide the following support (including, but not limited to):

- Use of city-owned property for market space
- A designated City of Kennesaw employee to serve as liaison, assisting with access to historical vendor lists, surveys, volunteer information (e.g., promotional signage placement and storage), and other relevant documentation, as well as providing telephone access on market days
- Access to city-controlled promotional channels, including the City marquee, social media platforms, and other publicity outlets
- Guidance and advisement on traffic-related matters

It is the expectation of CCFB that CCFB would assume responsibility for the following:

- Administration and governance of Vendor Agreements
- Facilitating all market-related communications with vendors (see Vendor Evaluation, Selection, Agreements, and Governance section for additional details)
- Providing staffing to ensure smooth market operations
- Offering supplemental promotion through CCFB publicity outlets

Financial Approach

Vendor Types & Fees

CCFB will consider two-types of Vendors and they are defined as “Farmers” who grow and sell things such as seasonal produce, flowers, animal products (meat, dairy, eggs, fiber, etc.) and “Makers” who use ingredients (ideally locally sourced) and make value-added products in the form of shelf stable goods or fresh edible food products.

CCFB will also consider three-types of Vendor fees defined below with **fee prices determined after CCFB has had the opportunity to conduct additional market research.**

- **Seasonal** which is a commitment to pay fees for all market dates in advance
- **Date Specific** which are fees for specific market dates

All fees will be paid in advance and will be non-refundable.

Compensation Structure

CCFB is committed to the following compensation structure:

- All vendor fees will be payable to CCFB upon vendor acceptance
- CCFB will retain all vendor fees. These funds will be used to help offset costs of administering the market.

Vendor Management

To honor the requests of Kennesaw Farmers Market patrons for locally grown produce and animal products (such as meat, eggs, dairy, fiber, etc.) and to further the Georgia Farm Bureau’s mission of connecting local growers with residents, **the market will prioritize attracting Farmers and Makers who offer prepared foods.** Ideally, Makers would be able to source local ingredients at wholesale prices, creating an added layer of partnership with area farmers. Achieving this next level of collaboration, however, would require additional coordination with our local growers.

Although the market will include some Maker vendors who do not offer edible products (e.g., artisan crafters, hygiene products, etc.), we intend to limit the number of these participants in order to preserve the Georgia Farm Bureau’s mission of connecting farmers with families. Our goal is to ensure that the Kennesaw Farmers Market remains centered on local agriculture and food, and is not perceived as an “craft fair”.

In alignment with our mission to support the local economy, we also seek to explore partnerships with Kennesaw restaurateurs and merchants—whether through a brick-and-mortar discount program, booth space, or hyper-local food trucks. Similarly, we welcome opportunities to collaborate with Kennesaw businesses that provide live music, dance, or other forms of entertainment, further enriching the market experience for patrons.

Vendor Evaluation, Selection, Agreements, and Governance

With this proposal, CCFB would have the right to:

- Take over custody and management of the current Farmers Market documents such as, but not limited to, Vendor lists and surveys, Vendor Agreements, licenses and Certification, and Rules and Regulations
- Determine vendor selection criteria
- Solicit and accept vendor applications
- Evaluate all vendor applications
- Provide feedback on vendor selection (acceptance or rejection with rationale)

To support Georgia Farm Bureau's mission to support Georgia grown businesses and cultivate healthy vendor relationships, key provisional revisions will include, but not be limited to:

- Product reselling will be reviewed on a case by case basis
- All goods must be Georgia grown
- CCFB will make every effort to only have 1 specialty product vendor (i.e., mushrooms, honey, etc.) of each type per market

CCFB vendor governance would include the right to inspect goods and terminate vendors that do not adhere to their Vendor Agreement.

Logistics

When

CCFB anticipates that the Kennesaw Farmers Market will run from May 1 through August 31 (17 weeks), taking place every Thursday from 3:00 p.m. to 7:00 p.m. However, CCFB would also like the opportunity to further evaluate the feasibility of extending the season.

