Main Street Newnan

BOZ Primary Checking, Period Ending 10/31/2023

RECONCILIATION REPORT

Reconciled on: 11/07/2023

Reconciled by: Main Street Newnan

Any changes made to transactions after this date aren't included in this report.

Summary

	USD
Statement beginning balance	15,778.18
Checks and payments cleared (17)	-6,803.19
Deposits and other credits cleared (5)	33,383.11
Statement ending balance	42,358.10
Uncleared transactions as of 10/31/2023	-7,079.38
Register balance as of 10/31/2023	35,278.72
Cleared transactions after 10/31/2023	0.00
Uncleared transactions after 10/31/2023	-1,761.92
Register balance as of 11/07/2023	33,516.80

Details

Checks and payments cleared (17)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
08/03/2023	Check	1600	Katie Capshaw	-50.00
10/03/2023	Check	1633	Ace Beer Growlers	-2,443.47
10/06/2023	Check	1634	Printsource	-359.43
10/06/2023	Check	1635	Newnan Times-Herald	-300.00
10/06/2023	Check	1636	Aaron Howard	-180.00
10/06/2023	Check	1637	Victor McPhie	-180.00
10/12/2023	Check	1638	Redneck Gourmet	-550.29
10/12/2023	Check	1639	Redneck Gourmet	-30.00
10/13/2023	Expense		Returned Check	-45.00
10/13/2023	Expense		Returned Check	-45.00
10/20/2023	Check	1641	Brandon Bolton	-600.00
10/20/2023	Check	1642	Kristin Youmans	-500.00
10/20/2023	Check	1640	Joe Arnotti	-350.00
10/21/2023	Check	1645	Brandon Hand	-250.00
10/21/2023	Check	1644	Hero Roofing	-250.00
10/21/2023	Check	1646	Brad Coggin	-250.00
10/30/2023	Expense		Smooth Flow on the Go	-420.00
Total				-6,803.19

Deposits and other credits cleared (5)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/09/2023	Deposit			465.00
10/09/2023	Deposit			16,225.00
10/10/2023	Deposit		Paypal Verification	15,900.66
10/20/2023	Deposit			790.00
10/31/2023	Deposit			2.45
Total				33,383.11

Additional Information

Uncleared checks and payments as of 10/31/2023

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
01/11/2016	Check	3547	Card Services	-125.59
08/01/2016	Check	239	Pearl Diver	-20.00
10/13/2016	Check	319	Auburn Brothers Bagels, Inc.	-195.00

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
05/01/2018	Check	733	Musicology	-500.00
07/13/2018	Check	804	Grit and Grace Studio to Stree...	-50.00
06/13/2019	Check	1020	Kelley Warner	-100.00
07/01/2019	Check	1045	Polish Me Pretty	-30.00
07/01/2019	Check	1050	Katrina Brown	-30.00
11/13/2019	Check	1128	Musicology	-250.00
05/08/2020	Check	1262	Hannah Bader	-45.00
08/04/2020	Check	1309	Mary Blanford	-45.00
08/04/2020	Check	1313	Hannah Bader	-45.00
12/07/2020	Check	1340	Musicology	-250.00
06/15/2021	Check	1368	Newnan Times-Herald	-390.00
07/09/2021	Check	1400	Angela Nielsen	-50.00
07/09/2021	Check	1407	2 Beards and a Bar	-50.00
10/22/2021	Check	1438	Eric Thomas	-50.00
07/15/2022	Check	1488	Sydney Sherrod	-50.00
10/21/2022	Check	1550	Eric Thomas	-50.00
10/22/2022	Check	1551	Dunc's BBQ Kitchen	-250.00
08/03/2023	Check	1618	Polish Me Pretty LLC	-50.00
08/03/2023	Check	1615	NB Newnan LLC	-50.00
10/20/2023	Check	1643	Printsource	-90.00
10/30/2023	Check	1647	Apex Promotional Solutions	-4,586.40
Total				-7,351.99

Uncleared deposits and other credits as of 10/31/2023

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
04/15/2019	Deposit		Synovus	272.61
10/21/2022	Check	1549	Kelly Banks	0.00
Total				272.61

Uncleared checks and payments after 10/31/2023

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
11/02/2023	Expense		Newnan Times-Herald	-520.00
11/02/2023	Expense		Newnan Times-Herald	-300.00
11/02/2023	Check	1648	Cher McWilliams	-791.92
11/02/2023	Check	1649	The Mad Mexican	-150.00
Total				-1,761.92

Main Street Newnan

BOZ MMI, Period Ending 10/31/2023

RECONCILIATION REPORT

Reconciled on: 11/07/2023

Reconciled by: Main Street Newnan

Any changes made to transactions after this date aren't included in this report.

