



Authority Members

Mark Allen
Ian Coats
Lexie Newhouse
Nimesh Patel
Mary Jo Groeneveld
David Lyons
Leslie Patton

**Kennesaw Downtown Development Authority
Meeting Agenda
May 10, 2024 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 - 04.12.24 meeting
- 3. Financial Report**
 - A. Update on Downtown Brand Shop
 - B. Financial report as of March 31, 2024
 - C. Financial report as of 4.30.24
 - D. Review of open invoices
- 4. Old Business**
 - A. Updated guidelines - historic assessment grant program
 - B. Updated guidelines - 2024 Flex Grant program
 - C. Kennesaw Beer & Wine Festival Planning
- 5. New Business**
- 6. Public Comment**
- 7. Staff Comment**
- 8. 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).

9. 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)
April 12, 2024
7:30 AM

Present	Chair Mark Allen Vice Chair David Lyons Treasurer Leslie Patton Secretary Mary Jo Groeneveld Lexie Newhouse Ian Coats Nimesh Patel
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1. Call to Order / Roll Call

The meeting was called to order at 7:31 am by Chair Mark Allen.

Members present: Mark Allen, Lexie Newhouse, Mary Jo Groeneveld, Nimesh Patel, Ian Coats, David Lyons, Leslie Patton

Staff present: Luke Howe, Miranda Taylor, Fred Bentley, Jr.

2. Approval of the Meeting Minutes

A. Draft meeting minutes - 3.8.24

Draft meeting minutes were reviewed by the board. David Lyons noted that item 5B stated that a copy of the letter would be included with the official minutes, but he did not see a copy with the draft minutes. Miranda Taylor stated a copy was in the electronic files with the minutes. David Lyons also noted that item 5A states that the applicant will be keeping the existing building, but that they are only keeping existing exterior walls, and requested the minutes be changed to reflect that. Nimesh Patel made a motion to approve the minutes as amended. Lexie Newhouse seconded the motion. Motion passed unanimously.

3. Financial Report

A. Cash Activity Report as of 2.29.24

Lexie Newhouse presented the cash activity report as of 2.29.24, with an ending cash balance of \$77,371.86. David Lyons inquired about the credit card payments shown on the report and asked for future reports to have a detailed listing of what those charges are for. David Lyons made a motion to approve the cash activity report. The motion was seconded by Ian Coats. Motion passed 7-0.

B. Financial Report as of 3.31.24

The full financial report was not available prior to the agenda being published; staff will include the full report ending March 31, 2024 on the next meeting agenda. The board

reviewed the legal invoices submitted for payment. Fred Bentley Jr. advised that the 2nd invoice will be reimbursed by the applicant of the subject project on the invoice. David Lyons made a motion to approve payment of the invoices as presented, with the understanding that invoice #54019 will be reimbursed. Nimesh Patel seconded the motion. The motion passed unanimously.

4. Old Business

5. New Business

A. Consideration of Consent Resolution for Kennesaw Commercial Owner, LLC Project at 2652 South Main Street

Fred Bentley, Jr. provided an overview of the Consent Resolution for Kennesaw Commercial Owner, LLC for the project at 2652 South Main Street. This is the commercial component associated with the mixed use development under construction at this site. Fred confirmed that the applicants have submitted financial information that meets the terms of the original agreement, and that Legal is working on the Assignment and Assumption Agreements that will need to be signed in order for a closing with new owners to occur. The original agreement requires a minimum of 10K square feet of commercial space to be built on the commercial out parcel; the applicant has plans to develop more than the minimum commercial square footage and has letters of intent with 2 users on the site. David Lyons asked about the Authority's liability in the deal and whether there was a financial risk to the KDDA in approving the resolution. Fred clarified that the terms of the original agreement remain the same and that the Authority has the right to step in, purchase, and develop the site if the new users fail to perform, but there are no financial risks to the KDDA as a result of this resolution. Approval of the Consent Resolution will authorize the Chair and Secretary to sign and execute the Assignment and Assumption Agreements to facilitate closing. Lexie Newhouse made a motion to approve the Consent Resolution as presented and authorize the Chair and Secretary to sign the document. Nimesh Patel seconded the motion. Motion passed unanimously, 7-0.