Where

Kennesaw Depot Park at 2828 Cherokee St NW parking lot (off Big Shanty Drive) and green space around circular walkways south of the parking lot.

- The Kennesaw Depot Park's parking lot could accommodate up to 40 vendors on the West side and 20 on the East side.
- The intent for the 2026 Farmers Market would be to utilize the 20 spaces on the East side of the parking lot and reserve those spaces for farmers selling produce, meats, flowers, etc.
- Vendors selling made goods would use the green space along the circular walkways South of the parking lot.
- Market patrons could park on the West side of the parking lot with supplemental parking along Main Street or at nearby parking deck.



Vendor Setup

- Farmers will have first choice on parking lot spaces
- Makers will have secondary access to any remaining parking lot spaces, otherwise they will be placed in the park's green spaces
- Water may be accessed at the Depot building
- Electricity may be accessed at the Depot building
- Additional details will be included in a forthcoming Vendor Certification document

Path Forward

In the event that both parties agree to partner, with CCFB managing the 2026 Kennesaw Farmers Market, CCFB will conduct additional research and present further considerations to KDDA, with the shared goal of advancing the economic development of Kennesaw.



Item Report

TO: The Kennesaw Downtown Development Authority

FROM:

DATE: October 10, 2025

TITLE: DCA Downtown Revolving Loan Fund Pre-application consideration: Lazy Guy Distillery project

Summary:

Lazy Guy Distillery has requested information about project funding using the Downtown Revolving Loan Fund (DDRLF) from the GA Dept of Community Affairs (DCA) and the Georgia Cities Foundation (GCF). DDRLF applications are required to be submitted through the local Downtown Development Authority. Lazy Guy Distillery will provide a project update and overview of the pre-application for consideration.

Recommendation:

Fiscal Impact:

Attachments:

1. Downtown Development Revolving Loan Fund One Pager v3
2. dd_rlf_initial_project_assessment_preapplication (1)



Downtown Development Revolving Loan Fund

DDRLF

Sally Mrus
Economic Development Consultant
Sally.Mrus@dca.ga.gov



Program Overview

The Downtown Development Revolving Loan Fund (DDRLF) assists cities, counties, and development authorities in their efforts to revitalize and enhance downtown areas by providing below-market rate “gap” financing. DDRLF funds capital projects in core historic downtown areas and their adjacent historic neighborhoods to spur commercial development. The ultimate user of funds is typically a private business.

Applicants must demonstrate that they have a viable downtown development project and clearly identify the proposed uses of the loan proceeds. All construction and renovation projects are expected to comply with Secretary of Interior Standards for Rehabilitating Historic Properties, where applicable.

Interest rates are below current market rates. Main Street and PlanFirst cities currently receive a 2% interest rate, and all other cities receive a 3% rate. The repayment period is 15 years with a 15-year amortization. Security is usually project collateral and personal guarantees.

Eligible Applicants

- Municipalities with a population of 100,000 or less
- Counties with a population of 100,000 or less*
- Development Authorities*

* *Proposing projects in a core historic commercial area*

Loans

- Maximum loan: \$250,000 per project
- Applications are accepted on an ongoing basis as long as loan funds are available
- Below-market interest rate (2% or 3%)
- Minimum borrower equity of 10%

Downtown Development Revolving Loan Fund Uses

- Real Estate Acquisition
- Development
- Redevelopment
- New Construction
- Rehabilitation of Public and Private Infrastructure and Facilities
- Purchase of Equipment and Other Assets



Initial Project Assessment for Downtown Development Revolving Loan Fund

Thank you for your interest in the Downtown Development Revolving Loan Fund (DD RLF) of the Georgia Department of Community Affairs. Attached, please find an Initial Project Assessment (IPA) that contains several questions regarding your proposed project. Your answers to these questions will help us determine whether your project is eligible for DD RLF funding. A DCA employee will be available to assist you in understanding these questions. In most cases, both the applicant local government (city or county) and the proposed borrower business will need to provide information to complete this form.

