



MEMORANDUM

TO: Angela Threadgill, Planning and Economic Development Director

FROM: Shirley Baylis, Business Development Manager

DATE: May 9, 2024

RE: Awards of Marketing Digital and Connectivity Grants

The purpose of the memorandum is to present a recommendation of approval from the Grant Review Committee for the award of nine (9) grants related to the Marketing Digital and Connectivity Grant (MDCG) program. The Decatur Development Authority appropriated \$25,000 for the program in its FY 2023-2024 budget in support of City of Decatur retail small business owners and for the purposes of design and production of marketing materials and content for digital platforms. The following nine (9) submissions are recommended for approval by the review committee totaling \$20,212.50.

This is the second round of the grant program. When combined with the first round of 2 grants, a total of \$23,462.50 would be expended from the program budget.

Staff also recommends a condition that prior to any issuance of grant funds is contingent upon all licenses, fees and taxes being paid in full to the City of Decatur.

Approval Recommendations

Bistro Associates, Inc., d/b/a Café Lily

308-B W. Ponce de Leon Avenue

Project: To utilize for 12 months the professional services of Order UP!, a social media management company to increase the visibility and engagement across multiple social media platforms, increase customer count, and ultimately increase revenue.

Requested Amount: \$2,500.00

Recommended Amount: \$2,500.00

Exclusive Wear II, LLC, d/b/a Sole Play

106 East Ponce de Leon Avenue

Project: Rebranding Sole Play via social media aesthetic, website layout, newsletter format, and ad creation. The project will be measured by the increased KPI metrics within in the physical store, the business website, and social media platforms.

Requested Amount \$2,500.00

Recommended Amount: \$2,500.00

Espinaler, USA, d/b/a BOHO115

115 Sycamore Street

Project: To promote the restaurant through social media in collaboration with Order UP! and Atlanta Eats to provide high end videos and pictures and will be responsible for posting on social media. The increased presence on social media platforms would provide a broader reach to the Atlanta area. ROI would be measured based on Instagram and Facebook analytics.

Requested Amount \$2,500.00,

Recommended Amount \$2,500.00

London Bridges Academy of Excellence, LLC

431 W. Ponce de Leon Avenue, Ste. 7

Project: To create compelling promotional materials including brochures, flyers, and social media content highlighting the daycare's unique features, curriculum, facilities, and staff qualifications. Additionally, the project will include organizing events like open houses, parent workshops, or community activities to engage with prospective clients.

Requested Amount: \$2,500.00

Recommended Amount \$2,500.00

O'Sullivan's Pub Group d/b/a O'Sullivan's On the Square

111 Sycamore Street

Project: Enhancing the lunch trade through marketing, advertising and promotions on social media. Data analytics and reporting to track digital in-pub metrics.

Requested Amount: \$2,500.00

Recommended Amount: 2,500.00

Southern Delight Inc., d/b/a Pastries A GoGo

235 W. Ponce de Leon Avenue, Ste. E & F

Project: A new logo and brand design, updates to the color palette, and a media guide to maintain continuity throughout our brand to strengthen our brand identity. Our website will be redesigned as well as all packaging.

Requested Amount: \$2,500.00

Recommended Amount: \$2,500.00

Rebel Teahouse

225 E. Ponce de Leon Avenue, Ste. 110

Project: Professional brand strategy and development for Rebel Teahouse to redefine Rebel's digital brand presence. Marketing project includes the development of brand guidelines and a brand kit for use in social media marketing, newsletters, and digital engagement. This would be a professional overhaul of Rebel Teahouse's brand and marketing strategy that was built solely in-house.

Requested Amount: \$2,212.50

Recommended Amount \$2,212.50

The Bodyhood

125 East Trinity Place, Ste. 306

Project: Expansion of Facebook followership and increase engagement rates to reach at least 500 followers over the next 12 months.

Requested Amount: \$2,500.00

Recommended Amount: \$1,250.00

TE Wilcox Homes

131 E. Trinity Place

Project: An Instagram targeted campaign to boost geographic awareness and foot traffic. Initial concentration will be on downtown to capture walkable audiences, gradually expanding reach over the 12-months service period. Goals: 20% increase in foot traffic within 3 mo.; 15% growth in Instagram followers within 6 mo.; consistent 30% increase in overall revenue within 12 mo.

Requested Amount: \$2,650.00

Recommended Amount: \$1,750.00