B. Consideration of Resolution Supporting Removal of Blight in 2800 Block of South Main Street

The owners of 2831 and 2839 South Main Street (2831 S. Main Street, LLC) have submitted an application to the Kennesaw Historic Preservation Commission for a Certificate of Appropriateness to demolish the blighted structures on both of the subject parcels. The board is considering a resolution to support the removal of the blighted structures. The board discussed the resolution, and David Lyons made a motion to approve the resolution as presented and authorize the Chair and Secretary to sign the resolution. Ian Coats seconded the motion. The motion passed by a vote of 6-0; Leslie Patton was unable to vote due to a technical issue with zoom (she was unable to hear a portion of the presentation/discussion regarding the resolution; audio access was restored immediately following this agenda item).

C. Consideration of Guidelines for Structural Assessment Grant Program

Miranda Taylor presented a draft of guidelines for the structural assessment grant

program discussed at a previous KDDA meeting. The purpose of the program is to award funding to individuals seeking to rehabilitate or redevelop historic properties within the downtown area to assist with the cost of completing a structural assessment report (also commonly referred to as an engineer's report). The guidelines outline the purpose, eligibility, awards, grant repayment terms, schedule, and application process. The board requested the following edits to the guidelines:

- In the eligibility section, delete the sentence "Applicants cannot be a federal, state, or municipal employee, or elected/appointed official" and replace with language stating that applicants may not be an employee or elected official of the City of Kennesaw and must disclose any other affiliation to the City of Kennesaw (whether serving on a city board or commission).
- In the grant repayment section, the board requested additional definition for "initiating development activity", and requested the activity be defined as one of the following: approval of a Certificate of Appropriateness with HPC, pulling a demolition permit, or pulling a building permit. If the applicant allows a permit to expire, they will be subject to the repayment guidelines.
- The grant funding schedule will be ongoing, subject to available funding each fiscal year.
- The board asked for clarification on residential properties to be added; residential properties are only eligible if they are slated to convert to commercial use. If the rehabilitation/reuse of the property is to remain residential in use, the property is not eligible for the grant.

The board also inquired about the strategy for outreach and how the grant will be publicized. Staff recommended that there be individual outreach to property owners and/or developers when they approached the city with plans for revitalization or rehabilitation of a qualifying property. The grant will serve as a development tool. Ian Coats made a motion to table the item to the next KDDA meeting when updated guidelines will be presented. Nimesh Patel seconded the motion. The motion passed unanimously.

D. Consideration of Transfer of Main Street on the Move Flex Grant for 2840 S. Main Street

Staff presented an item for the board to consider transferring the 2023 Main Street on the Move grant awarded to the business at 2840 S. Main Street to the new owners to assist with signage and facade updates. A new business will be opening at this location later this year. The board felt it was appropriate to allow the new owners to apply for the unused funds. David Lyons made a motion to move forward with the grant transfer. Fred Bentley Jr. asked the board to clarify whether they were transferring the grant or authorizing the new owners to apply for the grant under the same guidelines used for the previously owners. The board agreed that they would like the new owners to move forward with an application for the grant funds which will be reviewed by the board before awarding; David Lyons accepted this as an amendment to his motion. The amended motion states that the board authorizes moving forward with an application for the grant transfer with the new owners. Nimesh Patel seconded the motion. The motion

passed unanimously.

E. Consideration of 2024 extension of Flex Grant Program

Miranda Taylor presented a proposal to consider use of the unused funds from the 2023 Main Street on the Move Flex Grants. The KDDA has approximately \$6200 remaining in grant funds that were approved in 2023 but were not claimed by the applicants. The items requested for consideration in this grant funding cycle are:

- Marketing support for new businesses in downtown (open less than 2 years)
- Costs associated with participation in the KPD's security camera access program
- Expansion of performing arts or place-making programming

Officer David Buchanan attended and provided an overview of the Fuses camera program that the Police Department received a grant to implement. This program allows PD real-time access to public-facing cameras at the time of a 911 call and has increased the department's ability to quickly solve crime. They do not want to include any cameras that would have any expectation of privacy (so no home security systems). This is mainly to connect external cameras at commercial locations. The system is audited to avoid access abuse. This program piggybacks on existing security systems; it does not place cameras at locations. A business must already have cameras installed to participate. The use of the Flex Grant in this case would be to help with the cost of the Fuses core (the equipment required to participate in the program). There are different subscription levels available based on the number of cameras at each location. The board agreed that this was a worthwhile program and that it is appropriate to include as a grant opportunity for downtown businesses.