Please be advised that your completion of this IPA **does not constitute submission of a DD RLF application and is not a commitment to fund or a notification of contract award, or notification that any proposed activities are eligible for DD RLF financing.** Simply, DCA needs certain information about your project before it can provide advice about the project's eligibility and competitiveness for funding.

Each DD RLF project will be subject to credit underwriting and each application must stand on its own merit and obtain sufficient points under the formal review process to be funded. **Any group or individual that secures financing and moves ahead with any portion of the project should do so under the full realization that DD RLF funding is not guaranteed until a loan commitment has been executed by DCA. Note that beginning the project before review by our office may make the project ineligible for funding. This can include such actions as beginning construction, acquiring property, and closing interim or permanent loans.**

The application may be submitted electronically to oed@dca.ga.gov or a hard copy (one original and two copies) may be mailed to:

Georgia Department of Community Affairs
Attn: DD RLF Program Manager
Office of Economic Development
60 Executive Park South, N.E.
Atlanta, Georgia 30329-2231

Please Note: An application is not considered complete unless the executed signature page (page 5 below) is included.

1. Project Description

Describe your project. Provide sufficient detail for a clear understanding of the entire project, including the interested parties and their names and a description of any sub-recipient business. Please indicate: what activities the DD RLF proceeds will be used for; where the project will take place (please give an exact address); and the status of the project and its implementation schedule.

The project description should also address how the proposed project will assist the applicant community in its efforts to revitalize and enhance its core downtown commercial district.

2. Sources and Uses

Indicate the amount of DD RLF financing requested and show how the proposed sources and uses will be allocated. Show the other financing sources and the related dollar amounts. Also show the purpose(s) for which the funds will be used, and in what amounts. Be sure to identify the amount of equity in the project. **Note that the DD RLF generally requires an owner’s equity injection and commercial financing in order for the project to be eligible and competitive.**

SOURCES AND USES STATEMENT

USE OF FUNDS		SOURCE OF FUNDS	
Use	Amount	Lender/Equity Investor (e.g., 5 th National Bank, owner)	Amount
Land	\$		\$
Building Construction	\$		\$
Rehabilitation	\$		\$
Furniture, Fixtures & Equipment	\$		\$
Working Capital	\$		\$
Infrastructure	\$		\$
Other	\$		\$
TOTAL COSTS =	\$	Total Sources =	\$

USES MUST EQUAL SOURCES

3. Financing Structure

Describe the principal parties in your deal and how funds will flow to the project. For example:

- Who will provide the equity?

- Who will provide the permanent financing, other than DD RLF? Has permanent financing been committed?
- Is interim financing needed? If yes, who will provide the interim financing and has it been committed?
- Who will own the assets upon completion?
- If real estate is involved, has it been acquired or is there an option on the property?

4. **Repayment Schedule**

If possible, please indicate your preferred *interest rate and term*.

5. **Collateral**

The DD RLF program requires that most loans be collateralized. Describe the collateral for the DD RLF loan, and, if applicable, the proposed collateral for other project debt. Examples of collateral might be:

- A first or second lien on real property;
- A first lien on machinery or equipment; or
- The pledge of marketable securities.

6. **Time Table and Stages**

Indicate your estimated project *timetable*, including where the project stands now and at what *stage(s)* you will need DD RLF financing.

7. **Eligible Activity**

Indicate *each* eligible DD RLF activity you will be assisting or undertaking, for example, land acquisition, building acquisition, new construction, rehabilitation, green space/parks, historic government buildings.

8. **Public Benefit Standards**

If your project is an *eligible* downtown development activity, it must provide a certain level of *public benefit*. For example, meeting downtown development needs, meeting aesthetic or historic preservation needs, job creation or retention, etc. Therefore, indicate how your project will benefit the downtown area in which it is located.

9. **Map of Project Location**

Please attach a map that reflects the downtown area of your community and that clearly identifies the location of the proposed project. Pictures of the proposed building or site may also be submitted if available.