Summary

	USD
Statement beginning balance	81,473.48
Checks and payments cleared (0)	0.00
Deposits and other credits cleared (1)	7.14
Statement ending balance	81,480.62
Register balance as of 10/31/2023	81,480.62

Details

Deposits and other credits cleared (1)

DATE	TYPE	REF NO.	PAYEE	AMOUNT (USD)
10/31/2023	Deposit			7.14
Total				7.14

Main Street Newnan

Budget vs. Actuals: 2023 Budget - FY23 P&L

January - December 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
Event Income				
Holiday Sip & See Income		1,500.00	-1,500.00	
Market Day Income	22,125.00	22,500.00	-375.00	98.33 %
Oktoberfest Income	16,150.66	16,000.00	150.66	100.94 %
Spirits & Spice Income	3,290.00	2,500.00	790.00	131.60 %
Summer NewnaNIGHTS Income	2,495.00	1,500.00	995.00	166.33 %
Summer Wined Up	16,144.44	16,000.00	144.44	100.90 %
Sunrise on the Square 5K	15,230.00	13,000.00	2,230.00	117.15 %
Total Event Income	**75,435.10**	**73,000.00**	**2,435.10**	**103.34 %**
Facade Grant Income		4,000.00	-4,000.00	
Interest Income	81.95	100.00	-18.05	81.95 %
Main Street Money Income	90.00		90.00	
Misc. Income		1,000.00	-1,000.00	
Total Income	**$75,607.05**	**$78,100.00**	**$ -2,492.95**	**96.81 %**
GROSS PROFIT	**$75,607.05**	**$78,100.00**	**$ -2,492.95**	**96.81 %**
Expenses				
Advertising		20,000.00	-20,000.00	
Ad Design	4,400.00		4,400.00	
Advertising/Promotional	5,899.00		5,899.00	
Art Walk	260.36		260.36	
General Event	5,585.66		5,585.66	
Internet	2,400.00		2,400.00	
Market Day	100.00		100.00	
Social Media	1,147.20		1,147.20	
Summer Newnanights	300.00		300.00	
Sunrise on the Square 5K	100.00		100.00	
Taste of Newnan	130.91		130.91	
Total Advertising	**20,323.13**	**20,000.00**	**323.13**	**101.62 %**
Bank Charge	220.97	100.00	120.97	220.97 %
Computer Hardware & Software	1,576.75	2,000.00	-423.25	78.84 %
Event Expense				
Art Walk	60.36	200.00	-139.64	30.18 %
Holiday Sip-and-See	300.00	500.00	-200.00	60.00 %
Market Day Expense	99.00	100.00	-1.00	99.00 %
Oktoberfest Expense	5,424.90	5,000.00	424.90	108.50 %
Parade - 4th July	2,317.50	2,000.00	317.50	115.88 %
Santa on the Square	65.43	700.00	-634.57	9.35 %
Spirits & Spice	5,409.60	6,000.00	-590.40	90.16 %
Summer NewnaNIGHTS	1,655.00	2,000.00	-345.00	82.75 %
Summer Wined Up	4,321.66	4,500.00	-178.34	96.04 %
Sunrise on the Square 5K	6,657.92	13,000.00	-6,342.08	51.21 %
TON Expense	197.00		197.00	

Main Street Newnan

Budget vs. Actuals: 2023 Budget - FY23 P&L

January - December 2023

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total Event Expense	**26,508.37**	**34,000.00**	**-7,491.63**	**77.97 %**
Facade Grant	1,674.07	4,000.00	-2,325.93	41.85 %
Main Street Money Expense	70.00		70.00	
Member Benefit	876.39	1,000.00	-123.61	87.64 %
Misc.	148.27	1,000.00	-851.73	14.83 %
Professional Services		3,000.00	-3,000.00	
Training & Education	5,663.30	8,000.00	-2,336.70	70.79 %
Website	1,604.85	5,000.00	-3,395.15	32.10 %
Total Expenses	**$58,666.10**	**$78,100.00**	**$ -19,433.90**	**75.12 %**
NET OPERATING INCOME	**$16,940.95**	**$0.00**	**$16,940.95**	**0.00%**
NET INCOME	**$16,940.95**	**$0.00**	**$16,940.95**	**0.00%**