The board members inquired if the previously approved grant project guidelines would be included as well as the three projects listed in the proposal. Staff had not intended to include them, but the board asked that they be included. The board also discussed the grant deadline and decided to offer the Flex Grants on a rolling deadline based on the fiscal year, with awards being subject to available funding. For FY 24, \$6200 of grant funding would be available.

Nimesh Patel made a motion to approve the 2024 extension of the Flex Grant program, with the addition of the prior year project eligibility and the rolling deadline subject to availability of funds. Lexie Newhouse seconded the motion. The motion passed unanimously.

F. Farmers Market Advertising/Marketing Budget

The board discussed advertising options for the Farmers Market and felt it was appropriate to allow the marketing budget to be based on the vendor fees received. The board asked if the market could be included on the city's two electronic marquees and if we could print some fliers/posters to display in downtown businesses to announce the market. Miranda Taylor confirmed that both of these things can be done. Additional costs to consider for the market are: a portapotty unit, banners, and signage.

David Lyons made a motion to approve the allocation of marketing funds based on the vendor fees received for the market. Ian Coats seconded the motion. The motion passed with a vote of 7-0.

6. Public Comment

Mary Whitlock addressed the board and said it was nice to see things happening downtown!

7. Board Comment

Nimesh Patel reported that he is waiting on information from Home Depot regarding the planters discussed at a prior meeting. He will follow up with his contact and report back when more information is available.

David Lyons inquired about First Friday and when it starts; staff advised that First Friday begins on May 3 and bands have been booked for the season.

Mark Allen reminded the board that they needed to move forward with plans for the Beer Festival. He requested that the next meeting agenda have an item to have an in-depth discussion and nail down all details - name, location, and sponsors. Mark also informed the board that the Historic Preservation Commission will meet on 4/19 at 8am in the Council Chambers and they have 4 properties on the agenda for Certificates of Appropriateness for demolition. He encouraged interested board members to attend.

8. Economic Development Director/Staff Comment

Luke Howe advised the board that it will likely be a slow development year; developers are moving slowly due to interest rates and are looking for projects with long due diligence periods. He updated the board on the status of the Kennesaw Square project, the 3-story Collier Building, and the old library building.

A. Update on Downtown Benches

Miranda Taylor updated the board on the Main Street benches that were discussed at the last meeting. Public Works confirmed that the benches in question are slated for removal. They will not be replaced immediately as there are plans to rehab some of the landscaping in the Commemorative Park area and future benches will be installed to face the interior of the park rather than the street.

B. Presentation of Police Camera Project

This item was covered as part of the discussion in item 5.E.

9. 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).

10. Adjourn

With no further business to discuss, Mark Allen moved to adjourn; seconded by David Lyons. Motion passed unanimously. Meeting adjourned at 8:55 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.

Kennesaw Downtown Development Authority
Operating Cash Activity
For the Month Ended March 31, 2024

Beginning Cash	\$ 77,371.86
Cash Receipts:	
Interest Earned	262.40
Main Street Burger LLC	<u>3,477.82</u>
Total Cash Receipts	<u>3,740.22</u>
Cash Disbursements:	
Kathryn Collier	700.00
Bentley, Bentley & Bentley	<u>1,015.00</u>
Total Cash Disbursements	<u>1,715.00</u>
Ending Cash	<u><u>\$ 79,397.08</u></u>