10. **Credit Information**

Should you decide to go forward with a DDRLF loan application, certain financial information will be required to allow DCA's underwriting staff to conduct a credit analysis on the project and potential borrowers. Attached as Exhibit A to this IPA is a list of the supporting documentation that is required with a DDRLF application. DCA's underwriting staff is available to discuss questions regarding the credit requirements of the program.

11. Whom May We Contact

In order for DCA to contact you directly, please provide the following:

Contact Person: _____ Phone: _____
Address: _____ City : _____
Contact Phone: _____ Fax: _____ e-mail: _____

Local Government Signature

By: _____
Name: _____
(print or type)
Title: _____
Date: _____

Development Authority Signature

By: _____
Name: _____
(print or type)
Title: _____
Date: _____

Business Signature

By: _____
Name: _____
(print or type)
Title: _____
Company: _____
Date: _____

DD RLF Supporting Documentation All Applicants

Note: Items underlined are usually critical for most projects. Other documentation **may** not be applicable or will be required prior to disbursement of DD RLF funds. DCA field representatives and program and credit managers are available to discuss what particular supporting documentation would be needed in individual cases. DCA reserves the right to request other information.

I. General Project Information

- A. **Synopsis of Project** - Indicate: *who* will be the primary borrower(s) of the DD RLF financing and *who* will develop the project; *what* the DD RLF proceeds will be used for and the amount of financing needed to implement the total project; *where* the project will take place; *when* the project will be implemented; and *how* the DD RLF financing will be passed through any public intermediaries and combined with other financing instruments. The synopsis should also provide a description of the downtown area and how this project will impact downtown.
- B. **Downtown Feasibility/Marketing Analysis and Plan** – Existing downtown plans relevant to the project should be provided. Relevant information could include any market or feasibility studies and various analyses that examine trade areas, tenant mix, over/under supply mixes in retail markets, etc.
- C. **Source and Use Statement** – **If needed** for further explanation of the DD RLF Budget Form, include on a single sheet the individual sources of financing and the specific uses of a particular financing source. This statement should reconcile to the DD RLF Budget Form.
- D. **Resumes of the principals** involved in day-to-day management of the project.
- E. **Plans, Specifications, Renderings and Architectural Drawings** that have been approved by appropriate local and state regulatory and historic preservation agencies.
- F. **Property Management Plan** (for real estate projects) that outlines a plan for the renting and merchandising of space in the renovated facility, the operation and maintenance of the facility and what party will be responsible for the financial and day-to-day management of the property.

II. Financial and Company Information

- A. **Personal financial statement** current within 60 days for each proprietor, partner or stockholder with 20% or more ownership of the project. DCA has a form available on its web site and in the DD RLF application package; a standard form from a commercial bank may be used as well.
- B. **Personal tax returns** for the previous three years for each proprietor, partner or stockholder with 20% or more ownership of the project.
- C. A **year-end real estate pro-forma for the first two years** of the project with **a written explanation of assumptions**. The pro-forma should include gross rent, vacancy rate, net rent, operating expenses including taxes, utilities and maintenance, net operating income, debt service, and cash flow. For tax credit projects, an after-tax cash flow estimate should be provided.
- D. A **schedule of debts** which includes the original date and amount, monthly payment, interest rate, present balance owed, maturity, to whom payable, and collateral securing any short-term and long-term loans that the project business or the developer(s) currently have outstanding or have planned for the next 12 months. Please indicate whether each loan is current or delinquent.
- E. The **names of affiliated (through ownership or management control) and subsidiary businesses**. DCA may require financial statements be provided.

- F. A copy of **existing or proposed lease agreement(s)**.
- G. Corporate **tax returns for the previous three years** for the existing business that is the underlying DD RLF borrower.
- H. Company financial statements for the previous three years for the existing business that is the underlying DD RLF borrower as well as interim financial statements within 60 days of the application.
- I. A **year-end pro-forma balance sheet and income statement for the first two years** of the business that is the DD RLF borrower with **a written explanation of assumptions**.
- J. A monthly cash flow analysis for the first 12 months of operation or for three months beyond the breakeven point (whichever is longer) together with a written explanation of assumptions for any new business that is the DD RLF borrower.
- K. The most recent **Audited Financial Statements** of the local government *if the local government is the ultimate borrower* (e.g., a city that borrows funds to renovate a historic city hall). Interim financial statements may be required.

III. Supporting Cost Documentation, Site Control, etc.

- A. A copy of **key cost documents** such as real estate purchase agreements, contractor cost estimates, vendor quotes for machinery and equipment, etc.
- B. **Purchase Option, Sales Agreement, or Warranty Deed** for any real estate needed to undertake the project.
- C. **Financial Commitment Letter(s)** from participating financial institution(s) and public agencies. The letter(s) should indicate the amount, rate, term, and contingencies associated with the financing, and **the reasons why it wishes assistance in the financing of the project**.
- D. **Commitment Letter(s)** from participating business(es) or tenants. The letter(s) should indicate the number of full-time jobs to be created and/or retained and the amounts of any private investment that will occur as a result of the project.
- E. **List of Available Collateral** with prior liens noted.
- F. **Proposed-Use Certification** from local government that certifies the project will comply with all applicable land-use, environmental and other applicable local laws as well as any special requirements involving community improvement districts, special tax districts, or redevelopment areas. (Please provide copies of applicable local legislation.)
- G. **Appraisal** (prepared by an appraiser with credentials acceptable to DCA and prepared on behalf of DCA) for any real estate to be financed or an **independent appraisal** on an “as completed basis”. Appraisals will not normally be required until after review by DCA. Appraisals should only be ordered after consultation with DCA.
- H. An **environmental analysis** acceptable to DCA. Environmental analyses will not normally be required until after review by DCA. Environmental analyses should only be ordered after consultation with DCA.
- I. If the business is a franchise, include a copy of the Franchise Agreement and the Franchisor’s Disclosure Statements that is required by the Federal Trade Commission.



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: October 10, 2025
TITLE: Reformation Pub Crawl Event

Summary:

Reformation Brewing submitted an application to the Events Committee to host a pub crawl in downtown Kennesaw in November. Staff requests KDDA to consider participating as a partner of the event so that we can market the pub crawl as a Main Street/Downtown event. The events committee application is attached for review with more details.

Recommendation:

Fiscal Impact:

Attachments:

1. ReformationPubCrawl-Nov2025_Redacted



City of Kennesaw Special Event Application

Applications to hold an event must be submitted to the Kennesaw Events Committee at least 90 days before your event. The application will be reviewed by the Kennesaw Events Committee during their monthly meeting held on the first Thursday of each month at 3:30pm at City Hall. Direct your applications to Marty Hughes, Events Committee Chair at mhughes@kennesaw-ga.gov.

A NON-REFUNDABLE APPLICATION FEE OF \$50 IS DUE UPON RECEIPT OF THIS APPLICATION. CHECK TO BE MADE TO CITY OF KENNESAW.

You will be notified of the exact Kennesaw Events Committee meeting date so you can be present to discuss your event with the committee members. **You are required to attend that meeting.**

Please note that filling out an application does not guarantee approval of requests. Final approval or denial is determined by the City as well as contingent upon the applicant completing the required actions, submitting the required funds, etc. If you have filed this application without adequate time for processing and coordination, the applicant must re-file the request for a new event date.

Name of Event Kennesaw Fall Crawl

Type of Event Pub Crawl hosted by Reformation & Downtown Businesses

Event Date(s): 1st choice Nov 15 2nd Choice _____

Event Site being requested: Downtown businesses (no city space requested)

Beginning Time(s) 2pm am/pm to Ending Time(s) 5pm am/pm

Event Set up Time -- Event Clean up Time --

Purpose of Event Community engagement/getting patrons into downtown businesses

Details of the Event Reformation will host/coordinate with all participating downtown businesses.

