CITY OF MONROE
DOWNTOWN ADVISORY BOARD
CITY HALL COUNCIL CHAMBERS
300 W. CROWELL STREET, MONROE, NC 28112
Tuesday, October 25, 2022 - 5:30 PM
AGENDA

1. Call to Order
2. Roll Call
3. Approval/Acceptance of Minutes (Action Required)
4. Facade Incentive Grant for 320 N. Beasley Street
5. 1st Annual Downtown Cookie Walk Sponsorship Grant
6. Downtown Economic Development Incentives for BelaNature
7. Adjourn Meeting (Action Required)

ATTENTION ADVISORY BOARD MEMBERS:

Please contact Matt Black at 704.292.1705 X6041 to confirm your attendance. Thank you.

The next scheduled meeting is . Regularly scheduled meetings are on the fourth Tuesday of February, April, June, August and October.

AS A COURTESY, PLEASE TURN OFF ALL MOBILE DEVICES WHILE MEETING IS IN PROGRESS.

City of Monroe
Downtown Monroe Advisory Board
300 W Crowell Street, Monroe, NC 28112
City Hall Conference Room
5:30 p.m.

Tuesday, June 28, 2022
Meeting Minutes

DAB Members: Chair: Joyce Rentschler, Michele King, Kay Klaren, Heather Reagor, Marie Starnes

Staff Present: Matthew Black, Downtown Director

Visitors Present:

Member(s) Absent: Carley Englander, Jason Walle, Caroline Brown

The Downtown Monroe Advisory Board met on June 28, 2022 at 5:30 pm.

Item 1: Call to order
Joyce Rentschler called the Tuesday, **June 28, 2022** Downtown Advisory Board meeting to order at 5:30 pm.

Item 2: Roll Call
Roll was conducted with a sign- sheet of the members that were present.

Item 3: Approval/Acceptance of Minutes (Action Required)
Joyce Rentschler submitted the Minutes of the Downtown Monroe Advisory Board Regular Meeting on **February 22,2022** and requested a motion to approve minutes.

Motion: Kay Klaren made a motion to accept the **February 22, 2022** Downtown Advisory Board meeting minutes as submitted.

Second: Michele King

Action: The motion to accept the **February 22, 2022** Downtown Advisory Board meeting minutes as submitted passed unanimously.

Item 4: Façade Incentive Grant for 103 N. Main Street
Joyce Rentschler introduced this item.

Owner of 103 N. Main Street has submitted a Façade Incentive Grant for approval. The owner wishes to replace the deteriorated windows (3) and paint the tri, interior, and exterior of the building front. The project is eligible for matching grant funds not to exceed $4,000.00, reimbursable upon compliance with grant requirements.

Motion: Michele King made a motion to approve the Façade Incentive Grant for 103 N. Main Street meeting as submitted.

Second: Kay Klaren

Action: The motion to approve the Façade Incentive Grant for 103 N. Main Street, as submitted, passed unanimously.

Item 5: Façade Incentive Grant for 205 E. Franklin Street
Joyce Rentschler introduced this item.

Owner of 205 E. Franklin Street has submitted a Façade Incentive Grant for approval. The owner wishes to replace the deteriorated windows (3), repair and replace the front door, and caulk and waterproof, and paint, the façade. The project is eligible for matching grant funds not to exceed $3,575.50, reimbursable upon compliance with grant requirements.

Motion: Heather Reagor made a motion to approve the Façade Incentive Grant for 205 E. Franklin Street meeting as submitted.

Second: Marie Starnes

Action: The motion to approve the Façade Incentive Grant for 205 E. Franklin Street, as submitted, passed unanimously.

Item 6: Façade Incentive Grant for 115 S. Main Street
Joyce Rentschler introduced this item.

Owner of 115 S. Main Street has submitted a Façade Incentive Grant for approval. The owner wishes to do the following work: remove temporary, existing storefront, frame the new storefront and apartment windows, create new egress for storefront and apartments, and paint/repair the existing exterior walls. The project is eligible for two matching, facade grant funds not to exceed $8,000.00, reimbursable upon compliance with grant requirements.

Motion: Michele King made a motion to approve the Façade Incentive Grant for 115 S. Main Street meeting as submitted.

Second: Heather Reagor

Action: The motion to approve the Façade Incentive Grant for 115 S. Main Street, as submitted, passed unanimously.