City of Kennesaw

Income Statement

Account Summary

For Fiscal: 2023-2024 Period Ending: 03/31/2024

		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	0.00	3,000.00
760-0000-34-758000-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	1,643.35	856.65
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	0.00	358.36	841.64
760-0000-38-100700-00000	RENTS&ROYALTIES(BURGERFI) 2844 S. MAIN	40,518.00	40,518.00	3,477.82	17,389.10	23,128.90
760-0000-38-900000-00000	OTHER (MISCELLANEOUS REV)	25.00	25.00	0.00	0.00	25.00
	Revenue Total:	49,743.00	49,743.00	3,477.82	19,390.81	30,352.19
Expense						
760-7550-52-121000-00000	LEGAL SERVICES	15,000.00	15,000.00	1,015.00	5,515.91	9,484.09
760-7550-52-125000-00000	OTHER PROFESSIONAL SERV	1,500.00	1,500.00	0.00	0.00	1,500.00
760-7550-52-127000-00000	DESIGN & GRAPHIC DESIGN	250.00	250.00	0.00	0.00	250.00
760-7550-52-231000-00000	RENTAL OF LAND & BUILDNG	8,400.00	8,400.00	700.00	4,200.00	4,200.00
760-7550-52-325000-00000	POSTAGE	100.00	100.00	0.00	0.00	100.00
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	0.00	100.00
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
760-7550-52-550000-00000	DEVELOPMENT AUTH EXPENSES	15,000.00	15,000.00	0.00	7,381.30	7,618.70
760-7550-52-615000-00000	FARMERS MARKET	1,560.00	1,560.00	0.00	0.00	1,560.00
760-7550-52-615500-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	750.00	1,750.00
760-9000-61-611000-00000	WORKING CAPITAL RESERVE	3,483.00	3,483.00	0.00	0.00	3,483.00
	Expense Total:	49,743.00	49,743.00	1,715.00	17,847.21	31,895.79
	Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	1,762.82	1,543.60	
	Total Surplus (Deficit):	0.00	0.00	1,762.82	1,543.60	

Income Statement

For Fiscal: 2023-2024 Period Ending: 03/31/2024

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND					
Revenue	49,743.00	49,743.00	3,477.82	19,390.81	30,352.19
Expense	49,743.00	49,743.00	1,715.00	17,847.21	31,895.79
Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	1,762.82	1,543.60	-1,543.60
Total Surplus (Deficit):	0.00	0.00	1,762.82	1,543.60	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
760 - KDDA FUND	0.00	0.00	1,762.82	1,543.60	-1,543.60
Total Surplus (Deficit):	0.00	0.00	1,762.82	1,543.60	



City of Kennesaw

Balance Sheet

Account Summary

As Of 03/31/2024

Account	Name	Balance	
Fund: 760 - KDDA FUND			
Assets			
760-0000-11-111200-00000	OPERATING ACCOUNT	79,397.08	
760-0000-11-112100-00000	KDDA FACADE	3,641.00	
760-0000-11-311100-00000	DUE FROM/TO GENERAL FUND	2,189.45	
	Total Assets:	85,227.53	85,227.53
Liability			
760-0000-12-260000-00000	DEPOSITS PAYABLE	3,000.00	
	Total Liability:	3,000.00	
Equity			
760-0000-13-120000-00000	ENCUMBRANCE	-7,865.28	
760-0000-13-230000-00000	CONTRIB CAP-DEVELOPERS	2,500.00	
760-0000-13-411500-00000	F/B RES FOR ENCUMBRANCES	7,865.28	
760-0000-13-422000-00000	F/B UNRES-UNDESIGNATED	78,183.93	
	Total Beginning Equity:	80,683.93	
Total Revenue		19,390.81	
Total Expense		17,847.21	
Revenues Over/Under Expenses		1,543.60	
	Total Equity and Current Surplus (Deficit):	82,227.53	
	Total Liabilities, Equity and Current Surplus (Deficit):		85,227.53

Kennesaw Downtown Development Authority
Operating Cash Activity
For the Month Ended April 30, 2024

Beginning Cash	\$ 79,397.08
Cash Receipts:	
Interest Earned	118.39
Main Street Burger LLC	3,477.82
Main Street Burger LLC replacement check	3,477.82
Shopify	635.55
Farmers Market	<u>560.00</u>
Total Cash Receipts	<u>8,269.58</u>
Cash Disbursements:	
Kathryn Collier	700.00
Bentley, Bentley & Bentley	<u>246.50</u>
Total Cash Disbursements	<u>946.50</u>
Ending Cash	<u><u>\$ 86,720.16</u></u>