Patrons will visit businesses and receive a stamp for each valid purchase. Completed cards to be turned in at Pisano's for a chance to win a prize. Pisano's will host an "after party" on thier outdoor patio space. No city property or resources are requested, beyond marketing and promotion (through a KDDA partnership).

1. Applicant/Organization KDDA/Economic Development

Address 2529 J.O. Stephenson Ave

Phone Number 770-424-8274 Fax Number _____

E-mail Address/Website https://kennesawdowntown.com/

2. Name of Organizer/Contact Person Miranda Taylor

Phone Number 770-424-1919 Email mtaylor@kennesaw-ga.gov

Any Other Organizers Name(s) [REDACTED]

Phone Number [REDACTED] Email [REDACTED]

3. General Event Information:

Number of person(s) expected _____ Have you previously held this Event? No

What types of advertising will you use to promote this event? Social Media

To whom are you marketing Adults over 21

4. **Fees.** Based on your request, you will be invoiced for any fees due that are associated with this event. Fees will be charged for facilities, equipment, and personnel. More explanation of fees will be discussed during your scheduled Event Committee Meeting; see Fee Schedule attached.

Are you requesting **City Personnel**? List required assistance: No

Are you requesting **City Streets** to be closed for your event, if so which ones? No

Are you requesting **City Facilities** for this event? No

Are you requesting **City Equipment** for this event? no

Are you requesting Trash and Recycling? no

5. Is your event a fundraiser? No If yes, for whom or what organization(s)? _____

6. **We will need the Following Supporting Documents along with your Application:**

1. **Property Owner's Affidavit** (if Private Property is to be used in conjunction with your event).

2. **A Certificate of Insurance**, in the amount of \$1,000,000 or as determined to be appropriate to **City of Kennesaw** 2529 J.O. Stephenson Avenue Kennesaw, Georgia 30144

the size of the event, naming the City of Kennesaw as an Additional Insured. Certificate must be provided at least 30 days in advance of the event.

- 3. Return a signed **Fee Acknowledgement Agreement** within 30 days of event approval.
- 4. Include your **Cleanup/Recycling Plan**.
- 5. Are you a non-profit organization? If so, provide a **Copy of Your 501C-3**.
- 6. Include additional forms stating you are in Compliance with all other agencies requiring Permitting. i.e.: Cobb/Public Health Department, Cobb Fire Marshal Office, Alcohol Permits
- 7. Attached map showing the event site & set-up.

For City of Kennesaw Use Only

DEPARTMENT CHECKS

Date Received _____ Received by _____ Reviewed by Events Committee _____

Suggest Approved _____ Suggest Denial _____

Payments Received: Fees _____ Insurance Received: _____

Events Committee Chairperson

Date _____

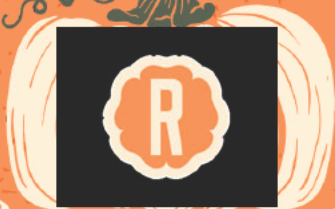
Notification _____

KENNESAW



NOV. 15

2PM-5PM



FALL CRAWL



1 stamp* = 1 stop. Turn in completed card to
Pisano's for a chance to win a prize!

***with valid purchase**

COMING SOON



REFORMATION KENNESAW

Turn in completed card to
Pisanos, Nov. 15th from 2-5pm

NAME:

.....

PHONE:

.....

EMAIL:

.....

AFTER PARTY AT PISANOS @5PM

.....

1st place prize!
on the Outdoor Stage
5Pm, adults only

KENNESAW



FALL CRAWL

SAT NOV.15

2PM-5PM



BERNIE'S
social bar



1 stamp* = 1 stop. Turn in completed card to
Pisano's for a chance to win a prize!

***with valid purchase**

COMING SOON



KENNESAW

Turn in completed card to
Pisanos, Nov. 15th from 2-5pm

NAME:

.....

PHONE:

.....

EMAIL:

.....

**HAPPY HOUR AFTER PARTY
PISANOS @ 5PM**

.....

1st place prize!
on the Outdoor Stage
5Pm, adults only