

**CITY OF MONROE  
DOWNTOWN ADVISORY BOARD MEETING  
300 W. CROWELL STREET  
MONROE, NORTH CAROLINA 28112  
June 18, 2025 - 9:00 AM  
AGENDA**

1. Call to Order
2. Roll Call
3. Review Downtown Monroe's Annual Main Street Site Visit Report
4. GROW Monroe Grant Application – Bursting Boba Café Corporation
5. GROW Monroe Grant Application - Silver Lining, owner Jennifer Hill
6. Retail Sponsorship Application – Fall Fest 2025
7. Discussion Item: Master Planning Development Strategy Project Update
8. Adjourn Meeting (Action Required)

# Annual Program Assessment Site Visit

## Overview of Visit with Recommendations

<i>Main Street Program</i>	Downtown Monroe Inc.
<i>Town Name</i>	Monroe
<i>Structure</i>	City program
<i>MSD?</i>	Yes
<i>2024 Status</i>	Affiliate
<i>Program Director</i>	Donna O’Keefe
<i>Site visit date</i>	May 21, 2025
<i>Background</i>	The Main Street program annual assessment site visit is a service provided by North Carolina Main Street. The purpose of the visit is to give the local executive director, board members, committees, and city leaders, an opportunity to:
<i>Objectives</i>	<ul style="list-style-type: none"> <li>• Celebrate the progress and accomplishments of the past year</li> <li>• Recognize the efforts made to implement the program during the year</li> <li>• Determine needed steps to be taken locally to maintain or achieve National Main Street Accreditation</li> <li>• Identify opportunities for growth and development in the year(s) ahead</li> <li>• Discuss technical assistance needed</li> </ul>
<i>Visit Overview</i>	On (May 21, 2025), NC Main Street staff member (insert name(s)), met with the staff, board members, city leadership, and other stakeholders as needed regarding the Main Street organization, known as (Downtown

	Monroe.) During that visit, they also conducted a walking tour of the downtown.	
<i>Attendees:</i>	<b>List attendees and their association with the program</b>	
<b>Name</b>	<b>Association w/Program</b>	<b>Email</b>
Mark Watson	City Manager	<a href="mailto:mwatson@monroenc.org">mwatson@monroenc.org</a>
Jeff Wells	Assistant City Manager	<a href="mailto:jwells@monroenc.org">jwells@monroenc.org</a>
Joyce Rentschler	Chairperson-Monroe Advisory Board	<a href="mailto:jrentschler55@gmail.com">jrentschler55@gmail.com</a>
4 members	Remaining Monroe Advisory Board	
Donna O’Keefe	Downtown Manager	<a href="mailto:dokeefe@monroenc.org">dokeefe@monroenc.org</a>

Accreditation depends on meeting the following criteria which is the Performance of the program within Six Standards as outlined by Main Street America™. Below are the program’s average scores from 2024 Assessment, scored by the NC Main Street Coordinating Program.

Standard I: Broad-Based Community Commitment to Revitalization	2.17
Standard II Inclusive Leadership and Organizational Capacity	1.8
Standard III: Diversified Funding and Sustainable Program Operations	2.63
Standard IV: Strategy-Driven Programming	1.33
Standard V: Preservation-Based Economic Development	3.0
Standard VI: Demonstrated Impact and Results	2.25

## Alignment to Baseline Requirements:

Some indicators are required as important baseline (starting point) for a program to qualify for Accreditation. The current Baseline Requirements are:

Base Line Criteria	Complete	Needs Attention
A Board of Directors or Advisory Board representative of the district stakeholders and community members, dedicated to leading the district's Main Street program.	X	
Employs a full-time program director or for communities with a population under 5,000 employs a program director for 20 hours per week at minimum.	X	
Has identified transformation/economic development strategies	X	
A detailed work plan aligned with their strategies with measurable outcomes, specific tasks, and assigned tasks.	X	
A dedicated budget that sufficiently covers the program's operations.	X	
A diversified stream of revenue for projects.	X	
Be a member in good standing of Main Street America.	X	

Holding regularly scheduled board and committee meetings is critical to the success of the program. Boards should meet at a minimum of 10 times per year. Committees should be formed either around the four points of the Main Street program or around the transformation/economic development strategies. NCMS Staff will note the following:

Board/Committee	Active committee Y/N	Meeting Frequency	Number of members for Board/Committees
Board of Directors Mtg.	Y	Monthly	7
Organization/Executive Committee	N		
Economic Vitality	N		
Design	N		
Promotion	Y	Monthly	
Transformation Strategy Committee(s)	N		

Other (Name)			
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<b>Community: Monroe</b>				
<b>Local Program Contact: Donna O’Keefe</b>				
Required Documentation		Submitted	Not Submitted	Needs Improvement
1	Completed Self-Assessment & Scorecard Document and Annual Assessment Checklist Completed and Signed	X		
2	Signed copy of the 2023/2024 Annual Agreement Letter by both City Manager/Administrator and NCMS Director	X		
3	Annual work plan, utilizing the NC Main Street template or pre-approved format	X		
4	Board roster, utilizing the MSA template included in the assessment forms or other approved templates.	X		
5	Board meeting agendas (at least 8 months’ worth.)	X		
6	All board meeting minutes (at least 8 months’ worth.)	X		
7	Completed required training as per annual agreement.	X		
8	Annual Budget, showing program revenue /expenses	X		
10	Main Street program bylaws or for city programs without a quasi-structure Duties and Responsibilities of the Advisory Board.	X		
11	Mission and Vision Statement	X		
12	Map of Main Street program's district boundaries	X		
13	Annual report, infographic, press release, or other documentation to explain the progress of your program last year.	X		
14	<i>Be a member in good standing with Main Street America, and appropriately use the Main Street America and Coordinating Program logos on the program's website and/or social media.</i>	X		
15	The program has completed and submitted all reports on time as required.	X		
16	The website includes MSA Logo with appropriate designation (Affiliate or Accredited), email signature has these as well AND website also includes link to Main-to-Main Trail website and includes on their website the itineraries listed on the Main to Main website.	X		



## **Program/Project Recommendations based on the above and the NCMS**

### **Staff Site Visit:**

Downtown Master Plan will provide good community input on the direction of downtown.

A community visioning session is recommended for the fall of 2025. NCMS staff can facilitate that meeting. This will help you develop your transformational strategies going forward and have community input that is important to demonstrate broad support for transformation strategies.

The National Register District expansion will be of great help in attracting downtown investment since contributing properties will be tax credit eligible.

A Small -Scale Development workshop, like one done in Albemarle and as part of the regional workshops facilitated by NCMS, is recommended to support the upper story residential initiatives you have begun.

The two new grants you have created will be tremendous incentives for downtown development.

We discussed the downtown properties that have languished for several months or years. It was a good idea to pair another investor with this property owner to spur activity on one of the buildings. Obviously, this is recommended for the other properties to accelerate their development.

The Monroe Main Street Advisory Board sub-committees should be a priority as you move forward in this position. This helps you achieve the goals and objectives of your workplan. Good work in establishing the Promotions Subcommittee.

In the future, the Monroe Downtown Development Corporation 501 (c) 3 organization should be reestablished. Local property owners are far more likely to donate properties to a downtown non-profit than the City of Monroe.

The almost \$1 billion in annual Monroe retail sales is a healthy retail and restaurant environment. The data shared at the meeting should be used in recruitment efforts going forward. A retail and restaurant recruitment fact sheet is being created and will be forwarded to you shortly.

The historic Monroe County Courthouse is a beautiful facility that could be transformed into a special event center as was done with the Clay County Courthouse in Hayesville, NC. It could be a destination facility for the downtown area.



**STAFF REPORT**

**TO:** Downtown Advisory Board  
**DATE:** June 18, 2025  
**FROM:** Jeff Wells, Assistant City Manager  
**PREPARED BY:** Donna O’Keefe, Downtown Manager  
**SUBJECT:** GROW Monroe Grant Application – Bursting Boba Café Corporation

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**SUMMARY STATEMENT**

The Downtown Advisory Board is asked to consider a recommendation for a GROW Monroe Grant application for Vidhyapati Mishra, owner of Bursting Boba Café, located at 206 N. Hayne Street.

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**REVIEW**

Vidhyapati Mishra, owner of Bursting Boba Café has entered into a three-year lease with Unity Property Group, for a restaurant/food service space at 206 N. Hayne Street.

Mr. Mishra has applied for the GROW MONROE grant program. This is a matching 50/50 downtown grant program designed to provide assistance with rental expenses and/or up-fit expenses for a new business. Awards are determined using a formula based square footage.

Bursting Boba Café is a 952 sq. ft. food service/restaurant, and is eligible for \$8 per sq. ft. or a maximum of \$7,616 through this grant program. Mr. Mishra has applied for rental assistance only. The monthly rent cost for this business is \$1068.06 per month or \$12,816.72. 50% of this amount is \$6408.36. Funds of \$3204.18 are payable at the end of six months, and \$3204.18 after twelve months. Proof of timely rent payment in full will be required before funds can be released.

**RECOMMENDATION**

Staff requests Downtown Advisory Board recommend the approval of the GROW Monroe Downtown Grant to City Council with the Resolution and Budget Amendment to appropriate funds of \$6408.36.

Attachments:  
Application  
Signed Lease Agreement

## Print

# Grow Monroe Grant Program Application - Submission #1070

Date Submitted: 6/10/2025

## Grow Monroe: A Grant Program to Support New or Expanding Businesses



### Tips for Filling Out This Form

- Create a website account to save your progress over time. Click **Sign In to Save Progress** to create an account.
- The website will save text input into the form, but it will not save documents between sessions. Take time to collect what documents you need to submit, then upload them when you are ready to turn in your grant submission.

## Overview

[Read the grant document \(PDF\).](#)

The City of Monroe is committed to supporting and promoting new and existing businesses in the Downtown Business District by providing financial assistance through an incentive grant that helps to offset the costs associated with opening a new business or expanding an existing business.

## The Grant

The GROW MONROE grant program is a matching 50/50 incentive grant program designed to provide assistance with rental expenses, upfit expenses, or expansion costs.

Awards are determined using a formula based square footage.

1. New businesses are eligible for \$6.00 per square foot for retail/office and \$8.00 per square foot for food service/restaurants opening in the Downtown Business District.
2. Expanding businesses are eligible for \$4.00 per square foot for retail/office and \$6.00 per square foot for food service/restaurant for increasing the footprint of an existing business in the Downtown Business District. Applicants who have received an incentive award within the prior five years are not eligible.

## Submission Process

Grant applications will be accepted on an ongoing basis. Awards are based on the availability of funds and meeting the programs requirements.

Applicants must submit a completed application and obtain approval from the Downtown Manager.

- For new businesses, the application must be received within six months of opening.
- For expansions of existing businesses, the application and approval will be required prior to beginning the expansion project.
- Applicants for expansion assistance must be adding to the existing footprint of their business as well as creating three new jobs.

## Applicant Information

### Applicant Name\*

Bursting Boba Cafe Corporation - Vidhyapati Mishra

### Address\*

3725 Longpond Lane

### City\*

Monroe

### State\*

NC

### Zip Code\*

28112

Email Address \*

bobacafeb@gmail.com

Phone Number\*

704-294-0374

### Property Information

Address\*

206 N. Hayne Street

City\*

Monroe

State\*

NC

Zip Code\*

28112

Parcel Number\*

09232027B

Primary Phone Number \*

980-322-4334

#### Parcel Location Certification\*



I certify that this property is located in the Downtown Business District of Monroe. See policy for description.

Property Owner Name (If different from applicant)

Unity Property Group LLC

Address

300 S. Hayne St

City

Monroe

State

NC

Zip Code

28112

Cluster Type

Restaurant/Food Service

Business Type

Food

Email Address

araceli@unitypropertygroup.org

Phone Number

704-294-0374

**Which floor of the building will you be operating on?\***

First

Second

Third

**How many new jobs have you created with this project?\***

2

**How many residential units have you created with this project, if applicable?**

**Hours of Operation \***

9:00 am to 11 p.m. except Tuesday.

Please describe the days of the week and hours of operation

**Square Footage\***

952

**Select Application Type\***

New business applying for rent subsidy only

New business applying for up-fit assistance only

New business applying for rent subsidy and up-fit assistance

Existing business applying for an expansion project

**Rent Subsidy Monthly Rent Cost for New Businesses Only**

\$1068.06

Rent subsidy assistance awards 50% of a new businesses' rent for the first 12 months. Funds shall be paid by the City of Monroe to approved applicants after their first six months and again after 12 months. Proof of timely payment of the full amount of rent will be required before rent subsidy funds are released.

**Eligible Expenses & Details**

Select all applicable expenses for your business type.

### Eligible Business Up-Fit Expenses for Food Service

- |   |   |
|---|---|
| <input type="checkbox"/> Refrigerators, freezers, and coolers                     | <input type="checkbox"/> Point of sale equipment                            |
| <input type="checkbox"/> Ovens, ranges, grills, and ventilation                   | <input type="checkbox"/> Lighting   |
| <input type="checkbox"/> Fryers and grease interceptor, grease trap or receptacle | <input type="checkbox"/> Construction of outdoor dining or gathering spaces |
| <input type="checkbox"/> Washing equipment  | <input type="checkbox"/> City-approved outdoor furniture                    |
| <input type="checkbox"/> Safety equipment   |   |

### Retail/Office Business Expenses

- Point of sale equipment
- Lighting
- Permanent fixtures
- Security equipment

### Eligible Sign Expenses for All Businesses

- Projecting/Blade Sign
  - Wall/Attached Sign
  - Canopy/Awning Sign
  - Window Sign
  - Sidewalk Sign
- See policy for sign descriptions.

### Project Details

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Please provide detail for each item in the project.

### Documentation

### Application Checklist

- Completed application
- Summary outlining the full extent of the work
- A minimum of two quotes from a licensed, bonded, and insured contractor(s) covering full extent of the work
- Site plans, elevations plans, drawings
- Photos of existing conditions
- Certificate of Appropriateness if the property is within the Local Historic District
- Copies of all required permit application(s)
- Proof of ownership or leasing contract
- Property owner's written permission if tenant is applying

Grant application submissions require the following information and documents.

### Additional Existing Business Checklist

- A detailed description of expansion plan including current footprint and footprint after expansion
- Detailed description of the cost for all proposed improvements, including two price quotes from a licensed/bonded and insured contractor and descriptions and costs for new equipment that will be part of the expansion
- Copies of approved permit(s)

### Quote #1 from Contractor

No file chosen

A minimum of two quotes from a licensed, bonded, and insured contractor(s) covering full extent of the work

### Quote #2 from Contractor

No file chosen

A minimum of two quotes from a licensed, bonded, and insured contractor(s) covering full extent of the work

### Site Plans, Elevation Plans, and Drawings

No file chosen

Combine files into one .pdf or .zip file, if needed

### Photos of Existing Conditions

No file chosen

Combine files into one .pdf or .zip file, if needed

**Certificate of Appropriateness**

No file chosen

If property is within the local Historic District

**Permit Applications**

No file chosen

Combine files into one .pdf or .zip file, if needed

**Proof of Ownership or Leasing Contract**

206\_-A\_Hayne\_St\_Lease\_-.pdf

**Property Owner Permission Statement**

No file chosen

If tenant is applying

**Existing Business: Expansion Plan & Footprints**

No file chosen

A detailed description of expansion plan including current footprint and footprint after expansion

**Existing Business: Description for Proposed Improvements**

No file chosen

Combine files into one .pdf or .zip file, if needed

Detailed description of the cost for all proposed improvements, including two price quotes from a licensed/bonded and insured contractor and descriptions and costs for new equipment that will be part of the expansion.

**Existing Business: Required Permits**

No file chosen

**Additional Documentation, if Needed**

Proof of Rent Payments-Jan through May 2025 (2).pdf

Additional quote from contractor or any other additional documentation needed

**Additional Documentation, if Needed**

No file chosen

Additional quote from contractor or any other additional documentation needed

### Approval Process

Upon submission of this application the Downtown Manager/Director will schedule an application review meeting with the applicant within two weeks of receipt. Submission of this application is not a guarantee of a grant award or issuance of a permit. An approval letter will be mailed, emailed, or given by hand to the applicant upon approval. If an application is not approved, the Downtown Office will convey the rejection through email along with the reason for the rejection.

### Certification

I certify that all information provided in this application is accurate and that all work will be performed to meet the program guidelines, City zoning and building code requirements, historic district requirements if applicable and meet the guidelines of the Secretary of Interior's Standards for Rehabilitation and Supplementary Requirements for Development in the Central Business District (City of Monroe Code of Ordinances Title XV, Chapter 156.0540).

I understand that Downtown Grants must receive a recommendation by Monroe's Downtown Advisory Board to City Council. If a recommendation is awarded, staff will request a call for a public hearing at the next regular City Council meeting. A presentation and request will then be made to City Council at the next regularly scheduled City Council meeting. If approved, funds will be encumbered and held until the project is completed and a new assessed value is provided by the Union County Tax Assessor's office.

An application is not a guarantee that an award will be made.

**Note:** The approval process will take a minimum of three months.

**By signing and submitting this document, you agree that all signatures where required may be Electronically Signed by either party, pursuant to NCGS 66-315(b).\***



I understand.

**Signature \***

ON Behalf of Vidhyapati Mishra Owner Bursting  
Boba Cafe

**Date \***

5/26/2025

## LEASE AGREEMENT

THIS LEASE is made and entered into by and between Micheaux Resource Management, LLC PO Box 1561 Monroe, NC 28111, or assigns the "Landlord," and Muna Rizal dba Bursting Boba Café 3725 Longpond Lane Monroe, NC 28110, the "Tenant."

### ARTICLE I--DEFINITIONS

1.1. The following definitions apply when these terms are used in this Lease:

(a) "Landlord" and "Tenant" include landlords and tenants as identified above, and shall apply to persons, both men and women, companies, co-partnerships, corporations, both singular and plural; and in reading this Lease, the necessary grammatical changes required to make the provisions hereof mean and apply as aforesaid shall be made in the same manner as if written into this Lease. The address of Tenant is shown at the end of this Lease Agreement.

(b) "Premises" and/or "Leased Premises" means the real estate leased under this Lease and all buildings, equipment and all improvements thereon.

(c) "Landlord's agent" means Unity Property Group, LLC. This address is to be used for all purposes under this Lease, including but not limited to the payment of rent.

### ARTICLE II--LEASED PREMISES

2.1. Location. In consideration of the rents, covenants and agreements herein reserved and contained on the part of the Tenant to be absorbed and performed, the Landlord demises and leases to Tenant, and Tenant rents from Landlord, those certain premises (herein called the "Leased Premises" or "Premises"), known as and/or located at: 206 N Hayne St Monroe NC 28110, Suite A

2.2 Non-Compete Clause. Landlord agrees to not rent to another tenant in the same building that will engage in selling or offering services substantially similar to those offered by Bursting Boba Café.

### ARTICLE III--TERM AND RENT

3.1. Term of Lease. The initial term of this Lease and Tenant's obligation to pay rent hereunder shall commence at midnight on September 1, 2024, and shall end at midnight on August 31, 2027

Nothing in this Lease shall be construed to give the Tenant any legal or equitable title to any portion of the Leased Premises other than the rights of occupancy herein granted. This Lease supersedes all existing, current leases.

3.2. Holding Over. If the Tenant remain in possession of all or any part of the Leased Premises after the expiration of the term hereof, or any extension hereof, with or without the express written

Reviewed and accepted by: Tenant MR (Initial) Landlord JM (Initial)

consent of Landlord, such tenancy shall be from month to month only, and not a renewal hereof or an extension for any further term, and in such case, rent and other monetary sums due hereunder shall be payable in the amount and at the time specified in this Lease and such month to month tenancy shall be subject to every other term contained herein.

3.3. Rent. Beginning on December 1<sup>st</sup>, 2024, Tenant agrees to pay to Landlord at the office of Landlord's agent, or at such other place designated by Landlord, without prior demand therefore as monthly rent shall be \$995.00 (3% increase) Plus the CAM Fee \$73.06(3% increase). Annual rent shall increase 3% each year on September 1<sup>st</sup>. Said rent shall be payable in advance and on or before the first calendar day of each month during the lease term.

3.4. Rent payment. Rent may either be paid directly to the Landlord's agent at the address shown above or mailed to Landlord's agent. Rent shall be considered paid when mailed if it is mailed on or before the first calendar day of each month to the Landlord's agent at the address shown herein. If the monthly rent is not paid before the first calendar day, then rent shall be considered paid only when received by the Landlord's agent.

3.5. Additional Payments. The Tenant shall pay any tax imposed on the inventory, supplies, equipment or merchandise brought into the Leased Premises by Tenant or its agents. Tenant shall also be solely responsible for telephone, electricity, lighting, natural gas and all other utility charges and shall be solely responsible for necessary maintenance and repairs to any part of the interior of the Leased Premises caused by the acts of Tenant or its invitees, patrons, licensees or customers. Tenant shall not be responsible for ordinary wear and tear.

(a) Landlord shall be responsible for payment of all real property taxes.

3.6. Inspection. Tenant agrees that it has or will within 5 (five) days of the signing hereof inspect the Leased Premises and that the Leased Premises is in good and marketable condition. This paragraph shall not be construed to give Tenant any right to cancel or void this Lease Agreement, said Agreement to be effective and binding upon execution hereof.

3.7. Option to Renew Lease. This Lease shall be renewed for two (2) additional five (5) year periods by Tenant providing written notice to the Landlord at least 90 days prior to the end of the current lease term.

#### ***ARTICLE IV--ALTERATIONS & DESTRUCTION***

4.1. **Alterations. Tenant shall neither make nor allow any alterations, changes, additions or improvements to the Leased Premises without the Landlord's prior written consent after receipt of** plans and specifications, including but not limited to modification of any signage located on or near the Leased Premises. No such alteration, change, addition or improvement shall be done so as to lessen or materially and disadvantageously affect the value of the Premises, and Tenant shall be responsible for any such alteration, change, addition or improvement. Tenant has permission to install drywall partitions to create designated customer and preparation areas, remove some of the drywall to replace with glass wall for greater visibility, replace flooring to meet hygiene standards and to enhance the visual appeal of the café, upgrade

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electrical system to support their equipment needs, upgrade ceiling to support hanging lights, smoke detectors and art effects, plumbing adjustments as necessary for the installation of a beverage preparation area and sinks, and install business signage and security cameras. All work needs to be per local and state code and regulations.

4.2. **Damage or Destruction.** In the event that the Leased Premises are seriously damaged during the term of this Lease, Landlord will, within thirty days of the damage or destruction, notify the Tenant in writing whether it elects to restore the property or to terminate this Lease. If Landlord, in its sole discretion, elects not to restore the Leased Premises, then this lease shall thereupon terminate, and any security deposit made by Tenant, less lawful deductions, returned to Tenant, and incurring no further liability to Tenant. If Landlord, again in its sole discretion, elects to restore the Leased Premises to the condition in which they existed before such damage occurred, then the rent which would otherwise be due hereunder shall be reduced according to the amount of square footage available to Tenant for business use while the repair and/or restoration takes place.

#### ***ARTICLE V--SECURITY DEPOSIT***

5.1. **Deposit.** The Tenant, concurrent with the execution of this Lease, shall deposit with the Landlord and will keep on deposit at all times during the term of this Lease, the sum of **\$995.00** as security for the faithful performance of all the terms, conditions and covenants of this Lease. If, at any time during the term of this Lease, the Tenant is in default in the performance of any of the provisions of this Lease, the Landlord shall have the right to use the said deposit, or as much thereof as the Landlord deems necessary, to cure, correct or remedy any such defaults; and the Tenant, upon notification thereof, shall forthwith pay to the Landlord any and all such expenditure or expenditures so that the Landlord will at all times have the full amount of said deposit as security. Upon the termination of this Lease in any manner, if the Tenant be not then in default, the above deposit or so much thereof as has not been lawfully expended by the Landlord, shall be returned to the Tenant, without interest.

#### ***ARTICLE VI--SPECIAL COVENANTS***

6.1. **No Warranty of Condition or Suitability.** Tenant understands and agrees that it has informed Landlord of its proposed general use of the Leased Premises. Tenant has inspected the Leased Premises and believes they will be satisfactory for its use. HOWEVER, EXCEPT FOR ANY UPFITS SPECIFICALLY DESCRIBED HEREIN AS BEING THE RESPONSIBILITY OF LANDLORD, IT IS EXPRESSLY UNDERSTOOD THAT THE LANDLORD MAKES AND HAS MADE NO WARRANTY, EITHER EXPRESSED OR IMPLIED, AS TO THE CONDITION OF THE PREMISES OR THAT IT WILL BE SUITABLE FOR THE TENANT'S PURPOSES OR NEEDS. THE PREMISES ARE LEASED IN "AS IS" CONDITION.

6.2. **Time of Essence.** Time is of the essence of this Lease and of every term, covenant, and condition hereof and each and every provision hereof, except as to the conditions relating to the delivery of possession of the Leased Premises to Tenant.

6.3. **Waiver.** The waiver by Landlord of any breach of any term, covenant, or condition herein contained shall not be deemed to be a continuing or future waiver of such term, covenant, or condition or any subsequent breach of the same or any other term, covenant, or condition herein contained. The subsequent acceptance of rent hereunder by Landlord shall not be deemed a waiver of any preceding

Reviewed and accepted by: Tenant MR (Initial) Landlord AM (Initial)

breach by Tenant of any term, covenant, or condition of this Lease, other than the failure of Tenant to pay the particular rent so accepted, regardless of Landlord's knowledge of such preceding breach at the time of acceptance of such rent. None of the terms, covenants, or conditions of this Lease can be waived by either Landlord or Tenant except by appropriate written instrument; and all amendments of this Lease, consents, and approvals shall be in writing.

6.4. Late Charges and Interest. If any installment of rent or any other sum due from Tenant is not received by Landlord's agent within five days after such amount is due, Tenant shall pay to Landlord a late charge equal to five per cent (5%) of such overdue amount, provided the same is paid within thirty (30) days of the date due, and if not, such overdue amount shall after said thirty (30) days bear interest at the rate of ten per cent (10%) per annum compounded monthly on the total amount due (including previously-charged interest) until paid. In addition, Tenant agree to pay Landlord any fees or bank charges relating to any returned checks previously given by Tenant.

#### ***ARTICLE VII--ASSIGNMENT, SUBLEASING, AND MORTGAGING***

7.1. Assignment, Subleasing and Mortgaging. The Tenant shall not assign, sublease, mortgage, pledge, or encumber this Lease, nor shall this Lease be assigned or transferred by operation of law without first obtaining the written consent of the Landlord, which consent shall not be unreasonably withheld. In no event shall any such assignment or sublease alter the Tenant's obligations hereunder.