City of Kennesaw

Income Statement

Account Summary

For Fiscal: 2023-2024 Period Ending: 04/30/2024

		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	560.00	560.00	2,440.00
760-0000-34-758000-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	1,643.35	856.65
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	0.00	481.99	718.01
760-0000-38-100700-00000	RENTS&ROYALTIES(BURGERFI) 2844 S. MAIN	40,518.00	40,518.00	3,477.82	24,344.74	16,173.26
760-0000-38-900000-00000	OTHER (MISCELLANEOUS REV)	25.00	25.00	635.55	635.55	-610.55
	Revenue Total:	49,743.00	49,743.00	4,673.37	27,665.63	22,077.37
Expense						
760-7550-52-121000-00000	LEGAL SERVICES	15,000.00	15,000.00	5,829.00	11,344.91	3,655.09
760-7550-52-125000-00000	OTHER PROFESSIONAL SERV	1,500.00	1,500.00	0.00	0.00	1,500.00
760-7550-52-127000-00000	DESIGN & GRAPHIC DESIGN	250.00	250.00	0.00	0.00	250.00
760-7550-52-231000-00000	RENTAL OF LAND & BUILDNG	8,400.00	8,400.00	700.00	4,900.00	3,500.00
760-7550-52-325000-00000	POSTAGE	100.00	100.00	0.00	0.00	100.00
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	0.00	100.00
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
760-7550-52-550000-00000	DEVELOPMENT AUTH EXPENSES	15,000.00	15,000.00	0.00	7,381.30	7,618.70
760-7550-52-615000-00000	FARMERS MARKET	1,560.00	1,560.00	0.00	0.00	1,560.00
760-7550-52-615500-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	750.00	1,750.00
760-9000-61-611000-00000	WORKING CAPITAL RESERVE	3,483.00	3,483.00	0.00	0.00	3,483.00
	Expense Total:	49,743.00	49,743.00	6,529.00	24,376.21	25,366.79
	Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	-1,855.63	3,289.42	
	Total Surplus (Deficit):	0.00	0.00	-1,855.63	3,289.42	

Income Statement

For Fiscal: 2023-2024 Period Ending: 04/30/2024

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND					
Revenue	49,743.00	49,743.00	4,673.37	27,665.63	22,077.37
Expense	49,743.00	49,743.00	6,529.00	24,376.21	25,366.79
Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	-1,855.63	3,289.42	-3,289.42
Total Surplus (Deficit):	0.00	0.00	-1,855.63	3,289.42	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
760 - KDDA FUND	0.00	0.00	-1,855.63	3,289.42	-3,289.42
Total Surplus (Deficit):	0.00	0.00	-1,855.63	3,289.42	



City of Kennesaw

Balance Sheet

Account Summary

As Of 04/30/2024

Account	Name	Balance	
Fund: 760 - KDDA FUND			
Assets			
760-0000-11-111200-00000	OPERATING ACCOUNT	86,720.16	
760-0000-11-112100-00000	KDDA FACADE	3,646.24	
760-0000-11-311100-00000	DUE FROM/TO GENERAL FUND	2,189.45	
	Total Assets:	92,555.85	92,555.85
Liability			
760-0000-12-110000-00000	ACCOUNTS PAYABLE	5,582.50	
760-0000-12-260000-00000	DEPOSITS PAYABLE	3,000.00	
	Total Liability:	8,582.50	
Equity			
760-0000-13-120000-00000	ENCUMBRANCE	-7,865.28	
760-0000-13-230000-00000	CONTRIB CAP-DEVELOPERS	2,500.00	
760-0000-13-411500-00000	F/B RES FOR ENCUMBRANCES	7,865.28	
760-0000-13-422000-00000	F/B UNRES-UNDESIGNATED	78,183.93	
	Total Beginning Equity:	80,683.93	
Total Revenue		27,665.63	
Total Expense		24,376.21	
Revenues Over/Under Expenses		3,289.42	
	Total Equity and Current Surplus (Deficit):	83,973.35	
	Total Liabilities, Equity and Current Surplus (Deficit):		92,555.85



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: May 10, 2024
TITLE: Updated guidelines - historic assessment grant program

Summary:

Recommendation:

Fiscal Impact:

Attachments:

1. 2024 KDDA Structural Assessment Program Guidelines-Update-Redline

KDDA Main Street on the Move Flex Grant Historic Structure Assessment Program Guidelines

Purpose:

The KDDA will award grants up to \$7000 to individuals seeking to rehabilitate or redevelop historic properties within the downtown area. Grant funds are to be used to retain the services of an architect, engineer, or other design professional qualified to complete a structural assessment report (may also be referred to as an engineer's report) on parcels within the downtown historic district. A structural assessment report is used to analyze and evaluate foundation, framing, other construction systems, and their associated construction details to provide recommendations for corrective treatments, as applicable. Structural Assessment Reports may be commissioned for several reasons, including determining existing load capacity and identification of structural deficiencies that need to be addressed for an adaptive use, determining causes and the extent of existing or potential structural failures, and as documentation and justification of the need for demolition. Grant amounts are discretionary and will be awarded based on project proposal and need for structural assessment.

Eligibility & Grant Awards:

- Individuals applying for this grant program must be pursuing revitalization or redevelopment of a parcel located within the KDDA metes and bounds and within one of the following historic districts in the City of Kennesaw: Big Shanty, Camp McDonald, Cherokee Street, North Main Street, or Summers Street. A map of the historic districts is available online: <https://cityofkennesaw.maps.arcgis.com/sharing/rest/content/items/51943f04a4a244c59c232bd69717f55b/data>.
- Applicants may be current property owners of the subject property or prospective buyers of the subject property.
- Applicants cannot be an employee or board member of the KDDA, or be an immediate family member of an employee or board member. Immediate family is defined as an employee's spouse, parent, sibling, child, grandchild, and grandparent, and includes any of these persons of a step, in-law, foster, or adoptive relationship to the employee. Applicants cannot be a ~~federal, state, or~~ municipal employee, or elected/appointed official of the City of Kennesaw. Applicants must disclose any affiliation with the City of Kennesaw if serving as a member of a board, commission, or committee. Eligibility will be reviewed on a case-by-case basis for any applicant with an affiliation to the City of Kennesaw.
- Grant funding is available for direct pay to the qualified consultant completing the structural assessment. As a part of the grant application, applicants must submit a valid quote outlining the proposed work included in the preparation of the structural assessment prior to authorizing the consultant to begin work. Once awarded, payment will be arranged directly with the consultant according to the City's procurement and payment policies.
- KDDA retains ownership of any completed structural assessment reports and may, at their discretion, use the reports for future redevelopment projects if the applicant does not complete their stated project on the subject parcel.
- Residential properties are eligible only if the redevelopment/revitalization plan results in a conversion to commercial use. Revitalization for properties that will remain residential in use are not eligible for a grant award.

Grant Repayment

- KDDA reserves the right to require that grant funds be repaid to the KDDA by the applicant if the revitalization/redevelopment project does not move forward, according to the terms outlined below. Repayment guidelines will also be included in the grant award agreement.
- A grant award shall be repaid to the KDDA if:
 - The applicant does not have the subject property under contract at the time of the grant award and does not follow through with getting the property under contract within 6 months of the completion of the structural assessment report, **100%** of the grant shall be repaid; or
 - The applicant has the subject property under contract at the time of the grant award but does not close on the sale within 12 months after the structural assessment is completed, **75%** of the grant shall be repaid; or
 - The applicant closes on the property within 12 months but fails to initiate development activity on the subject parcel within 18 months of completion of the structural assessment report, **50%** of the grant shall be repaid.
 - ☐ For purposes of the grant repayment stipulations, development activity is defined as one of the following benchmarks: issuance of a demolition permit, issuance of a Certificate of Appropriateness from the Historic Preservation Commission, or issuance of a building permit. In the event that one of these items is issued within the stated timeframe but is allowed to expire by the applicant, the grant repayment stipulation shall be enforced.

Grant Program Schedule

- Applications will be accepted on an ongoing basis beginning May 1, 2024, subject to available funding during the current fiscal year.

Application Process

- Applicants should submit a completed KDDA Main Street on the Move Historical Structure Grant Application form, along with the following backup documents:
 - Copy of real estate contract, if applicable
 - Plans, drawings, or schematics to further explain the revitalization/redevelopment project
 - A statement of goals and intended outcomes of the revitalization/redevelopment project
- Applications should be submitted electronically using the grant application link on the City website **[ENTER LINK HERE]**.
- Grant applications will be reviewed monthly by the KDDA. Successful applicants will be notified of grant awards within 5 business days of the published KDDA meeting each month.
- Successful applicants will sign a grant award agreement outlining the terms of the award.



