

IGA CITY/DDA 2024; FY2024- Report on Main Street Program projects

Project Name	Total approved in the City's FY2024 Budget / Total spent
<p>Landscaping Project – the project helped to improve the visual appeal and cultural richness of the city Main Street area and created a more attractive and vibrant environment.</p> <p>Report:</p> <ul style="list-style-type: none"> • On February 26, 2024, at their Regular Meeting, the DDA Board approved a Request for Proposal for Landscape Maintenance Services. The request included: scope of the project; area map and services that need to be provided along the Main Street corridor. • A total of twelve (12) companies submitted their proposals. • On April 29, 2024, at their Special Called Meeting, the DDA announced “Crabapple LandscapExperts” as the finalist in the bidding process. • The 2024 landscaping project included: planting flowers on Main Street, at the small alley and at the entrance of the cemetery; placing mulch around trees and around the Depot; purchasing additional self-watering pots, hanging baskets and maintaining the landscaping in the areas. 	<p>Approved \$60,000.00 / \$53,221.93 spent</p>
<p>Mural Project – Murals can create a sense of community, beautify urban spaces, express historical and cultural identity, raise awareness about social issues, and inspire creativity and wonder. As such, they are a powerful tool for making cities more vibrant, engaging, and meaningful places to live.</p> <p>Report:</p> <ul style="list-style-type: none"> • In September 2024, the DDA released an RFQ for a mural project with targeted location: 901 Main Street. A total of 8 artists expressed interest in participating in the selection process. The DDA requested each artist to submit an artwork, and 4 artists provided their design idea for the proposed location. • In December 2024: the DDA released a survey and invited the community to provide their feedback. Over 250 people participated. • In a special called meeting in December, the DDA announced the finalist and started finalizing the agreements with the property owner and the artist. • Due to the cold weather and low temperatures in December, the mural will be installed in 2025 (around the spring season). 	<p>Approved \$10,000.00 / \$10,000.00 to be spent in 2025</p>
<p>Façade Grant- The Downtown Development Authority (DDA) created the Façade Improvement Grant Program to assist business and property owners with improvements to storefronts in the business district.</p> <p>Report - the following businesses were approved for a grant:</p> <ul style="list-style-type: none"> • Frozen Yogurt Place, 981 Main Street: for \$ 5,000.00 • Granite Stone Mountain Distillery, 1054 Main St.: \$2,500.00 	<p>Approved \$25,000.00 / \$12,337.50 spent</p>

<ul style="list-style-type: none"> • Sweet Potato Café, 5377 Manor Drive: \$5,000.00 • Aztec, 901 Main Street: \$1,087.50 	
<p>Tunes By the Tracks – summer concert event series that include foot-tapping tunes and a noteworthy line up of local artists “On Tap” eight Fridays in May & June in Stone Mountain Village.</p> <p>Report – a total of 16 concerts were held in 2024 at no cost for the community; and also brought thousands of visitors in the city and helped promote the local businesses and downtown.</p>	<p>Approved \$7,500.00 / \$7,500.00 spent</p>
<p>Mardi Gras Parade – Mardi Gras is the culmination of one season and the beginning of another. The spring parade is one of Stone Mountain’s most colorful and vibrant events, featuring party-like parades, elaborate costumes, lively music, and indulgent feasting.</p> <p>Report – Mardi Gras is one of the favorite and signature parades in Stone Mountain. The foot traffic report showed that over four thousand visitors came to the city on the day of the parade.</p>	<p>Approved \$4,000.00 / \$4,000.00 spent</p>