	Budget
Income	
Event Income	
Holiday Sip & See Income	1,300.00
Market Day Income	25,000.00
Oktoberfest Income	16,000.00
Summer NewnaNIGHTS Income	2,500.00
Summer Wined Up	16,000.00
Spirits & Spice	3,000.00
Sunrise on the Square 5K	13,000.00
Total Event Income	76,800.00
Interest Income	50.00
Misc. Income	500.00
Grant Program Income	4,000.00
Total Income	**81,350.00**
Expense	
Advertising	20,000.00
Bank Charge	100.00
Computer Hardware & Software	2,000.00
Event Expense	
Art Walk	200.00
Holiday Sip-and-See	500.00
Market Day Expense	100.00
Spirits & Spice Festival	6,000.00
Oktoberfest Expense	6,000.00
Parade - 4th July	2,500.00
Restaurant Week -TON	1,000.00
Santa on the Square	700.00
Summer NewnaNIGHTS	2,000.00
Summer Wined Up	4,500.00
Sunrise on the Square 5K	13,000.00
Total Event Expense	36,500.00
Grant Programs	4,000.00
Member Benefit	1,000.00
Misc.	2,000.00
Professional Services	2,750.00
Training & Education	8,000.00
Website	5,000.00
Total Expense	**81,350.00**
Net Income	0.00

2024 Main Street Newnan Events

03.02.24 – Market Day
03.22.24 – Spring Art Walk
04.06.24 – Market Day
04.14.24-04.20.24 – Downtown Newnan Restaurant Week
04.19.24-04.21.24 – Bike Coweta's Rock & Road Festival
05.04.24 – Market Day
06.01.24 – Market Day
06.13.24 – Summer NewnaNights
06.21.24 – Summer Wined-Up
07.04.24 – 4th of July Parade
07.06.24 – Market Day
07.11.24 Summer NewnaNights
08.03.24 – Market Day
08.08.24 – Summer NewnaNights
08.30.24-09.02.24 – Labor Day Sidewalk Sale
08.31.24 – Sunrise on the Square Road Race
09.07.24 – Market Day
09.20.24 – Fall Art Walk
10.04.24 – Oktoberfest
10.05.24 – Market Day
10.19.24 – Spirits & Spice Festival
10.31.24 – Munchkin Masquerade
11.02.24 – Market Day
11.22.24 – Holiday Sip & See
11.29.24 – Plaid Friday and Santa on the Square
11.30.24 – Small Business Saturday
12.07.24 – Market Day

Newnan Main Street Program 2023-2025 Strategic Work Plan

Vision

In 2031, Downtown Newnan is an exciting place to be. Its storefronts are fully occupied in well-maintained buildings. Downtown is pedestrian friendly, with well-maintained bike paths, trails, sidewalks, and crosswalks. Thriving, growing businesses include restaurants, retail and specialty shops, and a variety of cultural establishments. Outdoor activity spaces invite residents and visitors to the central business district to participate in events and to shop and dine with ample outdoor dining options. People enjoy well-landscaped greenspaces and sidewalks with manicured flowering plants and trees. Downtown has lots of energy, with plenty of options for downtown living, entertainment, and shopping.

Downtown Newnan is flourishing and serving as the cultural, dining, and shopping heart of Coweta County.

Community Transformation Strategy

- ***Business Activation and Development***
- ***Experience Economy***

Rationale

Downtown Newnan has a vibrantly successful business district, and vacant commercial spaces are extremely rare. Fortunately, there are redevelopment opportunities in the adjacent Eastside district. Data from community and board surveys (April 2021) ranked entertainment and dining business development as the top area for focus in downtown Newnan over the next two years. In addition, the steering committee for the City of Newnan Comprehensive Plan update (draft) has identified a number of "Needs and Opportunities" that support this strategy. Meeting these needs will increase sustainability and revitalize vacant and underutilized areas of downtown.

Wildly Important Goals

Goal 1 Second Story Activation	**Goal 2** Development Prep
Goal 3 Volunteer Support	**Goal 4** Experience Economy

Community Transformation Strategy: "Business Activation and Development"

Goal 1 Second Story Activation	**Definitions for Success** 1. Increase private investment 2. Number of units 3. See one upper floor space redeveloped 4. Developed incentive package/program 5. Board visiting another city to see upper story development as a group allowing them to see the possibilities

Partners:

Tasks	Person/Partners Responsible	Due Dates (Start and Complete)	Budget*
Conduct inventory of upper story spaces of utilized and underutilized spaces. (Preliminarily there are 6 available spaces)			
Review existing zoning ensuring that it is user friendly for upper story development.			
Develop incentive program that will encourage upper story development.			
Coordinate/Host developer open house of successfully completed upper story property. • Invite potential and existing property owners/developers • Invite staff as well			
Annual field trip to a city with successfully developed upper story spaces (Rome, Canton, etc.)			
Create 1 pager "myth buster" addressing the myths of upper story development.			

Research and consider an incentive for sprinkler systems for the upper stories.			