Item 7: PRONTO Economic Development Incentive Grant for 217/219 N. Hayne Street
Joyce Rentschler introduced this item.

Seaboard Pizza has signed a 5-year lease for 217/219 N. Hayne Street and looking to open a new business in Downtown Monroe. The new business project totals 1,169 sq. ft. and is located within Downtown Monroe's Central Business District.

Based on stipulations of the PRONTO grant the Downtown Advisory Board must consider the following:

1. Grant funds for the PRONTO is to not exceed $5,845.00 payable over a calendar quarter based on rent paid that quarter.
2. City will not advance grant funds until proof of rent payment has been completed each quarter. Once the applicant has submitted required documents as proposed, funds will be made available.

Staff recommendation, the grant applicant should be approved for recommendation to General Services Committee up to $5 per sq. ft. (matching 50/50) of the assessed sq footage of 1,169 or the max grant match of $5,845. Funding is subject to compliance with the Program and subject to a general fund appropriation.

Motion: Michele King made a motion to recommend approval of the Pronto Grant for 117/119 N. Hayne Street to General Services and City Council.

Second: Heather Reagor

Action: The motion to recommend the approval of the Pronto Grant to General Services passed unanimously.

Item 8: Adjourn (Action Required)
Joyce Rentschler introduced this item.

Motion: Heather Reagor
Second: Kay Klaren

The meeting adjourned at 6:15 p.m.

Design Review Report

TO: Downtown Advisory Board

DATE: October 25, 2022

FROM: Matthew Black, Downtown Director
BY: Matthew Black, Downtown Director

SUBJECT: 320 N. Beasley Street, F. I. G. application review.

SUMMARY STATEMENT

320 N. Beasley Street Façade Incentive Grant Application, Design Review.

REVIEW

Staff reviewed the façade application for 320 N. Beasley Street, on October 3, 2022.

The following items were discussed as outlined in the drawings provided:

I. Replace break metal
II. Paint exterior white
III. Install ADA glass and aluminum storefront in existing garage door space

The Design Team reviewed the sketches and photos provided by the applicant and have determined the work stated in the proposal is acceptable.

No code compliance issues were found during the review. The project requires a permit and permit center review. Permits are the responsibility of the applicant.

This project is eligible for matching grant funds up to the qualifying $4,000.00, reimbursable upon compliance with grant requirements, guidelines, conditions and City permitting requirements.

RECOMMENDATION

Design Review recommends funding the matching grant request for 320 N. Beasley St. up to the maximum $4,000 eligible upon meeting all grant requirements and proof of expenses. Total project cost is estimated at $12,390.00

Downtown Advisory Board will review the application at the October 25, 2022 meeting.

Downtown Monroe
Facade Incentive Grant
Application

City of Monroe — Where Hometown Meets High Tech

Owner's Name: Peter Karlan **Date:** 9 / 26 / 2022
Owner's Mailing Address: 7011 Hyde Park Drive, Indian Trail NC, 28079 **Phone:**

Building Name: 320 N. Beasley St.
Building Address: 320 N. Beasley St. Monroe NC. ~~28079~~ 28112
Building's Physical Address: 320 N. Beasley St. Monroe NC 28112
Project Start: 10 / 5 / 22
Project End: 10 / 15 / 22

Project Description: Replace Break Metal, Paint, Install ADA glass and aluminum Storefront in existing garage door space.

Project Cost: $ 12,390.00

Please attach the following:

1) Color photographs of existing conditions of proposed improvement area/historic photos (if available)
2) Samples of paint and wall coverings and floor coverings
3) Description of appliances, light fixtures, etc. to be installed
4) Written specifications outlining scope of work
5) Drawings of proposed renovations
6) Contractors estimate and NC License Number

INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED

Tenant's Name: Karlans Arms / Antiques **Phone:** 772-708-0395
Business Name: Peter Karlan / Karlans Arms & Antiques

By providing this **Grant Application** to the City of Monroe, I hereby certify for the company that all the information provided is true and correct. I also agree to cooperate with the City of Monroe by providing such information and such access to our records as may be necessary to verify the enclosed information. I also understand that any facts found to be incorrect or false, will be grounds for termination of the incentive grant agreement.

Authorized Corporate Signature: _____ **Date:** 9 / 26 / 22

Please Print Name and Title: Peter Karlan Owner

City of Monroe—Downtown Monroe
113 West Morgan Street • Monroe, North Carolina 28112

PROPOSAL **PROPOSAL**

3221-A Westwood Industrial Drive – Monroe, NC 28110 – Phone: 704-291-7711 – Fax: 704-291-7011
www.glass1st.net

Proposal Number: 000562

Job Name: ~~205 E Franklin Storefront~~ 320 N. Beasley St. Monroe NC. 28112	
Location:	*Estimator:* Brian Hall
Bid Date:	*License #:* NC 71710 & SC G115850
Bid Time:	
Customer Peter Karlan	

SCOPE OF WORK & MATERIALS
Furnish and Install 14'0 x 8'0 storefront. To be composed of 1- 6'0 x 8'0 pair of doors, in center, and sidelite to each side. 1-Horizontal mullion at 7'0 height. Includes standard hardware, closers and exterior caulking

COST $9300.00 Declined

This →

ALTERNATE ADD
Furnish and Install 13'0 x 12'0 storefront in garage opening. To be composed of 1- 7'0 x 7'0 pair of doors with sidelites to each side of door.and transom above matching door height. Includes standard hardware, closers, and exterior caulking.
COST $12,390.00

brianhall@glass1st.net
Or (704)290-8840
Brian Hall
Due to frequent price increases in aluminum estimate good for 30 days.

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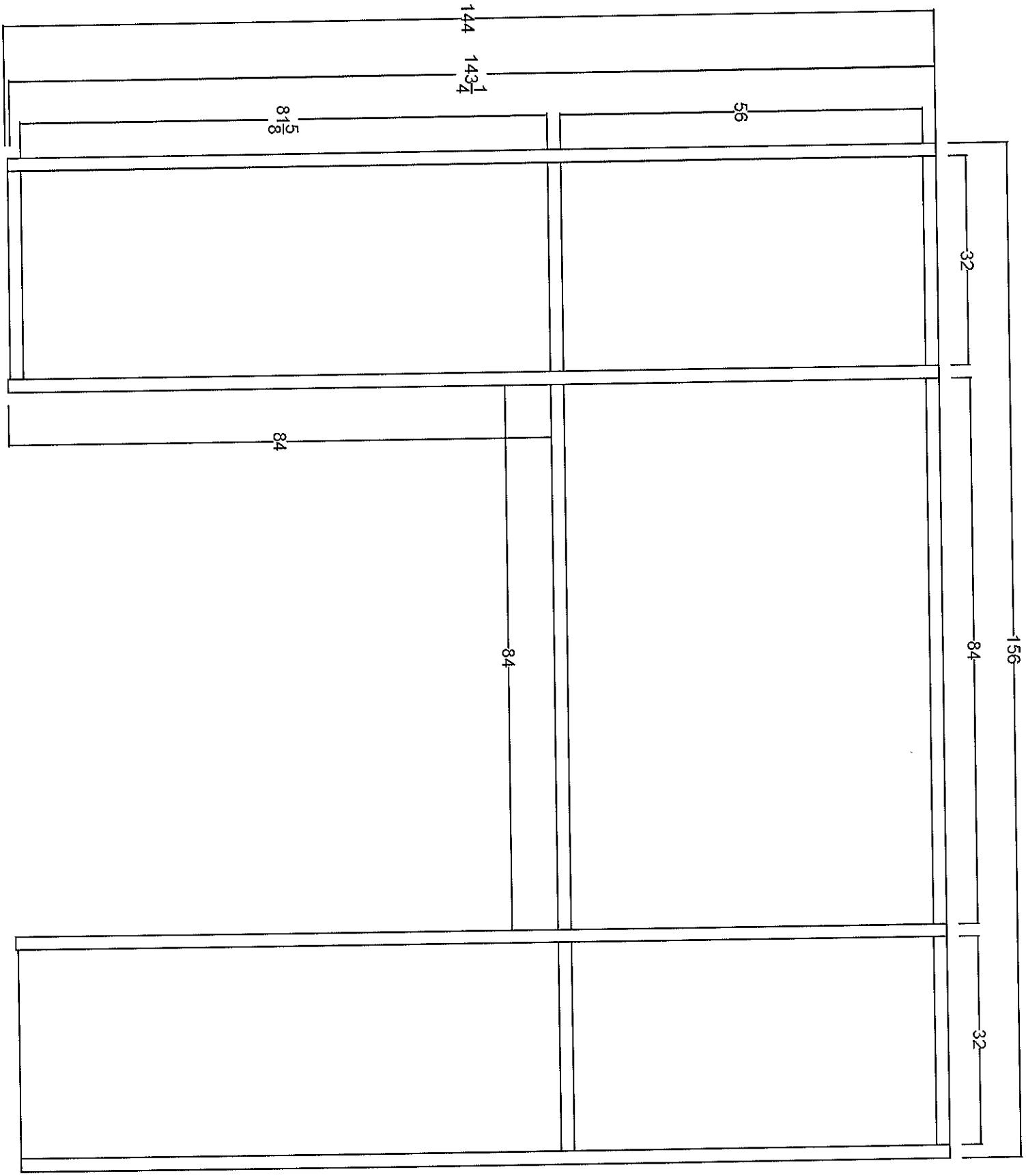
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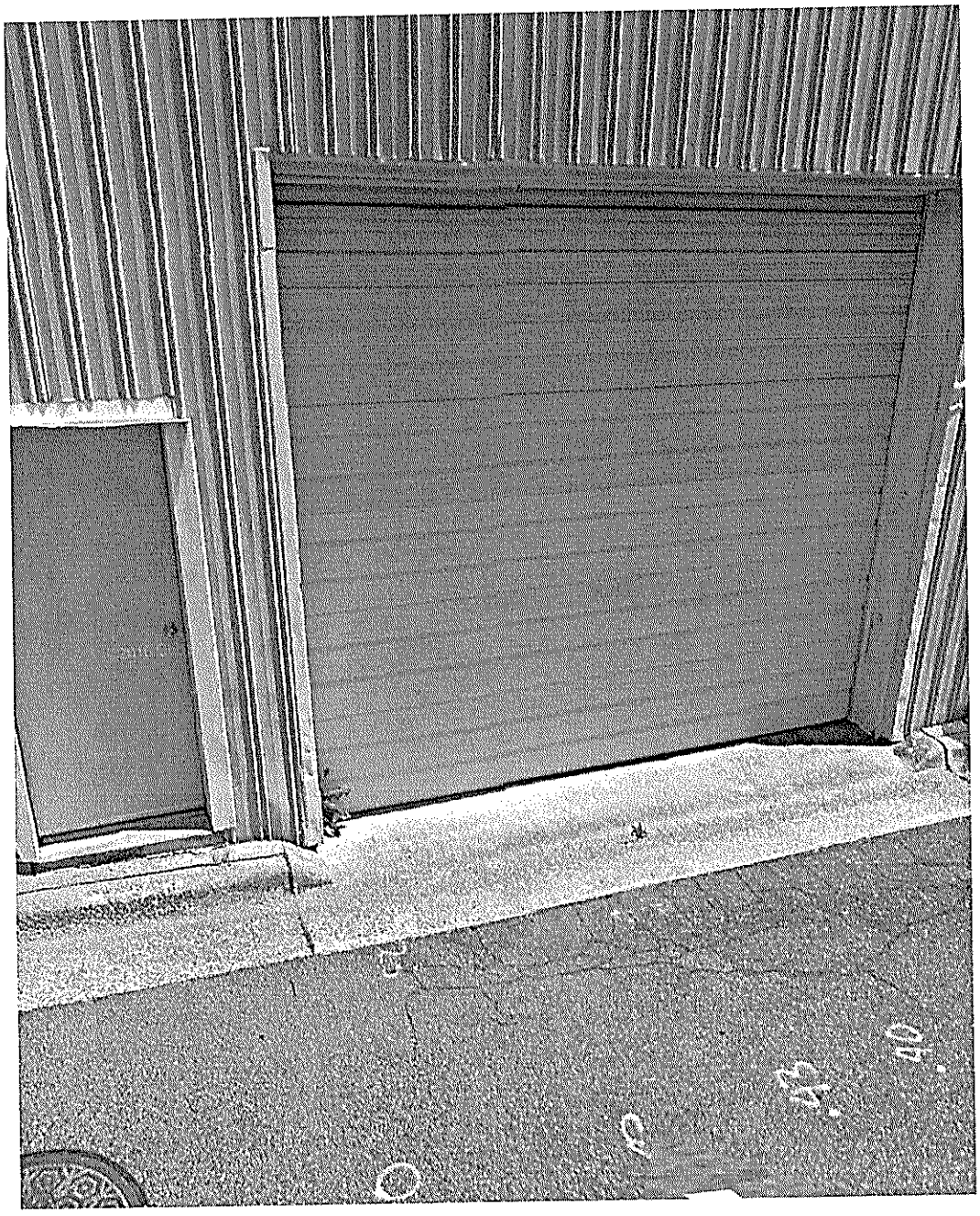

City of Monroe
Where Heartland Meets High Tech

STAFF REPORT

TO: Downtown Advisory Board

VIA: Matthew Black, Downtown Director

DATE: October 25, 2022

FROM: Matthew Black, Downtown Director

SUBJECT: 1st Annual Cookie Walk Sponsorship Grant

SUMMARY STATEMENT

A couple of downtown businesses want to start a family friendly event promoting the love of baking and the ability to visit various businesses in the downtown area to collect various styles of cookies

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REVIEW

Matthew Black, Downtown Director, is presenting the grant on behalf of the applicant. The downtown advisory board can approve an amount not to exceed $500, which allows the Downtown office to formally sponsor this event.

RECOMMENDATION

City Staff recommends the Downtown Advisory Board approve the funds, not to exceed $500, allowing the City to formally sponsor this event in the downtown area.

Attachment(s):
Sponsorship Grant Application (may be submitted at a later date)

City of Monroe
Where Heartland Meets High Tech

STAFF REPORT

TO: Downtown Advisory Board

DATE: October 25, 2022

FROM: Matthew Black, Downtown Director

SUBJECT: Downtown Economic Development Incentive Grants for BelaNature

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SUMMARY STATEMENT

The Downtown Advisory Board is requested to consider recommendation of the Downtown economic development incentives to City Council for BelaNature.

REVIEW

BelaNature has signed a 5-year lease for 211 S. Main Street and looking to open a new business in Downtown Monroe. The new business project totals 1,229 sq. ft. and is located within Downtown Monroe's Central Business District.

Based on stipulations of the Economic development incentive grants the Downtown Advisory Board must consider the following:

1. Grant funds for the PRONTO is to not exceed $3,687.00 (50/50 matching) payable over a calendar quarter based on rent paid that quarter.
2. Grant funds for the Meet Me Downtown, marketing grant, is not to exceed $3,600.00 (50/50 matching), upon proof of executed invoices each quarter.
3. City will not advance grant funds until proof of rent or marketing payment has been completed each quarter. Once the applicant has submitted required documents as proposed; funds will be made available.

RECOMMENDATION

Upon Staff recommendation, the grant applicant should be approved for recommendation to City Council up to $3 per sq. ft. (matching 50/50) of the assessed sq. footage of 1,229 or the max grant match of $3,687.00 and no more than $3,600.00 (matching 50/50) in marketing subsidy;

totaling $7,287.00. Funding is subject to compliance with the Program and subject to a general fund appropriation.

Downtown Monroe
Meet Me Downtown
Application

City of Monroe — Where Heartland Meets High Tech

+GLEN

Business Name: BELANATURE

Owner's Name: SAMORA MURSCHEL

Mailing Address: 1006 SPRUCE DR
MONROE, NC 28112

Physical Address: 211 S. MAIN ST MONROE, NC 28112

Date: 10/01/22

Phone: 630-267-0374

Select from the following (retail / restaurant / other beyond retail-restaurant) other beyonc

If Other list here: _____ AMOUNT REQUESTED: $_____

Approximate cost to open business:	$ 34,481.60
Personal Investment (equity):	$ 34,481.60
Bank or other financial commitment:	$ -
Building Rehabilitation:	$ -

Number of new jobs:	TBD
Expected daily traffic:	25
Days and hours operation:	TUE - FRI 10 - 6 SAT 10-5 SUN 1-5
If less than 30hrs/ week, please explain why	

Monthly Rent/Lease $ 1500.00 Additional Space provided if Expansion _____ Sq. Ft.

Business Owners Background: RECENTLY MOVED FROM THE ILLINOIS AREA TO MONROE, NC
(May be included on additional sheet if necessary) STARTED THE STORE IN JULY, 2022

OTHER: In a paragraph or less explain why you feel this grant is important to the continuing efforts of revitalizing downtown Monroe and what role you play in that process.
AT BELANATURE, WE LOVE GARDENS, NATURE, AND THE WHOLE WONDERFUL EARTH! WE WANT TO BEAUTIFY GARDENS, BRING A LITTLE NATURE INTO PEOPLE'S HOMES TO BRIGHTEN UP SPIRITS & SPICE UP LIVES! MAKING PEOPLE HAPPY WILL KEEP THE DOWNTOWN AREA!
Who is your target market? ANY NATURE LOVERS, ALL AGES.

This is a 50/50 matching grant. All applicants must attach a copy of your business plan and/or marketing plan and budget for the year. A Business Plan Template is available to assist with the creation of a business plan.

The City of Monroe will determine if the business plan and/or marketing plan is sufficient. If the plan submitted is not sufficient, the City may offer $500 (separate from the marketing/advertising assistance sought) as matching funds towards the completion of a suitable marketing plan. A list of marketing providers located in Downtown Monroe can be provided; any marketing firm can be utilized.

Business Owner: _____ Date: 10/12/22

Property Owner: UNITY PROPERTIES Date: 10/12/22

STRATEGY: Downtown will be the largest collection of high quality, locally owned shops and restaurants in the Monroe Area.

The goal of this program is to jump-start retail and restaurant recruitment for downtown by assisting quality businesses wishing to locate or relocate in Downtown. The program is currently designed to help with the marketing and advertising of new businesses in order to establish their presence in downtown and brand Downtown Monroe through a co-op marketing and advertising program. This is a 50-50 matching grant. New businesses opening in downtown may apply for up to 50% of the per business cost of their current advertising and marketing budget.

GUIDELINES ARE AS FOLLOWS:

1. Funds provided by the City of Monroe will be targeted first to advertising and marketing sponsored by City of Monroe featuring multiple downtown businesses or events that will benefit multiple businesses and Downtown Monroe's brand.
2. Marketing and advertising by individual businesses must be approved in writing in advance in order to receive financial support. Priority will be given to advertising and marketing for special activities or events designed to attract new customers to downtown.
3. All marketing and advertising should include the City of Monroe, Downtown logo.
4. Marketing and advertising dollars are limited and the availability of support is dependent on the availability of funds at any point in time.
5. The costs of any approved advertising and marketing will be reimbursed to the businesses following the submission of an invoice to the City of Monroe staff along with a copy of the advertisement or marketing expense and verification that the vendor has received payment.
6. Applicants must submit a business plan and a marketing plan and budget. No application will be reviewed without these items attached. The City of Monroe will review the submittals for sufficiency. If not sufficient, $500 as a matching grant may be offered (separate from marketing and advertising assistance sought) towards the preparation of a suitable marketing plan and budget.
7. Applicants can only apply once per fiscal year and must provide a project update every six months.
8. Maximum funding is typically limited to $5,000 per business.
9. Eligible businesses are expected to be open for business at least 30 hours per week. If less than 30 hours is anticipated, please explain why on the application form and/or attachments.
10. *Applicants for this incentive must be making significant new investment in Downtown either as a new eligible business or as a significant expansion of an existing eligible retail or restaurant business.*

SUGGESTED TYPES OF BUSINESSES

- **Retail -** Specialty gift shop, home accessories, wine shop, book store, jewelry, men and ladies clothing, high-end furniture, antiques, art supplies, camera/film, florist, and shoes.
- **Restaurant –** Coffee shop, sandwich shop, specialty restaurant, ice cream shop, pizza, ethnic foods.
- **Music –** Venues that provide a musical setting for local performances.

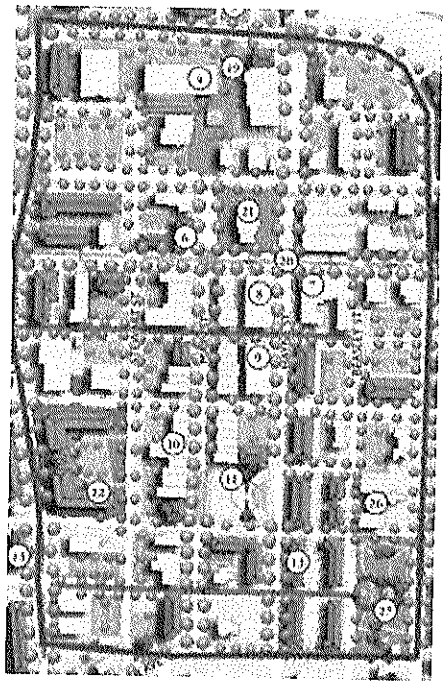
Other businesses may be considered if appropriate for downtown and the Downtown Master Plan.

□Funding for this program is on a first come basis.

Any funds not used during the Fiscal Year will be returned to the Meet Me Downtown Program.

TARGET AREA

The overall purpose of this program is to assist in encouraging retail and restaurant development on Main Street. Consideration will be given to those whose locations that are closest to Main Street or located along a key corridor leading into Downtown. Downtown Monroe (depicted below) are the primary locations to assist.



Downtown Monroe

Downtown Pronto Grant

Application

Business Name: BELA NATURE
Property Owner: UNITY PROPERTIES **Deed Book:** _____ **Page:** ____

Address of Proposed Downtown Business: 211 S. MAIN ST MONROE, NC 28112
Applicant's Mailing Address: 1006 SPANN DR
City: MONROE State: NC Zip 28112
Applicant's Phone: 630 267 0374 **Email:** belanature.nc@gmail.com

Select Business Retail **Square Feet:** 1229 **Amount Requested** $_____

Approximate cost to open the business: $34,481.60	**Number of new Jobs:** TBD
Personal Investment $34,481.60 (equity)	**Expected daily traffic:** 25
Bank or other financial commitment $ -	**Other:**
Building Rehabilitation $ -	

Monthly Rent/Lease $ 1500.00 Additional Space provided if

Expansion ~~-~~ Sq. Ft.

Proposed Opening Date of the Business 07/14/22

Description of the Business
SERVING THE DOWNTOWN MONROE AREA WITH A LARGE SELECTION OF AMERICAN AND LOCALLY MADE PRODUCTS, GARDEN + HOME DECOR, BIRD HOUSES AND FEEDERS, CRYSTALS, SUCCULENTS + AIR PLANTS, DRIED HERBS + TEAS, CLASSES + GROUPS.

Please attach the following items in order for City of Monroe to make an appropriate decision on an application: Letter of intent to lease or purchase or a signed lease/purchase contract contingent on receipt of incentives, Business Plan, Financials Statement and/or pro-forma, Marketing Plan, Cost estimates for upfit/equipping the space, Business/personal history.

Signatures: Business Owner: _____ Date 10/22/22

Property Owner: UNITY PROPERTIES Date 10/22/22

GOAL

The goal of the Downtown Pronto program is to attract new investment to Downtown in the form of retail and restaurant businesses in order to build a critical mass of these uses through the occupancy of available retail/restaurant space. The incentives offered through this program will support retail and restaurant recruitment into Downtown by assisting quality businesses with up-fit, occupancy and other costs, thereby making Downtown a more attractive option for business development.

INCENTIVES

1. **Rent Subsidy**
   Qualified retail or restaurant businesses locating in designated Downtown locations would be eligible for:
   $3.00 per square foot leased/purchased for retail use for a 12 month period; or
   $5.00 per square foot leased/purchased for restaurant use for a 12 month period
   Example: Restaurant leases a 2,000 sq. ft. space: $10,000 grant funds paid over 12 months

   Payment of Rent Subsidy funds shall be made by **City of Monroe** to approved applicants at the end of each calendar quarter based on rent paid that quarter. Proof of timely payment of the full amount of rent will be required before Rent Subsidy funds are released.

2. **Up-fit Assistance**
   Qualified retail or restaurant businesses locating in designated Downtown locations would be eligible for:
   $3.00 per square foot leased/purchased for retail use for a 12 month period; or
   $5.00 per square foot leased/purchased for restaurant use for a 12 month period
   Example: Retail shop leases a 1,700 sq. ft. space: $5,100 grant funds to be paid

   Payment of Up-Fit Assistance funds (up to the approved amount) shall be made by **City of Monroe** to approved applicants in equal one-third increments annually for three years as long as the business continues to meet the qualifications for assistance. The initial payment (Payment 1) shall be made within 30 days of submittal and approval of paid invoices for up-fit expenses. Payments 2 and 3 shall be made at the anniversary date of the business opening of year 2 and 3 at the request of the grantee.

   Property owners will be required to execute the Incentive Agreement along with the tenant and accept Restrictive Covenants on their properties requiring the lease rate offered to the restaurant/retail tenant and the use of the space for retail/restaurant to be maintained for three years. If the property owner wishes to change the use of the space from restaurant/retail use or to increase the lease rate within 3 years of the up-fit assistance being awarded, he/she must reimburse a pro-rata share of the up-fit grant disbursed by **City of Monroe.**

3. **Business License Fee Economic Development Incentive**
   Approved retail and restaurant businesses locating in designated Downtown locations are eligible for an economic development incentive equal to the City of Monroe business license fees paid according to the following schedule:
   1st year of operation: 100%
   2nd year of operation: 67%
   3rd year of operation: 33%

Business License Fees are to be paid in full and on-time to the City of Monroe. The City of Monroe will issue an Incentive payment as reimbursement for the Business License Fees paid within 30 days of a written request to receive the Business License Fee Economic Development Incentive.

GUIDELINES

1. Incentive funds are provided by the City of Monroe.
2. Incentive funds are not "as of right", that is, they are not automatically provided to eligible retail or restaurant businesses which purchase or lease eligible properties. Applications are required and they are reviewed on a case-by-case basis by City of Monroe,
3. Incentives will be directed first to qualified applicants seeking assistance to open retail or restaurant businesses in one or more of ten (10) designated Downtown properties.
4. Applications will be received from applicants wishing to open retail or restaurant in the Downtown "core area" only (bound by Crowell St., Church St., Windsor St., Talleyrand St., Stewart St.).
5. Incentive funds are limited and the program will run as a limited time offer.
6. The timeframe to receive a decision on the awarding of incentives (from the time a complete application is received) is 30 days.
7. Grants funds will be paid to approved applicants upon submission of an invoice to the City of Monroe along with a copy of paid invoices and /or receipts. The approved applicant will pay the eligible expense first and then seek reimbursement according to these incentive guidelines from the City of Monroe. The turnaround time to submit an invoice and receive payment is 30 days.
8. In addition to the Downtown PRONTO Incentive Application, applicants must submit the following items in order for City of Monroe to make an appropriate decision on an application: Letter of intent to lease or purchase or a signed lease (min. 3 years)/purchase contract contingent on receipt of incentives, Business Plan, Financial Statements and/or pro-forma, Marketing/Advertising Plan, Cost estimates for up-fit/equipping the space, Business/personal history and experience.
9. Applicants for these incentives must be making significant new investment in Downtown either as a new eligible business or as a significant expansion of an existing eligible retail or restaurant business.
10. PRONTO maximum funding assistance is $10,000 per property, all inclusive.

ELIGIBLITY (Final decisions on eligibility and the awarding of incentives rests with City of Monroe)

- **Retail Trade** – Generally all are eligible EXCEPT motor vehicles and parts dealers, boat dealers, recreational vehicle dealers, motorcycle dealers, tire dealers, etc., gasoline stations, manufactured/mobile home dealers, non-store retailers (mail order, vending machine, electronic auctions, etc.).
- **Consumer Goods Rental** – Products such as formal wear and video tapes/discs are eligible; EXCEPT consumer electronics and appliance rental, home health equipment rental.
- **Arts Entertainment and Recreation** – Performing arts companies, promoters of performing arts, and similar facilities.
- **Accommodations and Food Services** – Generally all are eligible EXCEPT recreational vehicle parks and campgrounds and rooming and boarding houses.
- **Dry Cleaning Services** – Generally all are eligible EXCEPT coin-operated.

City of Monroe reserves the right to waive or increase incentive program requirements and to interpret and/or adjust incentive program eligibility as it deems necessary. City of Monroe reserves the right to receive, decline, review, and approve/deny applications from uses not fitting within the above criteria on a case-by-case basis. City of Monroe will base its decisions (to receive applications and to approve or deny) based on the applicant's anticipated impact on the overall economic health of Downtown Monroe.

Submit the application form and all available documents supporting your application to:

Brian J. Borne, CMSM, MBA, BLA
Assistant City Manager; Director, Downtown Monroe
City of Monroe
113 West Morgan Street
PO Box 69
Monroe, NC 28111
704.292.1705 office
704.296.9199 fax
bborne@monroenc.org