

Activity Report

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

Date: 10/07/2024

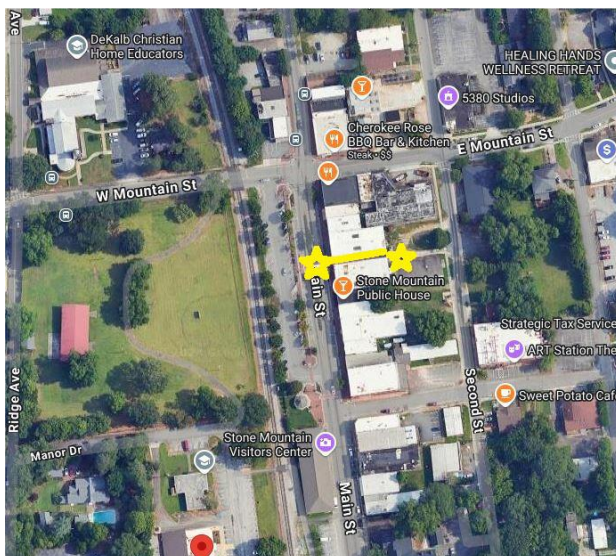
Re: Monthly Report for September 2024

DDA REGULAR MEETING / September 12, 2024

The agenda for that meeting included the following discussions and approvals:

- **Approval of the Agenda:** Thom DeLoach made a motion to approve the agenda to include one additional item - the approval of a landscaping proposal #7790: *Alley Way Landscape Enhancement*, for \$6,995.82.
- The meeting minutes from August 12 and August 26, 2024, were approved.
- **Reports:** the DDA's monthly report to the DCA was submitted.
- **RFQ #2, 2024 / Mural Project: 901 Main Street:** The DDA unanimously approved the proposed RFQ. (Michelle Dunbar did not participate in the discussion regarding the RFQ and the mural proposed location; she also recused herself from voting on this item). The deadline for artists to submit their proposals was October 8th, 2024.
- **Façade Grants:** The Sweet Potato Café applied for a Façade Grant. After reviewing the application and the supporting documents, the DDA unanimously approved the request. The project includes 27' x 12' patio deck that will be added to the left side of the building, and the replacement of seven windows.
- **2024 Landscaping Projects:** the DDA approved Proposal #7705, #7707 and #7790, for flower installation at the planters, and beautification of the small alley.

Small Alley Project Location and Design:



SUPPORT A THRIVING BUSINESS ENVIRONMENT

- **Social Media Presence:** the DDA announced that their September's regular meeting will be rescheduled from 09/23 to 09/12/2024. The DDA also promoted an RFQ for the mural project on their social media page.
- **ULI Atlanta / mTAP application:** ULI Atlanta is a District Council of the Urban Land Institute (ULI) that assists cities and authorities through Technical Assistance Panels (TAPs) and the Leadership mTAP program.

In August 2024 the DDA approved to engage the ULI Atlanta in a project, and on 09/20/2024 submitted their application.

The DDA is hoping to have the ULI's assistance on multiple fronts: Creation of a property acquisition strategy including identifying potential funding sources; guidance for investor/developer attraction and incentive structuring; and identification of potential highest and best uses for key catalyst parcels within Stone Mountain's downtown. The DDA is hoping to build a strategy to be able to partner with developers and investors to revitalize these building so that we can bring new businesses to our city.