

**RESOLUTION ESTABLISHING AND IMPLEMENTING  
MARKETING AND DIGITAL CONNECTIVITY GRANT PROGRAM  
AND ALLOCATION OF FUNDS**

THE DOWNTOWN DEVELOPMENT AUTHORITY OF THE CITY OF DECATUR, a public body corporate and politic created and existing under the laws of the State of Georgia (the “Downtown Development Authority”), and the DEVELOPMENT AUTHORITY OF THE CITY OF DECATUR, a public body corporate and politic created and existing under the laws of the State of Georgia (the “Development Authority”), hereby, after consideration and affirmative vote, adopt this RESOLUTION as of the 10<sup>th</sup> day of November, 2023 (this “Resolution”):

W I T N E S S E T H:

WHEREAS, the Downtown Development Authority is a body corporate and politic of the State of Georgia pursuant to the provisions of the Downtown Development Authorities Law (O.C.G.A. Section 36-42-1 et seq.), as amended; and it is now existing and operating and its members have been duly appointed and entered into their duties;

WHEREAS, the Development Authority is a body corporate and politic of the State of Georgia pursuant to the provisions of the Development Authorities Law (O.C.G.A. Section 36-62-1 et seq.), as amended; and it is now existing and operating and its members have been duly appointed and entered into their duties (the Downtown Development Authorities Law (O.C.G.A. Section 36-42-1 et seq.), as amended, and Development Authorities Law (O.C.G.A. Section 36-62-1 et seq.), as amended, are collectively referred to herein as the “Act”)(the Downtown Development Authority and the Development Authority are collectively referred to herein as the “Authority”);

WHEREAS, the Authority is authorized under the Act to make and execute contracts, agreements, and other instruments necessary or convenient to exercise the powers of the Authority or to further the public purpose for which the Authority is created, including for the purpose of planning, organizing, and financing projects that will revitalize and redevelop the commercial business districts of the City of Decatur;

WHEREAS, under the Act, the Authority is to encourage and promote the improvement and revitalization of the downtown development area and throughout the City of Decatur, and to do all things necessary or convenient to carry out the powers conferred by the Act (as defined in the Act);

WHEREAS, the Authority desires to establish and fund a Marketing and Digital Connectivity Grant Program in support of City of Decatur retail and restaurant small business owners to improve the digital presence of their businesses by supporting the design and production of marketing materials and content for digital platforms as detailed in the *Memorandum*, dated November 8, 2023, attached hereto and incorporated herein as Exhibit A (the “Memorandum”) (the “Marketing and Digital Connectivity Grant Program”); and,

WHEREAS, the Authority desires to allocate from the general fund of the Authority a budget in the amount of Twenty-five Thousand and No/100 Dollars (\$25,000.00) to fund the

Marketing and Digital Connectivity Improvement Grant Program; and,

WHEREAS, this Resolution having come before the Authority for a public hearing pursuant to its rules and governing procedures and in accordance to all applicable laws, including all requisite public notice requirements; and,

NOW, THEREFORE BE IT RESOLVED, the Authority does hereby resolve and authorize, as follows:

1.

The Authority determines and finds that establishing and implementing the Marketing and Digital Connectivity Grant Program as detailed in the Memorandum will further trade, commerce, industry, and employment opportunities within the City in furtherance of the purposes and provisions of the Act.

2.

The Authority establishes and authorizes the implementation of the Marketing and Digital Connectivity Grant Program consistent with the Memorandum and this Resolution, including, but not limited to the establishment of minimum qualifying criteria and standards that must be satisfied as a prerequisite for an applicant to obtain a grant from the Marketing and Digital Connectivity Grant Program, scope of work eligible for consideration for a grant from the Marketing and Digital Connectivity Grant Program, and minimum oversight and submission obligations of each grant recipient to ensure compliance with the terms and conditions of the Marketing and Digital Connectivity Grant Program.

3.

The Authority appoints a Grant Review Committee to consist of the following members: (a) two (2) members or representatives of the Board of the Authority designated by the Board of the Authority; (b) the Business Development Management of the City of Decatur; and, (c) the Communication Manager or Department Representative of the City of Decatur (collectively, the “Grant Review Committee”).

4.

The Authority appoints the following individuals as the initial members of the Grant Review Committee to serve until replacement by the Authority and to carry out its duties and responsibilities consistent with the Memorandum and this Resolution, including, but not limited to review of and making recommendations to the Authority for action upon applications to the Marketing and Digital Connectivity Grant Program:

member or representatives of the Board of the Authority  
member or representatives of the Board of the Authority  
Shirley Baylis, Business Development Manager  
Communication Manager or Department Representative

5.

The Authority determines and finds that making an appropriation of funds from the general fund of the Authority to fund the Marketing and Digital Connectivity Grant Program will further trade, commerce, industry, and employment opportunities within the City in furtherance of the purposes and provisions of the Act.

6.

The Authority appropriates from the general fund of the Authority the amount of Twenty-five Thousand and No/100 Dollars (\$25,000.00) to fund the Marketing and Digital Connectivity Grant Program amending its budget accordingly.

7.