#### ***ARTICLE VIII--EVENTS OF DEFAULT AND REMEDIES***

8.1. Events of Default Defined. The following shall be "events of default" under this Lease and the term "event of default" shall mean, whenever it is used in this Lease, any one or more of the following events:

(a) Failure by the Tenant to pay the rent required or any other sums to be paid by the Tenant hereunder, and continuation thereof for a period of five days from the due date.

(b) Failure by the Tenant to observe and perform any covenant, condition, or agreement on its part to be observed or performed hereunder, other than as referred to in subsection (a) of this Section, for a period of five days after written notice is mailed, specifying such failure and requesting that it be remedied, given to the Tenant by the Landlord or its agent.

(c) The dissolution or liquidation of a Tenant or the filing by any Tenant of a petition in bankruptcy.

(d) Abandonment or vacating of the Leased Premises by Tenant.

8.2. Remedies on Default. Whenever any event of default shall have happened, the Landlord may take any one or more of the following remedial steps:

(a) The Landlord may declare all installments of rent payable for the remainder of the lease term to be immediately due and payable, whereupon the same shall become immediately due

Reviewed and accepted by: Tenant MR (Initial) Landlord JM (Initial)

and payable. Also, Landlord may (but is not required to) send the Tenant written notice that the lease is considered terminated and no longer binding, and may, if it chooses to do so, re-lease the property to other tenants if the default is not cured as herein described.

(b) The Landlord may immediately and without notice reenter and take exclusive possession of the Premises without terminating this lease and sublease the Premises for the account of the Tenant, holding the Tenant jointly and severally liable for the difference in the rent and other amounts payable by such sublessee in such subleasing and the rents and other amounts payable by the Tenant hereunder. Following re-entry of the Leased Premises by Landlord, Tenant shall continue to pay all such rent and additional charges as same become due under the terms of this Lease, together with all other expenses incurred by Landlord in regaining possession until such time, if any, as Landlord re-leases same and the Premises are occupied by such successor, it being understood that Landlord shall have no obligation to mitigate its or Tenant's damages by re-leasing or attempting to re-lease the Premises to other tenants. No reentry or taking possession of the Premises by Landlord, including under a forcible entry and detainer statute or similar law, constitutes Landlord's election to terminate this Lease without Landlord's notice to such effect to Tenant. No notice from Landlord, should Landlord choose to send notice, constitutes Landlord's election to terminate Tenant's obligations under this Lease Agreement unless the notice unequivocally says so.

In the event that Landlord retakes the Premises after default by Tenant, Landlord may accelerate the rent due for the full remaining term of the Lease and will immediately be entitled to recover the present value of such rent to be calculated using a discount rate of 3% per annum for the full term of the Lease, less an additional 5%. Landlord and Tenant agree that the present value of the remaining rent payments shall constitute liquidated damages, since the actual amount of the rent payments, less offsets of Landlord's receipts upon reletting, if any, are uncertain and the calculation of the present value using a 3% discount rate, less 5%, is a reasonable estimate of the Landlord's losses in the event of Tenant's default. Landlord shall not be entitled to any excess in rents collected by the Landlord by subsequent Lessees, if any.

(c) The Landlord may take whatever action at law or in equity may appear necessary or desirable to collect the rent and any other amounts payable by the Tenant hereunder, then due and thereafter to become due, or to enforce performance and observance of any obligation, agreement, or covenant of the Tenant under this Lease. Landlord shall not be bound to bring an action in summary ejectment or otherwise.

(d) If any property belonging to or which had been under the control of or possession of Tenant remains on or in the Leased Premises, the Landlord shall retain have and retain a first lien on said property for any damages and/or amounts due under this Lease. Landlord shall be entitled (but not required) to retain said property until said amounts and/or damages for default are paid. If such remain unpaid for 30 days after default, then Landlord shall be entitled to deem said property abandoned, and may sell or otherwise dispose of such property, and apply the proceeds from said sale or disposal, if any, to the damages/amounts owed. This section shall not be construed to place any obligation whatsoever on the Landlord to be responsible for, retain, store, safeguard or otherwise take any action to protect said property. Nor shall Landlord be responsible in any way to contact Tenant or anyone concerning said property or the disposition thereof. Any sale or disposal of said property shall be deemed "commercially reasonable," and Landlord shall not be bound by the provisions of NCGS

Reviewed and accepted by: Tenant MR

(Initial)

Landlord AM

(Initial)

§44A *et seq* or any other provisions of law relating to public or private sales. Tenant hereby waive all rights, if any they then have, under said section and statutes.

8.3. No Additional Waiver Implied by One Waiver. In the event any agreement contained in this Lease is breached by either party and thereafter waived by the other party, such waiver shall be limited to the particular breach waived and shall not be deemed to waive any other breach hereunder.

### *ARTICLE IX--MISCELLANEOUS*

9.1. Use. The Leased Premises shall at all times be used exclusively for lawful business purposes. Tenant shall be solely responsible for ensuring the safety, cleanliness and security of the Leased Premises and its customers, social guests, patrons, licensees and invitees. Tenant shall not allow the consumption of alcoholic beverages in the parking area, and shall closely monitor all activities on the Leased Premises, taking all actions it deems necessary to ensure compliance with any laws and regulations. Tenant shall be solely responsible for the payment of any penalties or liabilities incurred, whether they be civil, criminal, administrative or otherwise, incident to the operation of any business on the Premises.

9.2. Insurance. The Tenant agrees that it will at all times during the term of this Lease maintain and keep in force, at its own expense, all insurance premiums including, but not limited to, comprehensive public liability insurance in an amount not less than \$1,000,000.00, against claims or potential claims for bodily injury, death or property damage occurring on or about the Leased Premises, and naming Landlord or Landlord's agent as an "additional insured." Tenant also agrees to maintain and keep in force a casualty insurance policy for an amount not less than \$100,000.00, also at its own expense, and will provide documents to the Landlord's agent showing the purchase and maintenance of said coverage. Tenant understands that any insurance covering the contents, inventories, records, stock or providing for business interruption shall be its sole responsibility and not the responsibility of either the Landlord or Landlord's agent. Tenant agrees not to do anything or conduct any business which increases or negatively affects the insurance coverage for the Premises, or which causes an increase in the insurance premiums.

Any insurance that the Tenant chooses to maintain will be its own responsibility and at its own expense.

9.3. Captions; Attachments. The captions of the paragraphs of this Lease are for convenience only and shall not be deemed to be relevant in resolving any question of interpretation or construction of any section of this Lease. Exhibits attached hereto, if any, are deemed by attachment to constitute part of this Lease and are incorporated herein.

9.4. Severability. If any term or provision of this Lease shall, to any extent, be determined by a court of competent jurisdiction to be invalid or unenforceable, the remainder of this Lease shall not be affected thereby, and each term and provision of this Lease shall be valid and be enforceable to the fullest extent permitted by law.

9.5. Binding Effect. The parties agree that all of the provisions hereof shall bind and inure to the benefit of the parties hereof and their respective heirs, legal representatives,

Reviewed and accepted by: Tenant MR (Initial) Landlord JM (Initial)

successors and assigns.

9.6. Governing Law. This Lease shall be governed and construed in accord with the laws of North Carolina, and shall not be wholly voided if a part or parts of this Lease is at variance with the laws of such jurisdiction, but shall be construed in accordance with such state's laws. All parties understand that this Lease Agreement pertains to the lease of commercial property, and is to be considered a "commercial lease" as that phrase is used in North Carolina.

9.7. Indemnify and Hold Harmless. Tenant agree that, if Landlord or Landlord's agent should pay any sum which is incurred because of Tenant or incident to Tenant's business on the Leased Premises or their activities, or for any taxes paid by Landlord, whether ad valorem or otherwise. Tenant shall indemnify and hold the Landlord and/or Landlord's agent harmless for said sum within 5 (five) calendar days of the payment of said expense and/or penalty.

9.8. Specific Performance and Breach. Without in any way limiting an aggrieved party's rights, either party hereto shall have the right to compel the performance of any of the provisions of this Agreement by suing for specific performance or for breach of the terms hereof in the courts where jurisdiction of the parties and subject matter exists. Should either party be obliged to enforce this Agreement by way of a lawsuit for specific performance or breach, the other party shall be responsible for the payment of the injured party's costs and expenses incurred, including reasonable attorney's fees of 15% of the total then due under the lease, should the injured or aggrieved party prevail upon its or her lawsuit. This includes but is not limited to any action for ejectment, to recover for loss of rent and/or to recover for damages to the Leased Premises. The statute of limitations for any action brought under or to enforce this Lease shall be the same as for agreements under seal.

9.9. Joint and Several Liability. Each Tenant shall be fully responsible to Landlord for any amount due or condition, obligation or term due under this Lease, and shall incur joint and several liability for any breach hereof.

9.10. Condemnation or Other Taking. In the event that the Leased Premises are taken in condemnation proceedings or any other taking, this Lease shall terminate as of the date of such taking. Landlord agrees to refund any portion of the unearned rent paid by Tenant. Tenant agrees to vacate the Leased Premises and to surrender same to Landlord. Any award for such taking shall be the sole property of Landlord, with the exception that the Tenant shall be entitled to receive that portion of the award which is attributable to any improvements or repairs it has made on the Leased Premises for which it has not been reimbursed by Landlord.