Community Transformation Strategy: "Business Activation and Development"

Goal 2 Future Development Preparation	**Definitions for Success** 1. Branding 2. Brand Implementation 3. Visioning on website (webpage devoted to future development) 4. Toolkit for developers in that area 5. To be the clearinghouse for information 6. Having a seat at the table

Partners:

Tasks	Person/Partners Responsible	Due Dates (Start & Complete)	Budget*
Brand the Eastside District (includes Caldwell and Andrews Street areas) – Development Prep	Ray Dubose and Graylin Ward		
Choose a specific location within the redevelopment area that requires support. Support includes but is not limited to: • Branding • Signage • Partner with Communications Dept.			
Webpage • Support, update, and communicate via the webpage any changes and developments in the defined redevelopment area.			
Create a toolkit for developers specific to the redevelopment area.			

Staff will work to get 1 Board member and 1 staff member involved in development discussions and planning meetings regarding the redevelopment area.			
Develop an internal and external communications plan regarding the redevelopment area. • Create a single email address for the city staff involved in the development process			
Create an incentives plan/package			
Create a marketing and implementation strategy for what can be done to support both the development occurring in the redevelopment area and the surrounding businesses affected by the development.			

Community Transformation Strategy: "Experience Economy"	
Goal 3 Volunteer Support	**Definitions for Success** 1. We have a bench of volunteers. 2. We have a bench of potential, future board members. 3. We have created a "hype team" of at least 5 people. 4. We have engaged volunteers to assist with a specific event. 5. We have developed a volunteer program with an application process.
Partners:	

Tasks	Person/Partners Responsible	Due Dates (Start and Complete)	Budget*
Recruit volunteers 1. Main Street "Sweat" crew (a group of volunteers dedicated to providing sweat equity support for downtown development programming and events) • Conduct inventory • Start small • Build infrastructure 2. Cheer Squad ("Main Street" Man) (a group of volunteers dedicated to providing social media and communication support for downtown programming and events) • Social media • Uniform • Free ticket to activities			

• Swag bag (team branded) • Host quarterly socials			
Charge Board members with recruiting at least one volunteer resource for each volunteer base (person, group, etc.)			
• Create a volunteer application process: o Background checks o Vet social media o Develop volunteer incentives for active participation.			
Conduct a program review to determine where volunteers are needed.			
Further research other volunteer programs (Macon, Hartwell, etc.)			
Host an annual volunteer orientation.			
Invite and involve the police department in creating the volunteer program (create a partnership)			
Develop annual volunteer appreciation or awards program.			

Community Transformation Strategy: "Experience Economy"	
Goal 4 Grow our Experience Economy	**Definitions for Success** 1. Review mobile data before and after to see the increase of visitors. 2. Creation of tours in the IT Simple App. 3. We are marketing experience economy holistically.
Partners:	

Tasks	Person/Partners Responsible	Due Dates (Start and Complete)	Budget*
Create a local tours component for IT Simple app: • Uploading • Marketing • Geo-caching activity • (Movie, art, architectural, etc.) • Create QR codes			
Curate a list of assets downtown (cultural assets, historical assets, unique products, businesses that offer an interactive experience for the customer, art, benches etc.)			
Determine how many tours will be created for the IT Simple app: • Pull in "hype team" to help create a list of places to visit in the downtown area			
Define audience for each experience.			
Create a virtual welcome center.			

Create a downtown discovery rack card.			
Create QR code placards for history of buildings.			
Create walking/running routes that include downtown.			
Create a social media campaign for the experience economy.			

Notes from Day 1

The overarching goal is to focus on items/projects we can control

Potential Goals and Projects

Wardsworth Alley

- They have easements for utilities

Upper story underutilized spaces

- We need to understand the need
- Offer incentives (incentives package)
- Education campaign

Railroad District (East Side)

- Opportunity for public investment
- Placemaking (Better Block)
- Connectivity

Create a phased approach for Coal District

- Create a communications plan/campaign
    - Considers the upcoming construction
    - Has a messaging component
    - Markets businesses in the area

Take a site visit to Rome looking at their upper story development

Consider revisiting/updating the mission and vision statement as the vision statement has been realized

Challenges

- Available space
- Parking
- Homelessness
- Pedestrian safety/Crossing
- Better/more diverse mix of retail
- Density & Multi-family housing are considered dirty words
- How do we shift mindsets when it comes to economic development?

We would like to create a nontraditional master plan that focus on our downtown in lieu of a traditional downtown master plan

Notes from Day 2:

Experience Economy: The focus is on the day visitor

Needs to create an experience:

- Bathrooms
- App
- Sense of Safety
- Parking signage
- Wi-Fi
- Water Station
- Amenities for pets
- Bike parking
- Speakers for music

How do we support what we have?

- Passive participation
- Sidewalk art activities (bubbles)
- Beachball Fridays
- Photo booth (passive income)