The Authority authorizes and directs its Executive Director to transfer from the general fund of the Authority the amount of Twenty-five Thousand and No/100 Dollars (\$25,000.00) to the Marketing and Digital Connectivity Grant Account for the purposes of the Marketing and Digital Connectivity Grant Program and as otherwise consistent with this Resolution.

ADOPTED AND APPROVED this 10<sup>th</sup> day of November, 2023.

DOWNTOWN DEVELOPMENT AUTHORITY  
OF THE CITY OF DECATUR and  
DEVELOPMENT AUTHORITY OF THE CITY  
OF DECATUR

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Conor McNally, Chair

Attest:

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Angela Threadgill, Executive Director



## EXHIBIT A

### MEMORANDUM

TO: Angela Threadgill, Planning and Economic Development Director

FROM: Shirley Baylis, Business Development Manager

CC: Austin Thomas, Economic Development Intern

RE: Marketing and Digital Connectivity Grant Program

DATE: November 8, 2023

*Recommended  
for approval  
Angela F. Threadgill*

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The purpose of this memorandum is to recommend approval to establish a Marketing and Digital Connectivity Grant (MDCG) Program and to allocate a budget of \$25,000 from the Decatur Development Authority FY 2023-2024 budget in support of City of Decatur retail and restaurant small business owners to improve the digital presence of their businesses by supporting the design and production of marketing materials and content for digital platforms.

#### Program Overview

The MDCG Program aims to improve the digital marketing presence of Decatur businesses by supporting the design and production of marketing materials and content for digital platforms. The program would offer the opportunity for approved business owners to receive a reimbursement, in the form of a grant. The maximum MDCG grant is \$2,500, and the minimum grant is \$250. The program will provide a 75/25 matching grant, with 75% of the project expenses reimbursed through the MDCG program, up to \$2,500, and 25% of expenses incurred by the applicant. The DDA will reimburse back to the applicant after all necessary project expense documents have been submitted and approved by the program review committee. Projects must be started within six (6) months of grant approval and completed within twelve (12) months of grant approval. The grant awardees and their proposed projects will need to meet certain eligibility criteria and commit to specific funding requirements as a result of the award.

### **Applicant Eligibility Criteria**

Eligible applicants must be a City of Decatur business or commercial property owner who meets the following criteria:

- The business or commercial property must be located in the City of Decatur.
- The business or commercial property owner has paid all appropriate taxes, fees and other assessments, including property taxes, business license fees, occupation taxes, ad valorem taxes.
- There are no outstanding judgements against the business or commercial property owner.
- There are no current proceedings in bankruptcy instituted by or against the business or property owner and no current assignment by the business or commercial property for the benefit of creditors.
- There are no state or federal tax liens presently pending against the business or the commercial property.
- Financial ability to commit matching grants.
- For the purpose of receiving the grant, a small business is a business that does not operate more than three stores in the state of Georgia nor has more than 25 employees, and further qualify under the criteria set forth below.
  - Retail and Restaurant: If annual receipts do not exceed \$3.5 million
  - Personal and Professional Service: If annual receipts do not exceed \$3.5 million

### **Eligible Scope of Work**

The following list of scope of work are eligible for consideration for the MDCG:

- Brand and Logo design
- Website Design
- Video shoots/photoshoots
- Ad campaigns (e.g. Instagram, Facebook ads)

### **Grant Review Committee**

The Grant Review Committee shall be made up of the following members:

- two members the Authority's Board
- the Business Development Manager of the City of Decatur
- the Communications Manager or staff representative of the City of Decatur

The Grant Review Committee will further establish qualifying criteria and standards for grant applicants, will establish requirements for applications and documentation submissions, will make recommendations to the Authority's Board for final action of grant applications, and will establish oversight and on-going submission obligations for each grantee.

The Grant Review Committee will determine its time of meeting; provided, that the Committee meet quarterly to review requests for grant applications. Should there be no receipt of grant applications, the Committee may cancel its meeting.

### **Grant Review Procedures**

The Grant Review Committee will further establish grant review procedures and shall include the following:

1. Proposals being considered for funding must be submitted by the 15<sup>th</sup> of the month before the beginning of a quarter in which the Grant Review Committee will meet.
2. The applicant must complete and submit a MDCG application with all supporting documentation, as required by the Committee. The Business Development Manager will confirm that submission is complete and that the applicant meets eligibility criteria prior to further review by the Grant Review Committee.
3. The Grant Review Committee will review the application for qualifying project criteria. The Grant Review Committee may reject any grant application and will provide a written reason for rejection to the applicant.
4. The Grant Review Committee will provide a recommendation of approval for qualifying projects to the Authority's Board for final action.
5. The Business Development Manager will notify each applicant in writing of the final action taken by the Authority's Board.

### **Qualifying Project Criteria**

The Grant Review Committee will further establish qualifying project criteria and include the following:

- Project Feasibility: The project must be realistic and based on market conditions.
- Project Compliance: Applicant must submit require a written marketing plan with the budget for the project that identify the 3-6-12 month goals.

- Project Scope: The project improves brand awareness, identify target audience, create better online marketing materials and content to attract more digital interactions and potentially bring more customers to City of Decatur businesses.