In the event that a portion of, but not all of, the Leased Premises is taken by condemnation or other act of the governing authorities, if the portion taken is more than 80% of the total area leased, then the Tenant shall have the option to terminate this Lease without penalty, provided it gives Landlord's agent thirty days written notice of its intent to terminate this Lease after it learns of the taking. In that event, Tenant shall be responsible for only the portion of the rent due, such rent being prorated from the first of the month until the date Tenant completely vacates said Premises. In the event that Tenant does not exercise its option to terminate this Lease, this Lease shall continue in full force and effect as to the portion of the Leased Premises not taken. However, the rent shall be reduced

Reviewed and accepted by: Tenant MR (Initial) Landlord AM (Initial)

according to the percentage amount of the Leased Premises which were taken or condemned.

9.11. Repairs. Landlord will be responsible only for the repair of the roof, the exterior walls of the building of the Leased Premises and the now-existing exterior mechanical and electrical structures that are not damaged by the Tenant or their agents, guests, employees, licensees or invitees. After the start of the lease, Tenant is responsible for up to \$500.00 per occurrence and Landlord is responsible for any costs exceeding cap. Also, Tenant is required to purchase a bi-annual service agreement for the HVAC systems to maintain the HVAC system. Tenant is required to give the Landlord or Landlord's agent a copy of the annual maintenance/service contract for the HVAC. If Tenant fails to maintain such a contract, then Tenant shall be solely responsible for ALL costs of repair to the HVAC, regardless of the \$500.00 cap discussed herein.

Except as otherwise specified in writing, in no event will Landlord be responsible for making repairs to any part of the Leased Premises where the need for the repair existed or should have been evident at the inception of this lease. The Premises are leased in "AS IS" condition.

If any of the Premises leased hereunder require repair, the Tenant agree to notify the Landlord by telephone and email within 24 hours of Tenant discovery thereof and in writing within 5 calendar days so that repairs can be expedited and potential damage minimized.

Tenant will maintain and repair, if necessary, the interior of the Leased Premises, including the electrical, plumbing, heating, lighting, and all other interior mechanical installations. The Tenant is also responsible for the maintenance and repair of all glass on the Leased Premises, including but not limited to any plate glass and windows. Tenant agrees that it will allow reasonable access to the Landlord or its agent or their designees for purposes of conducting repairs of the Lease Premises, adjoining premises or for purposes of inspection.

9.12. Return After Termination. Upon the termination of this Lease, the Tenant agrees to return the Leased Premises to Landlord in as good condition as when the premises were leased to Tenant, less any ordinary wear and tear.

9.13. Trade Fixtures. All trade fixtures installed by Tenant during the term of this Lease shall remain the property of Tenant and shall be removed by Tenant at the expiration of this Lease if such can be removed without damage to the Leased Premises.

9.14. Notification. Any letters, rent, notices or other communications which are mailed to the other party under this Lease shall be sent by one or all of the following methods: 1) first-class mail to the addresses shown herein; 2) electronic delivery (i.e. facsimile, e-mail); 3) overnight courier (i.e. UPS, FedEx). Each party agrees to keep the other informed of its current location, address and telephone number.

9.15. Personal Guaranty. If a corporation and/or business is one of the Tenant named herein, then the Tenant individually, jointly and severally warrant that the corporation or business has full authority to enter into this lease, that the individuals whose signatures appear below or who sign below have full authority to bind the corporation or business, and that they personally and individually guarantee that they will indemnify and pay any sums due hereunder in the event that the corporation or business does not pay as agreed.

Reviewed and accepted by: Tenant MR (Initial) Landlord AM (Initial)

9.16. OMITTED.

9.17. Bankruptcy. If Landlord shall not be permitted to terminate this Lease as hereinabove provided because of the provisions of Title 11 of the United States Code relating to Bankruptcy, as amended (the "Bankruptcy Code" or such other laws or regulations as may then be applicable, then Tenant as a debtor in possession or any trustee for Tenant agrees promptly, within no more than fifteen (15) days following request by Landlord to the Bankruptcy Court, to assume or reject this Lease and Tenant on behalf of itself, and any trustee agrees not to seek or request any extension or adjournment of any application to assume or reject this Lease by Landlord with such Bankruptcy Court. In such event, Tenant or any trustee for Tenant may only assume this Lease if it (a) cures or provides adequate assurance that the Trustees will promptly cure any default hereunder; (b) compensates or provides adequate assurance that Tenant will promptly compensate Landlord for any actual pecuniary loss to Landlord resulting from Tenant's defaults; and (c) provides adequate assurance of performance during the fully stated term hereof of all of the terms, covenants, and provisions of this Lease to be performed by Tenant. In no event after the assumption of this Lease shall any then-existing default remain uncured for a period set forth herein. Adequate assurance of performance of this Lease set forth hereinabove shall include, without limitation, adequate assurance (i) of the source of rent reserved hereunder; (ii) that any rent or additional payments due hereunder will not decline from the levels anticipated; and (iii) that the assumption of this Lease will not breach any provision hereunder. In the event of a filing of a petition under the Bankruptcy Code, Landlord shall have no obligation to provide Tenant with any services or utilities as herein required unless Tenant shall have paid and be current in all payments of operating costs, utilities or other charges therefor.

9.18. Entire Agreement. This instrument along with any exhibits and attachments hereto constitute the entire agreement between Landlord and Tenant relative to the Leased Premises and this Agreement and the exhibits and attachments may be altered, amended or revoked only by an instrument in writing signed by both Landlord and Tenant. Landlord and Tenant agree hereby that any and all prior or contemporaneous oral agreements between and among themselves and their agents or representatives relative of the leasing of the Premises are merged in or revoked by this Agreement.

9.19 Voluntary Execution and Acceptance. Both Landlord and Tenant acknowledge that they have entered into this Lease of their own desire, free will and volition, each understands all terms and conditions, and each acknowledges that no undue influence, coercion, pressure (either mental or physical) has been used against either of them in execution and acceptance of this Lease, either by the other party to this Agreement or by any other person. The parties agree that all charges, fees, and/or terms contained in this Lease Agreement are reasonable, fair and appropriate.

EXECUTED on 8.30.2024.

Landlord:

Micheaux Resource Management, LLC

By: *John Meltz*  
manager

Tenant:

Muna Rizal dba Bursting Bc

*Muna Rizal*

Muna Rizal (Aug 30, 2024 10:06 EDT)

Reviewed and accepted by: Tenant *MR*

(Initial)

Landlord *JM*

(Initial)






# 206 -A Hayne St Lease

Final Audit Report

2024-08-30

Created:	2024-08-30
By:	Ingram Walters (mandy@ingramwalters.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAs1G78qRI2uXj4HSaRqHOARP_Z1jxHUt

## "206 -A Hayne St Lease" History

-  Document created by Ingram Walters (mandy@ingramwalters.com)  
2024-08-30 - 2:03:37 PM GMT
-  Document emailed to Muna Rizal (munarizal8@gmail.com) for signature  
2024-08-30 - 2:03:41 PM GMT
-  Email viewed by Muna Rizal (munarizal8@gmail.com)  
2024-08-30 - 2:03:58 PM GMT
-  Document e-signed by Muna Rizal (munarizal8@gmail.com)  
Signature Date: 2024-08-30 - 2:06:19 PM GMT - Time Source: server
-  Agreement completed.  
2024-08-30 - 2:06:19 PM GMT



**STAFF REPORT**

**TO:** Downtown Advisory Board  
**DATE:** June 18, 2025  
**FROM:** Jeff Wells, Assistant City Manager  
**PREPARED BY:** Donna O’Keefe, Downtown Manager  
**SUBJECT:** Grow Monroe Grant Application – Jennifer Hill, owner of the New Silver Lining

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**SUMMARY STATEMENT**

The Downtown Advisory Board is asked to consider a recommendation for a GROW Monroe Grant application for Jennifer Hill, owner of the New Silver Lining, located at 208 N. Main Street.

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**REVIEW**

Jennifer Hill, owner of Silver Lining has entered into a three-year lease with Mark F. Ashcraft for a retail space at 208 N. Main Street.

Ms. Hill has applied for the Grow Monroe Downtown Grant. This is a matching 50/50 downtown grant program designed to provide assistance with rental expenses and/or up-fit expenses for a new business. Awards are determined using a formula based square footage.

The new Silver Lining is a 1400 sq. ft. retail space. This makes Silver Lining’s owner Jennifer Hill eligible for \$6 per sq. ft. or a maximum of \$8,400 through this grant program. Ms. Hill has applied for rental assistance as well as up-fit expense for a new sign as part of opening her new business. The monthly rent expense for this business is \$1750.00 per month or \$21,000.00 per year. Fifty percent of the annual rental expense is \$10,500. Ms. Hill has also submitted an estimate of \$660.00 for new signage.

Staff recommends Silver Lining be awarded the full eligible grant amount of \$8,400.00 with \$330.00 to be awarded for up-fit assistance and \$8070.00 in rental assistance. Funds of \$330.00 will be paid to the applicant upon completion and inspection of the sign installation and proof of full payment has been submitted. \$4035.00 in rental assistance will be paid to the applicant at the end of six months, and \$4035.00 will be payable after twelve months. Proof of timely rent payment in full will be required before funds can be released.

**RECOMMENDATION**

Staff requests Downtown Advisory Board recommend the approval of the Grow Monroe Downtown Grant to City Council with the Resolution and Budget Amendment to appropriate funds of \$8400.00.

Attachments:

Application

Signed Lease Agreement

Sign Estimate

## Print

# Grow Monroe Grant Program Application - Submission #1054

Date Submitted: 6/9/2025

## Grow Monroe: A Grant Program to Support New or Expanding Businesses



### Tips for Filling Out This Form

- Create a website account to save your progress over time. Click **Sign In to Save Progress** to create an account.
- The website will save text input into the form, but it will not save documents between sessions. Take time to collect what documents you need to submit, then upload them when you are ready to turn in your grant submission.

## Overview

[Read the grant document \(PDF\).](#)

The City of Monroe is committed to supporting and promoting new and existing businesses in the Downtown Business District by providing financial assistance through an incentive grant that helps to offset the costs associated with opening a new business or expanding an existing business.

## The Grant

The GROW MONROE grant program is a matching 50/50 incentive grant program designed to provide assistance with rental expenses, upfit expenses, or expansion costs.

Awards are determined using a formula based square footage.

1. New businesses are eligible for \$6.00 per square foot for retail/office and \$8.00 per square foot for food service/restaurants opening in the Downtown Business District.
2. Expanding businesses are eligible for \$4.00 per square foot for retail/office and \$6.00 per square foot for food service/restaurant for increasing the footprint of an existing business in the Downtown Business District. Applicants who have received an incentive award within the prior five years are not eligible.

## Submission Process

Grant applications will be accepted on an ongoing basis. Awards are based on the availability of funds and meeting the programs requirements.

Applicants must submit a completed application and obtain approval from the Downtown Manager.

- For new businesses, the application must be received within six months of opening.
- For expansions of existing businesses, the application and approval will be required prior to beginning the expansion project.
- Applicants for expansion assistance must be adding to the existing footprint of their business as well as creating three new jobs.

## Applicant Information

### Applicant Name\*

Jennifer Hill (The Silver Lining)

### Address\*

218 W Lawyers Rd

### City\*

Monroe

### State\*

NC

### Zip Code\*

28110

Email Address \*

jennhill69@gmail.com

Phone Number\*

7042010454

**Property Information**

Address\*

208 N Main Street

City\*

Monroe

State\*

NC

Zip Code\*

28112

Parcel Number\*

09232054

Primary Phone Number \*

704-283-2125

**Parcel Location Certification\***



I certify that this property is located in the Downtown Business District of Monroe. See policy for description.

**Property Owner Name (If different from applicant)**

Mark Ashcraft

Address

718 Baron Rd

City

Waxhaw

State

NC

Zip Code

28173

Cluster Type

Business Type

Email Address

jennhill69@gmail.com

Phone Number

**Which floor of the building will you be operating on?\***

First

Second

Third

**How many new jobs have you created with this project?\***

0

**How many residential units have you created with this project, if applicable?**

**Hours of Operation \***

Tuesday - Friday 10-6 Saturday 10-5

Please describe the days of the week and hours of operation

**Square Footage\***

1400

**Select Application Type\***

New business applying for rent subsidy only

New business applying for up-fit assistance only

New business applying for rent subsidy and up-fit assistance

Existing business applying for an expansion project

**Rent Subsidy Monthly Rent Cost for New Businesses Only**

1750.00

Rent subsidy assistance awards 50% of a new businesses' rent for the first 12 months. Funds shall be paid by the City of Monroe to approved applicants after their first six months and again after 12 months. Proof of timely payment of the full amount of rent will be required before rent subsidy funds are released.

**Eligible Expenses & Details**

Select all applicable expenses for your business type.

### Eligible Business Up-Fit Expenses for Food Service

- |   |   |
|---|---|
| <input type="checkbox"/> Refrigerators, freezers, and coolers                     | <input type="checkbox"/> Point of sale equipment                            |
| <input type="checkbox"/> Ovens, ranges, grills, and ventilation                   | <input type="checkbox"/> Lighting   |
| <input type="checkbox"/> Fryers and grease interceptor, grease trap or receptacle | <input type="checkbox"/> Construction of outdoor dining or gathering spaces |
| <input type="checkbox"/> Washing equipment  | <input type="checkbox"/> City-approved outdoor furniture                    |
| <input type="checkbox"/> Safety equipment   |   |

### Retail/Office Business Expenses

- Point of sale equipment
- Lighting
- Permanent fixtures
- Security equipment

### Eligible Sign Expenses for All Businesses

- Projecting/Blade Sign
  - Wall/Attached Sign
  - Canopy/Awning Sign
  - Window Sign
  - Sidewalk Sign
- See policy for sign descriptions.

### Project Details

New signage for outside store and windows

Please provide detail for each item in the project.

### Documentation

### Application Checklist

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Completed application  | <input type="checkbox"/> Certificate of Appropriateness if the property is within the Local Historic District |
| <input type="checkbox"/> Summary outlining the full extent of the work   | <input type="checkbox"/> Copies of all required permit application(s)   |
| <input type="checkbox"/> A minimum of two quotes from a licensed, bonded, and insured contractor(s) covering full extent of the work | <input checked="" type="checkbox"/> Proof of ownership or leasing contract                                    |
| <input type="checkbox"/> Site plans, elevations plans, drawings  | <input type="checkbox"/> Property owner's written permission if tenant is applying                            |
| <input type="checkbox"/> Photos of existing conditions   |   |

Grant application submissions require the following information and documents.

### Additional Existing Business Checklist

- A detailed description of expansion plan including current footprint and footprint after expansion
- Detailed description of the cost for all proposed improvements, including two price quotes from a licensed/bonded and insured contractor and descriptions and costs for new equipment that will be part of the expansion
- Copies of approved permit(s)

### Quote #1 from Contractor

No file chosen

A minimum of two quotes from a licensed, bonded, and insured contractor(s) covering full extent of the work

### Quote #2 from Contractor

No file chosen

A minimum of two quotes from a licensed, bonded, and insured contractor(s) covering full extent of the work

### Site Plans, Elevation Plans, and Drawings

No file chosen

Combine files into one .pdf or .zip file, if needed

### Photos of Existing Conditions

No file chosen

Combine files into one .pdf or .zip file, if needed

**Certificate of Appropriateness**

No file chosen

If property is within the local Historic District

**Permit Applications**

No file chosen

Combine files into one .pdf or .zip file, if needed

**Proof of Ownership or Leasing Contract**

Silver Lining Lease Agreement 2025.pdf

**Property Owner Permission Statement**

No file chosen

If tenant is applying

**Existing Business: Expansion Plan & Footprints**

No file chosen

A detailed description of expansion plan including current footprint and footprint after expansion

**Existing Business: Description for Proposed Improvements**

No file chosen

Combine files into one .pdf or .zip file, if needed

Detailed description of the cost for all proposed improvements, including two price quotes from a licensed/bonded and insured contractor and descriptions and costs for new equipment that will be part of the expansion.

**Existing Business: Required Permits**

No file chosen

**Additional Documentation, if Needed**

EST-17293.pdf

Additional quote from contractor or any other additional documentation needed

**Additional Documentation, if Needed**

No file chosen

Additional quote from contractor or any other additional documentation needed

## Approval Process

Upon submission of this application the Downtown Manager/Director will schedule an application review meeting with the applicant within two weeks of receipt. Submission of this application is not a guarantee of a grant award or issuance of a permit. An approval letter will be mailed, emailed, or given by hand to the applicant upon approval. If an application is not approved, the Downtown Office will convey the rejection through email along with the reason for the rejection.

## Certification

I certify that all information provided in this application is accurate and that all work will be performed to meet the program guidelines, City zoning and building code requirements, historic district requirements if applicable and meet the guidelines of the Secretary of Interior's Standards for Rehabilitation and Supplementary Requirements for Development in the Central Business District (City of Monroe Code of Ordinances Title XV, Chapter 156.0540).

I understand that Downtown Grants must receive a recommendation by Monroe's Downtown Advisory Board to City Council. If a recommendation is awarded, staff will request a call for a public hearing at the next regular City Council meeting. A presentation and request will then be made to City Council at the next regularly scheduled City Council meeting. If approved, funds will be encumbered and held until the project is completed and a new assessed value is provided by the Union County Tax Assessor's office.

An application is not a guarantee that an award will be made.

**Note:** The approval process will take a minimum of three months.

**By signing and submitting this document, you agree that all signatures where required may be Electronically Signed by either party, pursuant to NCGS 66-315(b).\***



I understand.

**Signature \***

Jennifer Hill

**Date \***

6/9/2025

## COMMERCIAL LEASE AGREEMENT

This Commercial Lease Agreement (Lease) is entered into on this day of May 28, 2025 by and between **Mark F. Ashcraft** (Landlord) and **Jennifer Hill** (Tenant). Landlord is the owner of land and improvements whose address is: 208 N. Main St. Monroe, NC. Landlord makes available for lease a portion of the building designated as 1st Floor. (Leased Premises). Landlord desires to lease the Leased Premises to Tenant, and Tenant desires to lease the Leased Premises from Landlord for the term, at the rental and upon the provisions set forth herein.

THEREFORE, in consideration of the mutual promises contained herein, and for other good and valuable consideration, it is agreed:

### **Term.**

The Initial Term of the Lease is 3 years and shall begin on the 1st day of June 2025, and end on the 31st day of May 2028.

### **Rent.**

Tenant shall pay to Landlord during the Initial Term of the lease rent of \$1,750 Dollars per month for 1st year. \$1,825 2<sup>nd</sup> year. \$1,900 last year.

Each installment payment shall be due in advance on the first day of each calendar month during the lease term to Landlord at the following address: 718 Baron Rd. Waxhaw NC 28173. Any payment received after the fifth day of the month shall be subject to a late fee of \$100 Dollars.

### **Deposit.**

First and last month's rent total \$3,650.

### **Prohibited Uses.**

Notwithstanding the forgoing, Tenant shall not use the Leased Premises for the purposes of storing, manufacturing or selling any explosives, flammables or other inherently dangerous substance, chemical, thing or device.

### **Sublease and Assignment.**

Tenant shall not have the right without Landlord's written consent to Sublease the premises.

**Maintenance and Repairs.**

The Premises are to be delivered to Tenant at the commencement of the term of this Lease in an as is condition, which shall mean initially the same condition as the Premises are in as of the date of execution of the Lease by the tenant. During the Lease term, Tenant shall make, at Tenant's expense, all necessary repairs and maintenance to the Leased Premises.

**Alterations and Improvements.**

Tenant, at Tenant's expense, must maintain all of building in that condition for term of lease. Tenant, at Tenant's expense, have the right, upon obtaining Landlord's consent, to remodel, redecorate, and make additions, improvements and replacements of and to all or any part of the Leased Premises from time to time as Tenant may deem desirable, provided the same are made in a workmanlike manner and utilizing good quality materials. Tenant shall have the right to place and install personal property, trade fixtures, equipment and other temporary installations in and upon the Leased Premises and fasten the same to the premises. All personal property, equipment, machinery, trade fixtures and temporary installations, whether acquired by Tenant at the commencement of the Lease term or placed or installed on the Leased Premises by Tenant, thereafter, shall remain Tenant's property free and clear of any claim by Landlord. Tenant shall have the right to remove the same at any time during the term of this Lease if Tenant shall repair, at Tenant's expense, all damage to the Leased Premises caused by such removal. All improvements shall become property to the landlord.

**Property Taxes.**

Landlord shall pay, prior to delinquency, all general real estate taxes. Tenant shall be responsible for paying all personal property taxes with respect to Tenant's personal property at the Leased Premises.

**Insurance.**

If the Leased Premises or any other part of the Building is damaged by fire or other casualty resulting from any act of negligence by Tenant or by any of Tenant's agents, employees or invitees, rent shall not be diminished or abated while such damages are under repair, and Tenant shall be responsible for the costs of repair not covered by insurance.

Landlord shall maintain fire and extended coverage insurance on the Building and the Leased Premises in such amount as Landlord shall deem appropriate. Tenant shall be responsible, at its expense, for fire and extended coverage insurance on all its personal

property, including removable trade fixtures, located in the Leased Premises. Tenant shall each at its own expense, maintain a policy or policies of comprehensive general liability insurance with respect to the particular activities of each in the building with the premiums thereon fully paid on or before due date. Such insurance policy shall be issued by and binding upon an insurance company approved by Landlord and shall afford minimum protection of not less than \$1,000,000 combined single limit coverage of bodily injury, property damage or combination thereof. Tenant shall provide Landlord with current Certificates of Insurance evidencing Tenant's compliance with this Paragraph.

**Utilities.**

Tenant shall pay all charges for water, sewer, gas, electricity, telephone and other services and utilities used by Tenant on the Leased Premises during the term of this Lease. Tenant shall pay such all such utility charges prior to the due date. Tenant acknowledges that the Leased Premises are designed to provide standard office use electrical facilities and standard office lighting. Tenant shall not use any equipment or devices that utilizes excessive electrical energy or which may, in Landlord's reasonable opinion, overload the wiring or interfere with electrical services to other tenants.

**Signs.**

Following Landlord's consent, Tenant shall have the right to place on the Leased Premises, at locations selected by Tenant, any signs which are permitted by applicable zoning ordinances and private restrictions. Landlord may refuse consent to any proposed signage that is in Landlord's opinion too large, deceptive, unattractive or otherwise inconsistent with or inappropriate to the Leased Premises. Tenant shall repair all damage to the Leased Premises resulting from the removal of signs installed by Tenant.

**Entry.**

Landlord shall have the right to enter upon the Leased Premises at reasonable hours to inspect the same, provided Landlord shall not thereby unreasonably interfere with Tenant's business on the Leased Premises.

**Default.**

In the event of a default made by Tenant in the payment of rent when due to Landlord, Tenant shall have fifteen (15) days after receipt of written notice thereof to cure such default. In the event of a default made by Tenant in any of the other covenants or conditions to be kept, observed and performed by Tenant, Tenant shall have thirty (30) days after receipt of written notice thereof to cure such default. In the event that the Tenant shall fail to cure any default within the time allowed under this paragraph,

Landlord may declare the term of this Lease ended and terminated by giving Tenant written notice of such intention, and if possession of the Leased Premises is not surrendered, Landlord may reenter said premises. Landlord shall have, in addition to the remedy above provided, any other right or remedy available to Landlord on account of any Tenant default, either in law or equity. If this Lease is terminated by Landlord pursuant to any Event of Default, Tenant nevertheless shall remain liable for all "Rental Payments" due under this Lease together with damages which may be due or sustained by Landlord and all reasonable costs, fees and expenses.

**Quiet Possession.**

Landlord covenants and warrants that upon performance by Tenant of its obligations hereunder, Landlord will keep and maintain Tenant in exclusive, quiet, peaceable and undisturbed and uninterrupted possession of the Leased Premises during the term of this Lease.

**Subordination.**

Tenant accepts this Lease subject and subordinate to any mortgage, deed of trust or other lien presently existing or hereafter arising upon the Leased Premises, or upon the Building and to any renewals, refinancing and extensions thereof, but Tenant agrees that any such mortgagee shall have the right at any time to subordinate such mortgage, deed of trust or other lien to this Lease on such terms and subject to such conditions as such mortgagee may deem appropriate in its discretion. Landlord is hereby irrevocably vested with full power and authority to subordinate this Lease to any mortgage, deed of trust or other lien now existing or hereafter placed upon the Leased Premises of the Building. Tenant agrees that it will from time to time upon request by Landlord execute and deliver to such persons as Landlord shall request a statement in recordable form certifying that this Lease is unmodified and in full force and effect (or if there have been modifications, that the same is in full force and effect as so modified), stating the dates to which rent and other charges payable under this Lease have been paid, stating that Landlord is not in default hereunder (or if Tenant alleges a default stating the nature of such alleged default) and further stating such other matters as Landlord shall reasonably require.

**Notice.**

Any notice required or permitted under this Lease shall be deemed sufficiently given or served if sent by United States certified mail, return receipt requested, addressed as follows:

Landlord: **Mark Ashcraft, 718 Baron Rd. Waxhaw, NC. 28173**

Tenant: **Jennifer Hill, 218 W Lawyers Rd. Monroe 28110**

Landlord and Tenant shall each have the right from time to time to change the place notice is to be given under this paragraph by written notice thereof to the other party.

**Waiver of Subrogation.**

Landlord and Tenant hereby release each other from any and all liability or responsibility to the other or anyone claiming through them by way of subrogation or otherwise for any fully insured loss or damage to property even if such loss or damage shall have been caused by the fault or negligence of the other party or anyone for whom such party may be responsible. All fire, extended coverage and other insurance carried by either Landlord or Tenant covering losses arising out of the destruction or damage to the Premises or any contents thereof shall provide for a waiver of rights of subrogation against Landlord and Tenant on the part of the insurance carrier.

**Memorandum of Lease.**

The parties hereto contemplate that this Lease should not and shall not be filed for record, but in lieu thereof, at the request of either party, Landlord and Tenant shall execute a Memorandum of Lease to be recorded for the purpose of giving record notice of the appropriate provisions of this Lease.

**Successors.**

The provisions of this Lease shall extend to and be binding upon Landlord and Tenant and their respective legal representatives, successors and assigns.

**Compliance with Law.**

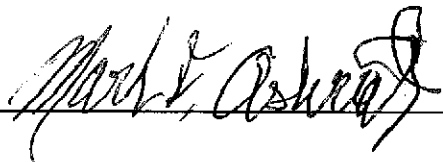
Tenant and Landlord each shall comply with all laws, orders, ordinances and other public requirements now or hereafter affecting the Leased Premises.

**Final Agreement.**

This Agreement terminates and supersedes all prior understandings or agreements on

the subject matter hereof. This Agreement may be modified only by a further writing that is duly executed by both parties.

**IN WITNESS WHEREOF**, the parties have executed this Lease as of the day and year first above written.

Landlord 

Tenant 



\*\*\*PLEASE NOTE THAT THE FIRST LAYOUT AND REVISION IS FREE OF CHARGE, AFTER THAT WE CHARGE \$150 AN HOUR FOR LAYOUTS IN 15 MINUTE INCREMENTS OF \$37.50. PLEASE READ OVER YOUR LAYOUTS AND PROVIDE ALL INFORMATION AND CORRECT ARTWORK TO PREVENT ADDITIONAL CHARGES.

WE DO NOT OFFER RETURNS, REFUND, OR CANCELLATION ON ANY CUSTOM-MADE PRODUCT.

\*\*Prices and delivery dates are subject to change due to price increases, availability, and transportation costs beyond our control. The quoted prices are good for 15 days.\*\*

THANK YOU!\*\*\*

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

We look forward to working with you on your project.

2242 W Roosevelt Blvd Ste F Monroe, NC 28110 (704) 401-1466



**STAFF REPORT**

**TO:** Downtown Advisory Board  
**VIA:** Jeff Wells, Assistant City Manager  
**DATE:** June 18, 2025  
**FROM:** Donna O’Keefe, Downtown Manager  
**SUBJECT:** Monroe Fall Fest 2025, Sponsorship Application

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**SUMMARY STATEMENT**

Home Brew’s owner Greg Moore has submitted a sponsorship application for the Monroe Fall Fest 2025.

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**REVIEW**

The Monroe Fall Fest is an event put on by downtown Monroe business owners to bring people into Downtown Monroe for one day. The event closes the majority of Main Street to allow for food & retail vendors and fun activities for kids and adults alike. There will be eleven downtown businesses willing to participate in this event and will be open during the event.

The event is scheduled for the October 11, 2025 from 11 am to 5 pm.

Please see application for further details on marketing plan, pre-event plan, and vendor list.

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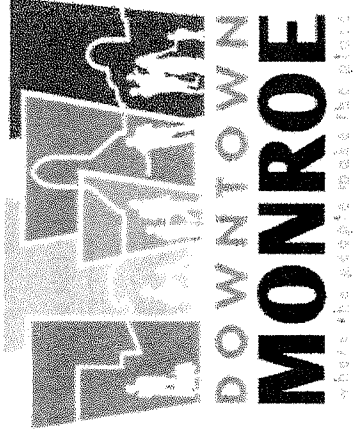
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**RECOMMENDATION**

In order to form a sponsorship plan, which encompasses a fair policy, the Downtown Office has appropriated funding towards these endeavors. The appropriation can fund up to one event each quarter and one application per event each fiscal year, not the exceed \$500. This is the first application submitted for the Q1 of FY26.

Attachment(s):  
Sponsorship Application

**Retail Promotions Sponsorship Application**



The City of Monroe pursues an ever growing economic development initiative which emphasizes the need for new and exciting places, events, and people. If you have an event you feel could have a positive impact on the growth of Downtown, we want to help make that dream become a reality. Listed below are questions the City must consider to sponsor an event in Downtown:

**All questions must be answered "Yes" for consideration**

	Yes	No
Is your business within the Central Business District?	✓	
Will the event produce a positive impact on the Downtown Monroe Community and coordinate well within the existing promotions calendar?	✓	
Will the event encourage visitors to shop at the event and surrounding downtown businesses? (including street closures and new traffic/pedestrian patterns)	✓	
Will the event have the financial support necessary to carry out operations of the event or will it require additional funding sources?	✓	
Does the event generate enough interest to draw in people from within the City of Monroe and the surrounding area?	✓	
Are all Downtown businesses offered to participate?	✓	
Are there at least 10 Downtown, retail and/or restaurant businesses participating? (Please Provide a List)	✓	
Will the event occur within the Central Business District?	✓	

Please note that the sponsorship may not exceed \$500 per event and funds are limited to one per quarter. A person(s) may only apply for one sponsorship per year. The Downtown Advisory Board has the final decision on where these funds are to be allocated.

**Contact Information**

Name of Person Submitting Event: *Greg Moore - Home Brew Taproom + Tunes*  
 Email: *homebrewtaproom@gmail.com* Phone Number: *980-215-3564*

**Description of Event**

Event Name: *Monroe Fall Fest 2025*

Brief Description below or add attachment:

*Street closure on Main Street; Vendors, Music, Entertainment; Food Trucks  
 Public will also be able to shop + dine in downtown businesses + restaurants*

What month(s), day(s), and time of the week do you see the event taking place?

*Saturday, Oct 11, 2025 11am to 5pm*

How often do you propose the event will take place? *every Spring + Fall*

Is there a direct way to tie this event to the Downtown Monroe businesses? Explain:

*Downtown businesses will benefit from having the public come out to the festival - it will give them exposure + sales.*

**Marketing**

Who is the target market for this event? *Residents of Monroe + surrounding areas*

Core message of the campaign: *Fun for the whole family, opportunity to shop local*

Please describe how this event would be promoted.

*The event will be promoted by Home Brew and other downtown businesses, and also by vendors social media. Posters will be displayed in downtown businesses. Fast signs, thru sponsorship, provides us with lawn signs to be placed in various locations.*

Below describe each method of promotion in detail:

Medium or Channel	Length of Time	Start Date of Promotion	Specific Target Group
<i>Social Media</i>	<i>Current to day of event</i>		<i>Local community + surrounding areas</i>
<i>Fast signs, sponsorship</i>			
<i>Posters</i>			
<i>Lawn sign</i>	<i>Will be displayed around Aug/Sept</i>		

**Pre-Planning Management**

Please describe the steps involved in the actual pre-planning process- where, when, hours and time, activities involved, groups who will participate in planning.

*Greg Moore + Sandra Murschel are the main planners with the support of other local businesses. We started planning right after Spring East - we plan the entertainment, get the necessary perm, vs + secure vendors.*

Food:  YES  NO Will the food be:  GIVEN AWAY  SOLD (County Permit Required if YES)

*Food Trucks*



\*Will the event require street or parking lot closings?  YES  NO (City Permit Required if YES)

**NOTE: If yes, please provide a map showing which streets will need to be closed & exactly where barricades will need to be located.** *Permit request + info submitted by Home Bree*

\*Will the event require a tent or temporary structure?  YES  NO (City Permit Required if YES)

\*What is the square feet of the tent or temporary structure?

\*Will the tent structure be used by 10 or more occupants?  YES  NO

**NOTE: Building and fire permits are required for tents or other temporary structures erected for a period of less than 180 days and that has an area greater than 120 square feet or is to be used by 10 or more occupants.**

Please describe in detail the labor needs on the day of the event. This could range from security, volunteers to clean up.

*Barriers for street closure will be needed to be dropped off.  
Police Officers during event (if required by the City)*

### Funding

Please give a budget for expenses related to this event. Attach separate sheet if necessary. Income generators / revenue streams include such activities as ticket sales, vendor space rentals, beverage sales, sponsorships, etc.:

Description of Expenses	Amount
<i>Posters</i>	<i>appr. \$100</i>
<i>Porta Johns</i>	<i>appr. \$650</i>
<i>Permit</i>	<i>\$150</i>
<i>Entertainment</i>	<i>\$1,500 - 2,000</i>
Total Expenses	<i>\$580</i>
Description of Income Generators	Amount
<i>Sponsorships</i>	
<i>Vendor Fees</i>	
Total Income	

**Net Income (Total Income minus Total Expenses):**

Have you included sponsorships as one of your income generators? If so do you have the ability to raise these sponsorships?  YES  NO



**STAFF REPORT**

**TO:** Downtown Advisory Board  
**DATE:** June 18, 2025  
**FROM:** Jeff Wells, Assistant City Manager  
**PREPARED BY:** Donna O’Keefe, Downtown Manager  
**SUBJECT:** Master Planning Development Strategy Project Update

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**SUMMARY STATEMENT**

Review and update the Downtown Advisory Board on the progress and plans for the 2025 Downtown Master Planning Development Strategy Project.

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**REVIEW**

The City of Monroe published an RFQ to assist in updating the 2008 Downtown Master Plan on January 24, 2025. The city received 11 responses and five firms were invited to interview. The top choice from those interviews was Shook Kelly. A city team visited Shook Kelly on May 5, 2025. Follow up questions were presented to Shook Kelly along with a request to submit a cost estimate. Shook Kelly responded to the city on May 30, 2025. Staff is currently working to refine and finalize the scope of work and final cost with Shook Kelly.

Staff will present their recommended plan and project cost to the Downtown Advisory Board at the July 16, 2025 or August 20, 2025 meeting. Staff will seek a recommendation to council to approve the scope of work and cost for this project at that time.

**RECOMMENDATION**

No action or recommendation is required.