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: May 10, 2024
TITLE: Updated guidelines - 2024 Flex Grant program

Summary:

Recommendation:

Fiscal Impact:

Attachments:

1. KDDA Flex Grant Program Guidelines 2024-Updated-Redline

KDDA Main Street on the Move Flex Grant Program Guidelines

Purpose:

The KDDA will award grants ranging from \$500 - \$2500 to small businesses in Downtown Kennesaw for projects that will enhance productivity, expand or improve business processes, improve service delivery, support business expansion, or improve business facilities/infrastructure. Grant amounts are discretionary and will be awarded based on need and potential impact.

Eligibility:

- Businesses applying for this grant program must be located within the KDDA boundaries, hold a valid City of Kennesaw Business License, have no outstanding code enforcement violations, and must have generated revenue as of October 1, ~~2022~~2023.
- The grant is reimbursable and requires a minimum 50% match. Applicants must submit valid expense receipts for the approved project to receive payment. Once awarded, request for reimbursement should be submitted to the KDDA prior to the end of the fiscal year (September 30). Applicants should submit a Source of Funds Statement along with the project budget.
- Examples of eligible projects include (but are not limited to):
 - Purchase of new equipment to expand/improve business processes or increase production
 - Purchase of software or technology products to improve business efficiency/ processes
 - Capital expenses related to facility renovation/expansion (includes signage)
 - Technical assistance (consultant fees, etc) for the development of new or alternative revenue streams, expanded marketing opportunities, brand development or other business needs
 - Capital expenses related to façade improvement
 - Capital expenses related to major equipment purchases necessary for production or service delivery
 - Marketing support for new downtown businesses (open less than 2 years)
 - Costs associated with participation in the Fusus camera program with Kennesaw Police Department
 - Expansion of performing arts or placemaking programming within the downtown area
- Applicants cannot be an employee or board member of the KDDA, or be an immediate family member of an employee or board member. Immediate family is defined as an employee's spouse, parent, sibling, child, grandchild, and grandparent, and includes any of these persons of a step, in-law, foster, or adoptive relationship to the employee. Applicants cannot be a federal, state, or municipal employee, or elected/appointed official.
- Only for-profit businesses are eligible; non-profits are not eligible.

Grant Repayment

- KDDA reserves the right to require that grant funds be repaid to the KDDA by the business owner if the business relocates outside of the City of Kennesaw's Central Business District within 3 years of grant award. Repayment guidelines will be included in the grant award agreement.

Grant Program Schedule

- ~~Application opens January 1, 2023~~
- ~~Applicant Info Session January 11, 2023~~
- ~~Application deadline February 1, 2023~~
- Grants awarded February 28, 2023 Grant applications will be accepted on a rolling basis beginning May 1, 2024, with the current grant cycle ending on September 30, 2024.
- Grant awards are available during the current grant cycle subject to available funding.

Application Process

- Applicants should submit a completed KDDA Main Street on the Move Grant Application form, along with the following backup documents:
 - Cost estimates/additional budget detail, including a source of funds statement showing all funding sources related to project implementation
 - Plans, drawings, or schematics to further explain the project
 - A statement of goals and intended outcomes, including how the project will impact business operations
- ~~Applications should be submitted electronically to mtaylor@kennesaw-ga.gov by 5pm on February 1, 2023. Applications received after the advertised deadline will not be considered.~~
- ~~Grants for selected projects will be awarded on February 28, 2023. Successful applicants will sign a grant award agreement outlining the terms of the award.~~
- Submitted grant applications will be reviewed monthly at the regular meeting of the KDDA and applicants will be notified of the status of their application within 5 business days of the monthly meeting.

Scoring

Applications will be scored by each member of the KDDA using a rubric system with a maximum of 32 points in the following categories:

- Project Description
- Impact, Innovation, and Growth
- Budget



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: May 10, 2024
TITLE: Kennesaw Beer & Wine Festival Planning

Summary:

Recommendation:

Fiscal Impact:

Attachments:
None