

Activity Report

From: Downtown Development Authority (DDA) of City of Stone Mountain

Date: 09/15/2026

Re: Report for the period – May to August 2026

From May through August 2026, the Downtown Development Authority (DDA) continued to focus on strengthening downtown economic development, supporting existing businesses, managing available financial resources, and coordinating with the City on broader downtown revitalization and tourism initiatives. During this period, the DDA also addressed internal organizational and financial matters, reviewed grant opportunities, and began discussions regarding future projects and downtown programming.

Business Support and Grant Programs

Supporting downtown businesses remained a key focus of the DDA during this reporting period. In May, the DDA approved changes to the Commercial Buildout Grant application review process to streamline the administration of the program. Under the revised process, applications will be reviewed by the DDA Director, who will make recommendations to the Board. The DDA Board will retain final authority to approve or deny applications.

The Board also continued to monitor available funding for its Commercial and Enhancement Grant programs. In June, the Board requested a report on available funding to better understand the resources available for future business assistance.

During the period, the DDA approved a \$10,000 Enhancement Grant for Live Oak, providing direct support for improvements to a downtown business. The Board also considered the status of the previously approved Commercial Grant for 955 Main Street. At the property owner's request, the DDA approved withdrawal of that application.

Overall, the DDA continued to use its grant programs as an economic development tool to encourage private investment, improve commercial properties, and support businesses within the downtown area.

Tourism, Marketing and Economic Development Coordination

The DDA continued to coordinate with the City regarding tourism, branding, marketing, and economic development initiatives. In May, discussion of the City's branding and marketing strategy was postponed for further consideration.

In July, the DDA was introduced to new City staff members, including the Community Development Director, Tourism Manager, and Communications Specialist. The addition of these positions provides an opportunity for greater coordination between the City and

DDA on tourism promotion, downtown marketing, business recruitment, events, and economic development activities.

Financial Management and Accountability

The DDA continued efforts to improve financial organization and oversight during the reporting period. The Board reviewed its bank accounts and, in July, approved closing two accounts and transferring the remaining balances into the DDA's primary operating account. The Board also updated its banking authorization and approved additional signatory authority.

The DDA discussed its FY 2026–2027 budget and continued reviewing available funding to ensure that resources are aligned with the Authority's economic development priorities. The Board also approved a \$20,000 transfer from DDA reserves to fund a downtown mural project on East Mountain Street at Stoned Pizza Kitchen.

Charity Hamidullah was selected as the Finalist Artist for the mural project, the mural was installed on the left façade of Stoned Pizza:

