

COMMUNITY PROMOTION PROGRAM (CPP)

The Community Promotion Program (CPP) was created to promote the City of Avondale Estates, with a focus on the Central Business District. \$15,000 was allocated to this program for the 2014 funding cycle. The City received four (4) applications with a total of \$15,500 requested. AutumnFest, Georgia Safe Schools Coalition and the RAD (Rail Arts District) Studio Cruise have been funded in the past. The Avondale Estates Farmers' Market is a new event. A packet of information outlining the events and reviewing the proposals based on the application criteria has been provided.



Memo

To: Board of Mayor and Commissioners (BOMC)
RE: Community Promotion Program (CPP)
Date: February 14, 2014

The City received four (4) applications for funding through the Community Promotion Program (CPP).

Total Requested: \$15,500

Total Budgeted: \$15,000

Below you will find a synopsis of each application.

- ***Avondale Estates Arts Alliance-AutumnFest:***

This two-day annual arts festival caters to all ages, featuring regional artists and craftsman from a wide variety of artistic fields as well as music, food vendors and interesting attractions like the Southern Snake Encounter. 2013 featured new attractions such as AutumEats, Pie Contest and a temporary art installation-Art for the Weekend. The Avondale Arts Alliance has been successfully putting on this event since 2003. The attendance in 2013 beat all other years and has been continuing to grow since 2009. The AutumnFest has historically been held along South Avondale Plaza and is proposed for this location in 2014.

The application criteria stress a focus on the Central Business District (CBD). The event is not located in the CBD. The event takes place in the residential portion of the City.

Amount Requested: \$5,000

Projected Expenses: \$25,127.61 (2013 Budget)

Expected Attendance: 10,000 people

Dates: October 4-5, 2014

- ***The Avondale Estates Farmers' Market:***

The Avondale Estates Farmers' Market is a new concept for the City of Avondale Estates. Farmers' markets have become popular and successful all over the region and the country. Local organic farmers, food producers and craftsmen will be represented. The market will draw people from the surrounding neighborhoods and the region, based on participants, and will highlight Little Tree Studios, our art community. Bringing in new people will highlight the business district, especially the new businesses scheduled to open in the Spring. There is the possibility that the restaurants can work with the farmers to locally source some foods.

The application criteria stress a focus on the CBD. The event is located in the CBD.

Amount Requested: \$3,500

Projected Expenses: \$9,375

Expected Attendance: 300-400 people/per week

Date: Each Sunday from March 15-Dec. 6, 2014

- ***Georgia Safe Schools Coalition:***

The event features a 5K/1K run proposed in the Central Business District (CBD) focused on reducing bullying and violence in Georgia Schools. The applicant has indicated that the routes will be the same as last year. The proposal features a kick-off charity concert, located at a local business, which will be determined, on Saturday and the 5K/1K run on Sunday featuring an "education" tent and vendors at City Hall. The event organizers plan to include and promote local businesses.

The application criteria stress a focus on the CBD. The event is located in the CBD.

Amount Requested: \$3,500

Projected Expenses: \$4,650

Date: May 3 – May 4, 2014

Expected Participation: 300-500 people

- ***Rail Arts District-R.A.D Studio Cruise(2015):***

The R.A.D. Studio Cruise is in its' 8th year. The one day event takes place in approximately 20 venues, some in the CBD with a few outside the City limits. This is a great partnership between the Avondale Estates Community and unincorporated DeKalb County. Art studios, galleries and a few other venues participate by hosting an art exhibit/sale, artist demonstration, or interactive art-making experience. This year there will be a partnership between four major studios and the Avondale Estates Arts Alliance. There will be trolleys to take participants to participating spaces and an entry fee.

The application criteria stress a focus on the CBD. The event is located in the CBD and surrounding area.

Amount Requested: \$3,500

Projected Expenses: \$5,800

Expected Attendance: 6,000

Date: March 15st (2015)

Note: This event is included in this round of CPP funding, even though it will take place in 2015, because of the established application submittal cycle. This event occurs each year in early March, which is just after the funds are awarded. Each year the event will be occurring just after the BOMC awards funding thus excluding the opportunity to submit an application each year.



2014 Community Promotion Program Funding Request

submitted by the





City of Avondale Estates

Community Promotion Program: Funding Request

Section A: Applicant

1. Name of Organization or Individual: Avondale Arts Alliance
Contact Person (if different than above): Jen Singh
2. Mailing Address: 108 Clarendon Ave, Avondale Estates, GA
3. Telephone Day: 404-441-6877 Evening: —
4. Email: jennitervajensingh.com FAX: —
5. Tax Exempt Number and Date/Date of Incorporation (State of GA): 31-1840438 2006
6. Number of Years in Avondale Estates: 12 yrs.
7. Have you ever received funds from the City of Avondale Estates? yes
8. If yes, what was the most recent funding amount? \$1500
9. Were there any residual funds at the completion of the project? How much? no

Section B: Project

1. Project Title: AutumnFest Arts & Music Festival
2. Schedule-Start and End Date: Oct. 4-5, 2014
3. Hours of Operation Each Day: Sat. 11-6, Sun. 12pm-5pm
4. Amount Requested: \$5000
5. Funds Disbursement Date: 9/1/14

Section C: Certification

J. Singh
Signature/Authorized Official/Individual

1/29/14
Date

Title: President

Sections D-F: Sections D-F require an attachment, as indicated in the Application Instructions accompanying this form.

Approved: — Yes — No Approved by: — For Official Use Only Date: — Grant Amount: —

AutumnFest Arts & Music Festival Narrative

Section D: PROJECT SUMMARY NARRATIVE

The Avondale Arts Alliance, a nonprofit organization, encourages and celebrates the arts in and around the City of Avondale Estates, Georgia. Believing the arts are essential to a healthy and vibrant community, we provide opportunities to enjoy, learn about and participate in the arts in a collaborative environment supportive of local artists.

The Avondale Arts Alliance is a 501c(3) organization. Funding allows us to continue to host quality, family-oriented events for the citizens of Avondale Estates and its surrounding communities. Since 2002, the Avondale Arts Alliance has worked with the community, local and regional artists, the business community and the City of Avondale Estates to establish signature events such as AutumnFest Arts & Music Festival. Funding for the Arts Alliance also goes to support the Arts in our local schools, as well as sponsorship of local artists.

2. AutumnFest Arts & Music Festival is set for October 4-5, 2014. Many of the same people who have planned the last several years' events will continue to be involved in AutumnFest, including Marghe Means (Chair 2011 - 2013) and Jen Singh (President 2010 - Present), who are both highly involved in the local arts community and other community events and organizations. New board members have joined our organization this year and bring a fresh perspective and new energy in helping to plan and execute the event. Local business owners and City leaders will also continue to be involved in the planning and execution of the festival.

The board members of the Avondale Arts Alliance work diligently to secure volunteers for the festival, which in the past have numbered approximately 40. Volunteers assist in a variety of activities including planning the festival, securing artists, sponsors, vendors, and entertainment, promoting the event, securing donations of food and vendors for the day of the event, and setting up and breaking down the event.

3. Since 2003, The Avondale Arts Alliance has hosted AutumnFest Arts & Music Festival for the City of Avondale and surrounding communities (see attached photographs - additional photographs on file with Juliette Sims at City Hall).

4. AutumnFest Arts & Music Festival is a celebration of the arts that attracts people from all over the Atlanta metro area to Avondale Estates every fall. AutumnFest comprises an art show and artist market featuring a variety of mediums from artists from all over the Southeast. There is also a stage with music and entertainment throughout the day, numerous food and beverage vendors, and a special area just for the kids with everything from a reptile display to craft projects. Last year saw the addition of AutumnEats, a culinary area with chef demos and an Apple Pie contest, as well as "Art for a Weekend", where festival attendees created a one-of-a-kind temporary work of art under the guidance of local site sculptor Jeff Mather.

A larger and improved layout of the main stage allowed for better traffic flow in and out of the festival and increased visibility of the wide variety of entertainment provided at the festival. The quality of the entertainment was also substantially improved, with the headliner band The Whiskey Gentry proving a big draw on Saturday evening.

The Avondale Arts Alliance is proud of our city and strives to attract as many people to the City of Avondale as possible. It's setting in the residential part of the neighborhood showcases the beauty of the city and its homes, and serves as a branding event for our historic town. The Tudor Village and N. Avondale Rd. continue to add businesses to our community, and our festival is a great way to give those businesses visibility and allow them to promote their goods and services via a booth, sponsorship, or donation of goods or services to the festival.

Our growing community of artists is also encouraged to participate in the festival. Promotion of AutumnFest Arts & Music Festival highlights the historic nature of the city, its unique beauty and the fact that the event is family-friendly. The event was promoted in metro Atlanta last year in the following mediums:

Radio:

NPR / WABE

Print:

Decatur Living Magazine

Articles and ads in the Avondale Estates City newsletter

Online:

Promotion on www.avondalearts.org

Promotion in the City of Avondale's e-newsletters

Posting on Nextdoor Avondale Estates

Posting with the AE Parent's Co-op

Links / Banners from Artists', Vendors', Bands' and Sponsor's Websites, Facebook pages and blogs

Promotion on over 40 local informational / entertainment websites and blogs, including but not limited to:

AJC (Access Atlanta)

Creative Loafing

Atlanta Buzz

Macaroni Kid

Explore Georgia (GA Tourism & Travel)

Atlanta Planit (NPR)

Yelp

Social Media:

Avondale Arts Alliance Facebook Page leading up to the event and including hourly festival updates throughout the festival weekend

Twitter

NUMEROUS artist, vendor, band and food truck Facebook pages and blogs, include a sampling:

The Whiskey Gentry

The Beer Growler

The Little Wine Shop

Sydney Rhame

Avondale Children's Choir

The Museum School

EBlasts

- Arts Alliance Members via frequent e-newsletters

- Avondale City e-newsletters

Outdoor

Banners and signage in the City of Avondale promoting the event

Posters on display in local Avondale, Decatur, Oakhurst and other surrounding neighborhoods

In addition, the Arts Alliance hosted their third annual ArtsParty at Little Tree Studios one month prior to the festival where the AutumnFest poster was unveiled and people had a chance to meet artists, vendors, sponsors and Arts Alliance Board Members.

Promotion for the 2014 festival will target the same mediums as in 2013. In addition, we hope to work closely with the City's new communications person to promote AutumnFest via official outlets as well.

Improvements to the festival in 2014 will include attendants to direct traffic to local parking areas, a trolley to shuttle festival-goers to and from their cars, and improved wayfinding signage.

5. Attendance at AutumnFest Arts & Music Festival has steadily grown over the years. In 2009, we estimate there were approximately 1,500 visitors from metro Atlanta, and 2012 exceeded an estimated 5,000+ people in attendance. 2013 saw an impressive increase in attendance to over 10,000, which we attribute to aggressive use of social media, a blanketing of posters and postcards throughout surrounding communities and improved quality of our music and entertainment. The location of the festival continues to be important as it is visible from the main road and attracts people passing by.

SECTION E: ACCESSIBILITY

AutumnFest takes place in S. Avondale Plaza, across from City Hall (see attached map). The event itself is handicap accessible, with a handicap accessible portable restroom available (usually located at the entrance to the event across from City Hall).

The Avondale Arts Alliance will ensure the event is accessible to all by renting a handicap accessible restroom, and can also designate Handicap Parking spaces at various entrances to the event. There are numerous entrances from various side streets within the neighborhood and ample parking available.

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10/29/13

Accrual Basis

Avondale Arts Alliance Profit & Loss Detail March 1 through October 29, 2013

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Ordinary Income/Expense								
Income								
AutumnFest 2013								
Invoice	6/11/2013	1	Christy's Caramel C...	Food Vendor ...		Accounts Rece...		
Invoice	6/11/2013	2	Williamson Bros Bar...	AutumnFest 2...		Accounts Rece...	125.00	125.00
Invoice	6/11/2013	3	Cachiz:AutumnFest ...	AutumnFest 2...		Accounts Rece...	195.00	320.00
Invoice	6/11/2013	4	Joseph's Colours:Aut...	AutumnFest 2...		Accounts Rece...	125.00	445.00
Invoice	6/11/2013	5	Klinker Closet:Autu...	AutumnFest 2...		Accounts Rece...	225.00	670.00
Invoice	6/11/2013	6	Muibaki Art	AutumnFest 2...		Accounts Rece...	125.00	795.00
Invoice	6/11/2013	7	KACO Silver Jewelr...	AutumnFest 2...		Accounts Rece...	125.00	920.00
Invoice	6/11/2013	8	Candy Casarella's P...	AutumnFest 2...		Accounts Rece...	95.00	1,015.00
Invoice	6/17/2013	9	King of Pops:Autum...	Food Vendor ...		Accounts Rece...	125.00	1,140.00
Invoice	6/17/2013	10	D. Lanae Designs:A...	Artist Vendor ...		Accounts Rece...	75.00	1,215.00
Invoice	7/8/2013	11	Vintage by Tosi:Autu...	Artist Vendor ...		Accounts Rece...	95.00	1,310.00
Invoice	7/8/2013	12	Tastefully Simple:Aut...	Artist Vendor ...		Accounts Rece...	125.00	1,435.00
Invoice	7/8/2013	13	Mobile Marley Irish A...	Food Vendor ...		Accounts Rece...	125.00	1,560.00
Invoice	7/10/2013	14	Cherry Laurel Studio...	Artist Vendor ...		Accounts Rece...	225.00	1,785.00
Invoice	7/12/2013	15	How Charming:Autu...	Artist Booth F...		Accounts Rece...	125.00	1,910.00
Invoice	8/1/2013	16	Refugee Beads:Autu...	Artist Vendor ...		Accounts Rece...	125.00	2,035.00
Invoice	8/1/2013	17	Jewelry by Je Layne...	Artist Vendor ...		Accounts Rece...	125.00	2,160.00
Invoice	8/1/2013	18	String Theory:Autum...	Artist Booth F...		Accounts Rece...	125.00	2,285.00
Invoice	8/1/2013	19	The Little Wine Sho...	Food Vendor ...		Accounts Rece...	125.00	2,410.00
Invoice	8/1/2013	19	The Little Wine Sho...	Food Vendor ...		Accounts Rece...	225.00	2,635.00
Invoice	8/15/2013	21	The Little Wine Sho...	10 x 10 Corn ...		Accounts Rece...	-112.50	2,522.50
Invoice	8/15/2013	22	Mann Mechanical:A...	Sponsor PU...		Accounts Rece...	250.00	2,772.50
Invoice	8/15/2013	23	Dekalb Medical:Autu...	Sponsorship: ...		Accounts Rece...	500.00	3,272.50
Invoice	8/15/2013	23	The Beer Growler, L...	Sponsorship:...		Accounts Rece...	3,000.00	6,272.50
Invoice	8/15/2013	23	The Beer Growler, L...	Food Vendor ...		Accounts Rece...	250.00	6,522.50
Invoice	8/19/2013	23	The Beer Growler, L...	Food Vendor:...		Accounts Rece...	225.00	6,747.50
Invoice	8/19/2013	24	Wade Lincoln:Autu...	Artist Vendor ...		Accounts Rece...	-112.50	6,635.00
Invoice	8/19/2013	25	Periwinkle:AutumnF...	Artist's vendo...		Accounts Rece...	125.00	6,760.00
Invoice	8/19/2013	26	Sahar Rosenbaum:...	Two Tents, Ar...		Accounts Rece...	125.00	6,885.00
Invoice	8/19/2013	27	Suzseams Millinery:...	Artist Booth F...		Accounts Rece...	250.00	7,135.00
Invoice	8/19/2013	29	Primary Care Chirop...	Local Busines...		Accounts Rece...	125.00	7,260.00
Invoice	8/19/2013	30	Images of Blackness...	Artist Vendor ...		Accounts Rece...	125.00	7,385.00
Invoice	8/19/2013	31	Rich Knob Sales:Aut...	Artist Vendor ...		Accounts Rece...	125.00	7,510.00
Invoice	8/19/2013	32	Sartoria Monica:Aut...	Artist Booth F...		Accounts Rece...	95.00	7,605.00
Invoice	8/19/2013	33	Moody Girl Designs:...	Artist booth F...		Accounts Rece...	125.00	7,730.00
Invoice	8/21/2013	34	4M Leather Design:...	Artist Vendor ...		Accounts Rece...	125.00	7,855.00
Invoice	8/21/2013	35	Skippling Dadies De...	Artist Booth F...		Accounts Rece...	125.00	7,980.00
Invoice	8/21/2013	35	Specialty Car Comp...	10 x 10 Pump...		Accounts Rece...	125.00	8,105.00
Invoice	8/21/2013	35	Specialty Car Comp...	10 x 10 tent, ...		Accounts Rece...	250.00	8,355.00
Invoice	8/21/2013	35	Specialty Car Comp...	Free Area wit...		Accounts Rece...	125.00	8,480.00
Invoice	8/21/2013	36	Private Bank of Dec...	Scarecrow Le...		Accounts Rece...	-125.00	8,355.00
Invoice	8/21/2013	37	Arboreguard:Autumn...	Local Busines...		Accounts Rece...	500.00	8,855.00
Invoice	8/26/2013	38	Daisy At Sea:Autum...	Artist Vendor ...		Accounts Rece...	125.00	8,980.00
Invoice	8/26/2013	39	Gwen Fryar Pottery:...	Artist vendor ...		Accounts Rece...	125.00	9,105.00
Invoice	8/26/2013	40	On Tapa the World:...	Food Vendor ...		Accounts Rece...	125.00	9,230.00
Invoice	8/26/2013	41	Avondale Communil...	Indian Corn L...		Accounts Rece...	112.50	9,342.50
Invoice	8/26/2013	41	Avondale Communil...	10 x 10 booth...		Accounts Rece...	250.00	9,592.50
Invoice	8/26/2013	42	Avondale Communil...	10 x 10 booth...		Accounts Rece...	125.00	9,717.50
Invoice	9/4/2013	43	Dearborn Animal Ho...	Indian Corn L...		Accounts Rece...	-62.50	9,655.00
Invoice	9/4/2013	44	The Pup Truck:Autu...	Food Vendor ...		Accounts Rece...	250.00	9,905.00
Invoice	9/4/2013	45	Atomic Ice Cream S...	Food Vendor ...		Accounts Rece...	225.00	10,130.00
Invoice	9/4/2013	45	Young Chefs Acade...	Artist Vendor ...		Accounts Rece...	225.00	10,355.00
Invoice	9/4/2013	46	Young Chefs Acade...	Kids Zone, N/C		Accounts Rece...	125.00	10,480.00
Invoice	9/4/2013	47	Lotus of Life Chirop...	Business Ven...		Accounts Rece...	-125.00	10,355.00
Invoice	9/4/2013	48	Paper Trail Art Cent...	Business Ven...		Accounts Rece...	125.00	10,480.00
Invoice	9/4/2013	49	Essentially Green:A...	Artist Vendor ...		Accounts Rece...	125.00	10,605.00
Invoice	9/4/2013	50	Mama Bath & Body:...	Artist Vendor ...		Accounts Rece...	125.00	10,730.00
Invoice	9/19/2013	51	Avondale Swim and ...			Accounts Rece...	125.00	10,855.00
Invoice	9/19/2013	52	The Hat Men:Autum...	Artist Booth F...		Accounts Rece...	250.00	11,105.00
Invoice	9/19/2013	53	Horizon's LTD:Autu...	Business Ven...		Accounts Rece...	125.00	11,230.00
Invoice	9/19/2013	54	Coatsworth Classics...	Artist Vendor ...		Accounts Rece...	125.00	11,355.00
Invoice	9/19/2013	55	Cameron Kruse Des...	Artist Booth F...		Accounts Rece...	125.00	11,480.00
Invoice	9/19/2013	56	Full Circle Trade:Aut...	Artist Vendor ...		Accounts Rece...	125.00	11,605.00
Invoice	9/19/2013	57	Visibleman Arts:Aut...	Artist Booth F...		Accounts Rece...	125.00	11,730.00
Invoice	9/19/2013	58	Charmed Design:Aut...	Artist Vendor ...		Accounts Rece...	125.00	11,855.00
Invoice	9/19/2013	59	Bradford Mix:Autum...	Artist Vendor ...		Accounts Rece...	125.00	11,980.00
Invoice	9/19/2013	60	S & S Fire Pits:Autu...	Artist Vendor ...		Accounts Rece...	125.00	12,105.00
Invoice	9/19/2013	61	Jezebel Blue:Autum...	Artist Vendor ...		Accounts Rece...	125.00	12,230.00
Invoice	9/19/2013	62	My Posy:AutumnFes...	Artist Vendor ...		Accounts Rece...	125.00	12,355.00
Invoice	9/19/2013	63	Cactus Creations:Aut...	Artist Vendor ...		Accounts Rece...	125.00	12,480.00
Invoice	9/19/2013	64	Notorious Glass Wo...	Artist Vendor ...		Accounts Rece...	125.00	12,605.00
Invoice	9/19/2013	65	Skybox Human Crea...	Artist Vendor ...		Accounts Rece...	125.00	12,730.00
Invoice	9/19/2013	66	Kathy Walton:Autum...	Artist Vendor ...		Accounts Rece...	125.00	12,855.00
Invoice	9/19/2013	67	Merrill Gardens:Aut...	Artist Vendor ...		Accounts Rece...	125.00	12,980.00
Invoice	9/19/2013	67	Janke Studios, LLC...	Artists Vendor...		Accounts Rece...	125.00	13,105.00
						Accounts Rece...	125.00	13,230.00

1:36 PM

10/29/13

Accrual Basis

Avondale Arts Alliance

Profit & Loss Detail

March 1 through October 29, 2013

Type	Date	Num	Name	Memo	Clr	Spilt	Amount	Balance
Invoice	9/19/2013	68	Lisa Wise:AutumnF...	Artist Vendor ...		Accounts Rece...	150.00	13,380.00
Invoice	9/19/2013	69	Bliss108:AutumnFes...	Artists Vendor...		Accounts Rece...	125.00	13,505.00
Invoice	9/20/2013	70	Wag-A-Lot:AutumnF...	10 x 10 Indian...		Accounts Rece...	250.00	13,755.00
Invoice	9/20/2013	70	Wag-A-Lot:AutumnF...	10 x 10 Bush...		Accounts Rece...	125.00	13,880.00
Invoice	9/20/2013	71	AA LaRocco & Asso...	Hay Bale Lev...		Accounts Rece...	-62.50	13,817.50
Invoice	9/20/2013	72	Little Jimmy's Italian ...	Food Vendor ...		Accounts Rece...	125.00	13,942.50
Invoice	9/21/2013	73	The AJC:AutumnFe...	Pumpkin Pie ...		Accounts Rece...	225.00	14,167.50
Invoice	9/21/2013	73	The AJC:AutumnFe...	10 x 10 Vend...		Accounts Rece...	500.00	14,667.50
Invoice	9/21/2013	73	The AJC:AutumnFe...	10 x 10 Vend...		Accounts Rece...	125.00	14,792.50
Invoice	9/22/2013	74	Phineas Stout's Curi...	Artists Booth ...		Accounts Rece...	-125.00	14,667.50
Invoice	9/22/2013	75	Roundabout:Autumn...	Artist Vendor ...		Accounts Rece...	125.00	14,792.50
Invoice	9/22/2013	76	KeZmine Naturals:A...	Artist Vendor ...		Accounts Rece...	125.00	14,917.50
Invoice	9/22/2013	77	One Screw Loose:A...	Artist Vendor ...	X	Accounts Rece...	125.00	15,042.50
Invoice	9/22/2013	78	Marie Gifts:AutumnF...	Artist Vendor ...		Accounts Rece...	0.00	15,042.50
Invoice	9/22/2013	79	Hidden Springs Hon...	Artists Vendor...		Accounts Rece...	125.00	15,167.50
Invoice	9/23/2013	80	Lynn-Margaret Pace...	Artist Vendor ...		Accounts Rece...	125.00	15,292.50
Invoice	9/23/2013	81	Couture Recycle:Aut...	Artists Booth ...		Accounts Rece...	150.00	15,442.50
Invoice	9/23/2013	82	Scenfuls:AutumnFe...	Artist Vendor ...		Accounts Rece...	125.00	15,567.50
Invoice	9/23/2013	83	Kids Go Wild:Autum...	Artist Booth F...		Accounts Rece...	125.00	15,692.50
Invoice	9/23/2013	84	Avondale Pizza Caf...	Indian Corn L...		Accounts Rece...	125.00	15,817.50
Invoice	9/23/2013	84	Avondale Pizza Caf...	Food Vendor ...		Accounts Rece...	250.00	16,067.50
Invoice	9/23/2013	84	Avondale Pizza Caf...	Food Vendor ...		Accounts Rece...	250.00	16,317.50
Invoice	9/23/2013	85	Terry Glaser:Autum...	AutumnFest ...		Accounts Rece...	-125.00	16,192.50
Invoice	9/24/2013	86	Lilibands:AutumnFe...	Artist Vendor ...		Accounts Rece...	40.00	16,232.50
Invoice	9/30/2013	87	Atlanta Container Bo...	Booth fee, aft...		Accounts Rece...	125.00	16,357.50
Invoice	9/30/2013	88	Homes In Atlanta Re...	Indian Corn L...		Accounts Rece...	150.00	16,507.50
Invoice	9/30/2013	88	Homes In Atlanta Re...	Local Busines...		Accounts Rece...	250.00	16,757.50
Invoice	9/30/2013	89	Donald D Horace, L...	AutumnFest 2...		Accounts Rece...	125.00	16,882.50
Invoice	9/30/2013	90	The City of Avondal...	Sponsorship ...		Accounts Rece...	250.00	17,132.50
Invoice	9/30/2013	91	Junebug:AutumnFes...	Artists Vendor...		Accounts Rece...	2,500.00	19,632.50
Invoice	9/30/2013	92	Dekaib Choral Guild...	Artist Vendor ...		Accounts Rece...	125.00	19,757.50
Invoice	9/30/2013	93	Women Rule the Pla...	Artist Vendor ...		Accounts Rece...	0.00	19,757.50
Invoice	9/30/2013	94	The Blaxican Food, ...	Food Vendor ...		Accounts Rece...	150.00	19,907.50
Invoice	10/2/2013	95	Taj Ma Hound:Autu...	Artist Vendor ...		Accounts Rece...	250.00	20,157.50
Invoice	10/4/2013	96	Natalie Grace Home...	Artist Vendor ...		Accounts Rece...	150.00	20,307.50
Invoice	10/7/2013	97	Richard S Parry:Aut...	Artist Vendor ...		Accounts Rece...	150.00	20,457.50
Invoice	10/7/2013	97	Richard S Parry:Aut...	Artist Vendor ...		Accounts Rece...	100.00	20,557.50
Invoice	10/7/2013	98	Dottie's Tasty Food ...	Food Vendor ...		Accounts Rece...	150.00	20,707.50
Invoice	10/7/2013	99	Chris Warner:Autum...	Artist Vendor...		Accounts Rece...	150.00	20,857.50
Total AutumnFest 2013							125.00	20,982.50
Direct Public Support							20,982.50	20,982.50
Gifts in Kind - Goods								
Deposit	9/23/2013		Paypal	Deposit		Private Bank o...	127.58	127.58
Total Gifts in Kind - Goods							127.58	127.58
Total Direct Public Support							127.58	127.58
Investments							222.39	222.39
Interest-Savings, Short-term CD								
Deposit	10/15/2013	10002...	Fidelity Bank	Deposit		Private Bank o...	222.39	222.39
Total Interest-Savings, Short-term CD							222.39	222.39
Total Investments							222.39	222.39
Program Income								
Autumnfest AAA booth sales								
Deposit	6/17/2013	2434	Deborah Webb	for Pumpkin		Fidelity	10.00	10.00
Total Autumnfest AAA booth sales							10.00	10.00
Total Program Income							10.00	10.00
Total Income							21,342.47	21,342.47
Expense								
2013 AutumnFest								
Advertising								
Bill	8/20/2013		Nate Tavel			Accounts Paya...	200.00	200.00
Bill	8/26/2013	00013...	INSite Magazine of A...	Invoice #0001...		Accounts Paya...	299.00	499.00
Bill	9/19/2013		Patch			Accounts Paya...	244.37	743.37
Bill	9/27/2013		Jen Singh			Accounts Paya...	164.11	907.48
Bill	10/15/2013		Don Connolly	for Sign A Ra...		Accounts Paya...	11.24	918.72
Bill	10/15/2013		Don Connolly	Decatur Atlan...		Accounts Paya...	13.00	931.72
Bill	10/25/2013		Ashleigh Reeves	putting out po...		Accounts Paya...	100.00	1,031.72
Total Advertising							1,031.72	1,031.72

1:36 PM

10/29/13

Accrual Basis

Avondale Arts Alliance

Profit & Loss Detail

March 1 through October 29, 2013

Type	Date	Num	Name	Memo	Cir	Split	Amount	Balance
Band Expense								
Check	7/18/2013	91	Whiskey Gentry LLC					
Check	10/7/2013	DEBIT	Jax package Store	Liquor for Whi...		Private Bank o...	1,750.00	1,750.00
						Private Bank o...	51.34	1,801.34
Total Band Expense							1,801.34	1,801.34
Bands, performers, entertainmen								
Bill	10/3/2013		Todd Key	Tree Man		Accounts Paya...	400.00	400.00
Bill	10/3/2013		Braxton O'Neal	Shark Fighter ...		Accounts Paya...	200.00	600.00
Bill	10/3/2013		Jason Clark	Southeastern ...		Accounts Paya...	2,000.00	2,800.00
Bill	10/3/2013		Joe Brillante	Homework Af...		Accounts Paya...	230.00	3,030.00
Bill	10/3/2013		Charles Williams	Southeastern ...		Accounts Paya...	500.00	3,530.00
Bill	10/3/2013		Megan Klay	Megan Jean ...		Accounts Paya...	300.00	3,830.00
Bill	10/3/2013		Bob Means	ToneStar		Accounts Paya...	150.00	3,980.00
Bill	10/3/2013		Whiskey Gentry LLC			Accounts Paya...	1,750.00	5,730.00
Bill	10/3/2013		Sydney Rhame			Accounts Paya...	150.00	5,880.00
Bill	10/3/2013		Edward Tanner	Cruis-o-matics		Accounts Paya...	300.00	6,180.00
Bill	10/3/2013		One Hour LLC	Atlanta Talko ...		Accounts Paya...	200.00	6,380.00
Bill	10/4/2013		Rock Springs Presb...	Hicks With Pl...		Accounts Paya...	300.00	6,680.00
Bill	10/4/2013		Jeff Mather			Accounts Paya...	1,000.00	7,680.00
Total Bands, performers, entertainmen							7,680.00	7,680.00
Chairs, Tables, Lines, etc.								
Bill	9/30/2013		Peachtree Tents & E...			Accounts Paya...	1,838.16	1,838.16
Total Chairs, Tables, Lines, etc.							1,838.16	1,838.16
documentation								
Bill	10/7/2013	13100...	Erik S. Lesser			Accounts Paya...	400.00	400.00
Total documentation							400.00	400.00
Hospitality								
Bill	10/7/2013	00020	The Beer Growler			Accounts Paya...	130.27	130.27
Check	10/7/2013	DEBIT	Duncan Donuts	Donuts and C...		Private Bank o...	267.89	398.16
Bill	10/15/2013		Jen Singh	Ice, cups, wat...		Accounts Paya...	42.55	440.71
Bill	10/15/2013		Robert James	copies of surv...		Accounts Paya...	12.84	453.55
Total Hospitality							453.55	453.55
Sanitation								
Bill	8/12/2013		Pitstop	AutumnFest 2...		Accounts Paya...	530.00	530.00
Bill	10/7/2013		Oscar Griffin			Accounts Paya...	280.00	810.00
Total Sanitation							810.00	810.00
Security								
Bill	9/24/2013		Jason Browen	VOID:	X	Accounts Paya...	0.00	0.00
Bill	9/24/2013		Lynn Thomas	VOID:	X	Accounts Paya...	0.00	0.00
Bill	9/30/2013		Robert C Means	Walkie Talkies		Accounts Paya...	48.00	48.00
Bill	10/4/2013		Terri Brand			Accounts Paya...	420.00	468.00
Bill	10/4/2013		Mark Bollinger			Accounts Paya...	420.00	888.00
Check	10/7/2013	DEBIT	UPS	return of Walk...		Private Bank o...	28.28	916.28
Total Security							916.28	916.28
Stage, Lighting, Sound								
Bill	9/24/2013		LOKD Entertainment			Accounts Paya...	2,800.00	2,800.00
Bill	10/2/2013		All Pro Audio Visual			Accounts Paya...	2,204.00	5,004.00
Bill	10/3/2013		LOKD Entertainment	1/2 cost of ge...		Accounts Paya...	200.00	5,204.00
Total Stage, Lighting, Sound							5,204.00	5,204.00
Supplies								
Bill	9/30/2013		Workhorse Printery	Shirts		Accounts Paya...	365.00	365.00
Check	10/4/2013	DEBIT	Walmart			Private Bank o...	135.49	500.49
Check	10/7/2013	DEBIT	Walmart			Private Bank o...	21.26	521.75
Check	10/7/2013	DEBIT	Shell	ICE		Private Bank o...	21.29	543.04
Check	10/7/2013	DEBIT	Walmart			Private Bank o...	41.63	584.67
Total Supplies							584.67	584.67
transportation								
Bill	8/21/2013		Specialty Car Co	VOID:	X	Accounts Paya...	0.00	0.00
Total transportation							0.00	0.00
Total 2013 AutumnFest							20,519.72	20,519.72

1:36 PM

10/29/13

Accrual Basis

Avondale Arts Alliance
Profit & Loss Detail
 March 1 through October 29, 2013

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Advertising								
Bill	8/23/2013	1866	Decatur Living Maga...					
Bill	9/19/2013	13090...	Advanced Color Ima...			Accounts Paya...	450.00	450.00
Bill	9/19/2013	30-00...	90.1 WABE			Accounts Paya...	928.00	1,378.00
Bill	10/1/2013		Advanced Color Ima...			Accounts Paya...	1,000.00	2,378.00
Bill	10/2/2013	13092...	Advanced Color Ima...			Accounts Paya...	495.50	2,873.50
Bill	10/2/2013	13091...	Advanced Color Ima...			Accounts Paya...	239.30	3,112.80
						Accounts Paya...	719.00	3,831.80
Total Advertising							3,831.80	3,831.80
Arts Mingle								
Check	4/25/2013	1495	Christina Steiner					
Check	5/17/2013	1512	Jen Singh			Fidelity	314.08	314.08
						Fidelity	62.61	376.69
Total Arts Mingle							376.69	376.69
Arts Party Supplies								
Check	9/18/2013	DEBIT	Trader Joe's	For Art's Party		Private Bank o...	38.82	38.82
Check	9/18/2013	DEBIT	Sweet N' Sinful			Private Bank o...	20.00	58.82
Bill	9/19/2013		Christina Steiner	Arts Party Su...		Accounts Paya...	52.98	111.80
Bill	9/27/2013		Jen Singh			Accounts Paya...	10.02	121.82
Bill	10/10/2013	201	Sweet N' Sinful			Accounts Paya...	157.63	279.45
Total Supplies							279.45	279.45
Total Arts Party							279.45	279.45
Contract Services							279.45	279.45
Accounting Fees								
Bill	8/21/2013		J. Michelle Hammon...	filing 2011 an...		Accounts Paya...	125.00	125.00
Total Accounting Fees							125.00	125.00
Total Contract Services							125.00	125.00
Operations							125.00	125.00
Postage, Mailing Service								
Check	5/17/2013	1513	USPS			Fidelity	92.00	92.00
Total Postage, Mailing Service							92.00	92.00
Operations - Other								
Check	5/17/2013	1512	Jen Singh	website		Fidelity	156.77	156.77
Total Operations - Other							156.77	156.77
Total Operations							248.77	248.77
Other Types of Expenses								
Insurance - Liability, D and O								
Check	5/17/2013	1416	Hartford Fire			Fidelity	445.00	445.00
Total Insurance - Liability, D and O							445.00	445.00
Total Other Types of Expenses							445.00	445.00
Processing Fees							445.00	445.00
Deposit	9/5/2013			Deposit		Private Bank o...	100.00	100.00
Deposit	9/23/2013			Deposit		Private Bank o...	1.18	101.18
Total Processing Fees							101.18	101.18
Sponsorship								
Bill	6/19/2013		City of Avondale Est...	4th of July Pa...		Accounts Paya...	200.00	200.00
Deposit	7/18/2013		Paypal	from many folks		Private Bank o...	-500.00	-300.00
Deposit	8/23/2013		Paypal	Deposit		Private Bank o...	-500.00	-800.00
Check	10/1/2013	1517	Casey Means	VOID:	X	Private Bank o...	0.00	-800.00
Total Sponsorship							-800.00	-800.00
Total Expense							25,127.61	25,127.61
Net Ordinary Income							-3,785.14	-3,785.14

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10/29/13

Accrual Basis

Avondale Arts Alliance
Profit & Loss Detail
 March 1 through October 29, 2013

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Other Income/Expense								
Other Expense								
Petty Cash								
Check	9/24/2013	1510	Avondale Estates Ar...	Check for Ca...		Private Bank o...	125.00	125.00
Check	10/7/2013	1541	Avondale Estates Ar...	cash received...		Private Bank o...	125.00	250.00
Total Petty Cash							250.00	250.00
Total Other Expense							250.00	250.00
Net Other Income							-250.00	-250.00
Net Income							-4,035.14	-4,035.14

SECTION F: BUDGET NOTES

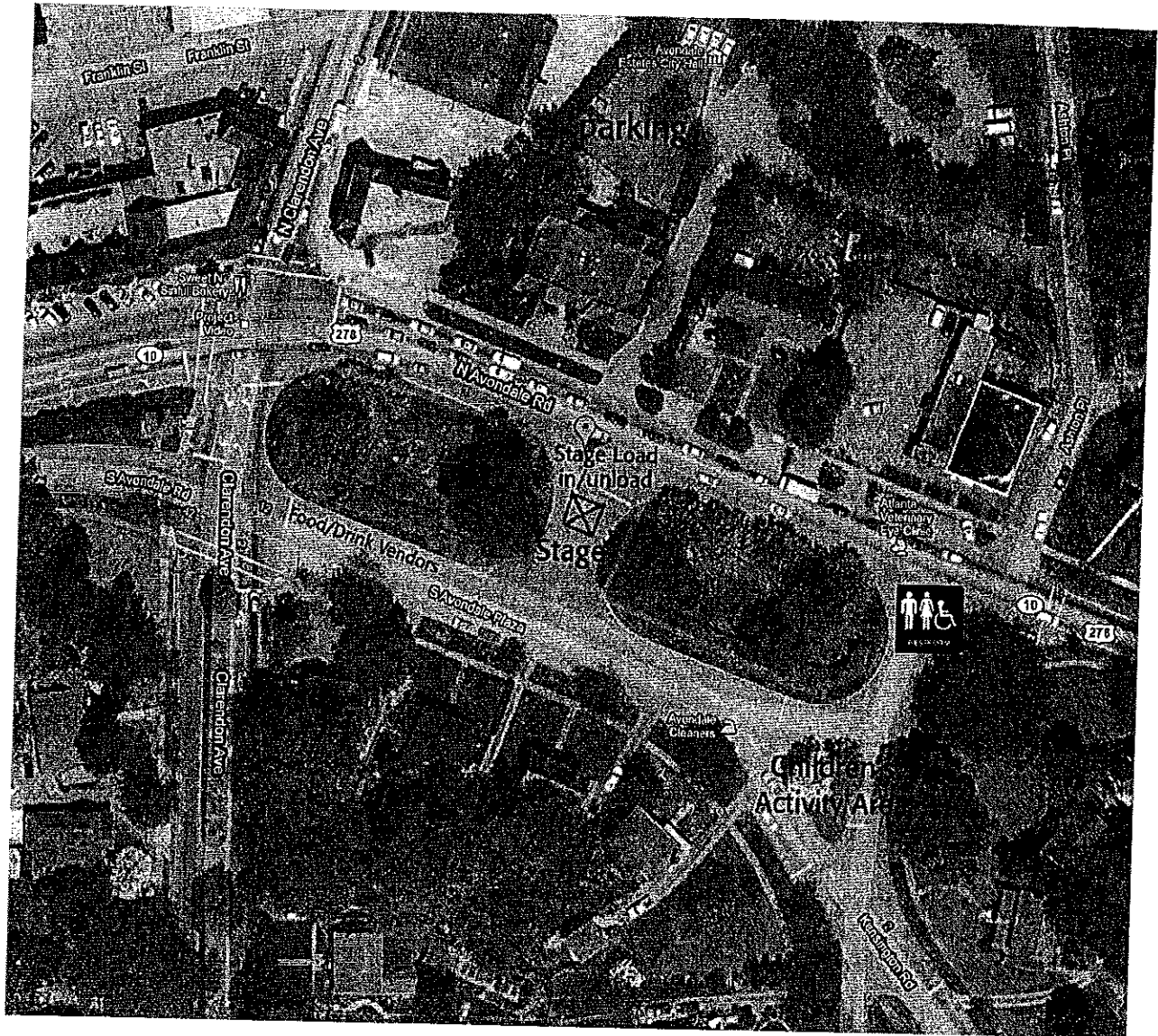
is listed that show income, and are not part of AutumnFest are:

• Direct Public Support: Gift in Kind (most of this has sat in a paypal account from last year as donations to the general fund for the Alliance)	\$127.58
• Investments (bank Interest from years gone by)	\$222.39
• Program Income (a check for a pumpkin purchase from 2012 AutumnFest)	\$10.00
• Under Expense: Sponsorship PayPal (these are shown as a negative expense (income), but is money that was sitting in Paypal for the last year.	\$500.00
Deduct from the income:	\$1,359.97

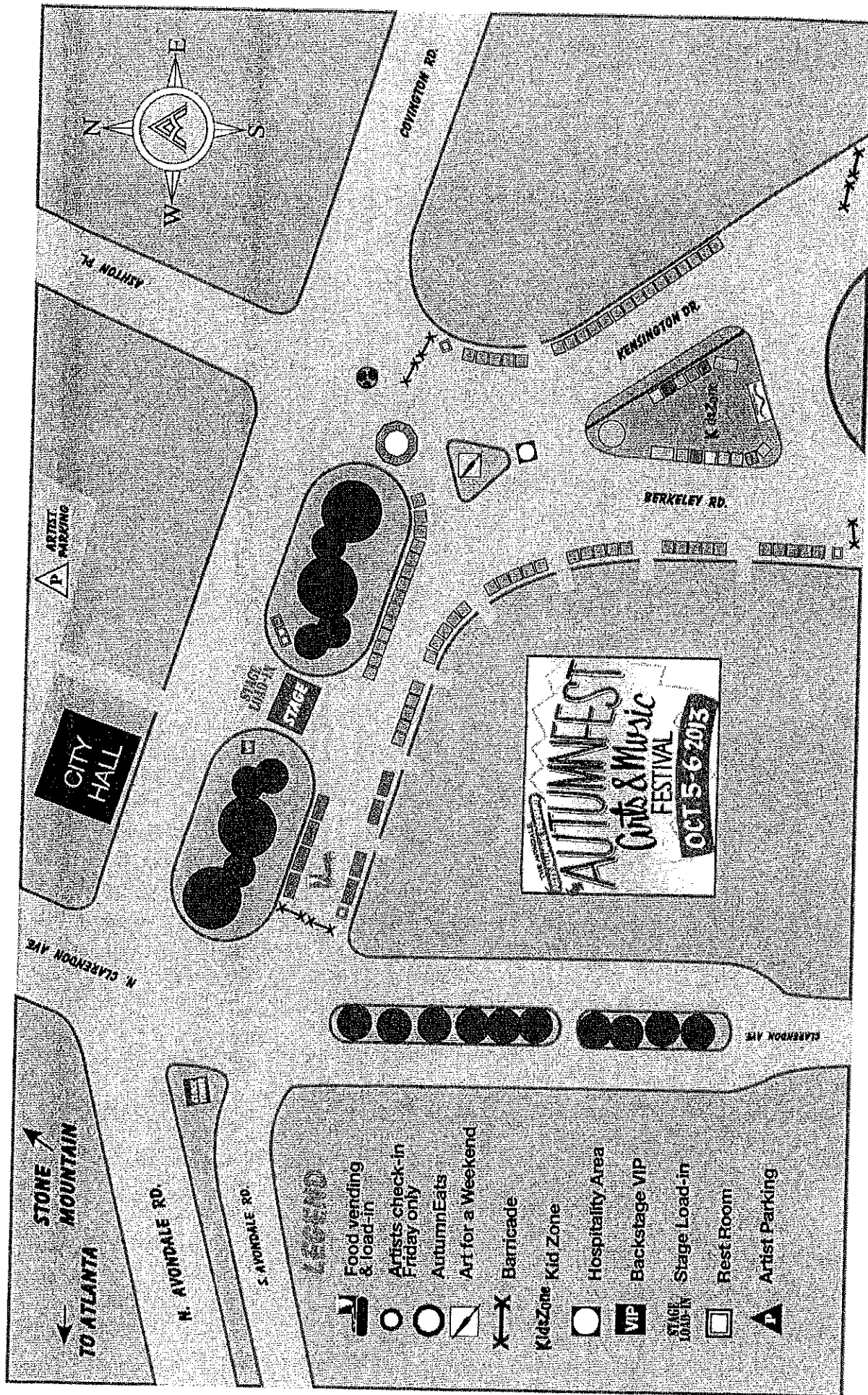
Items listed that show Expense, and are not part of AutumnFest:

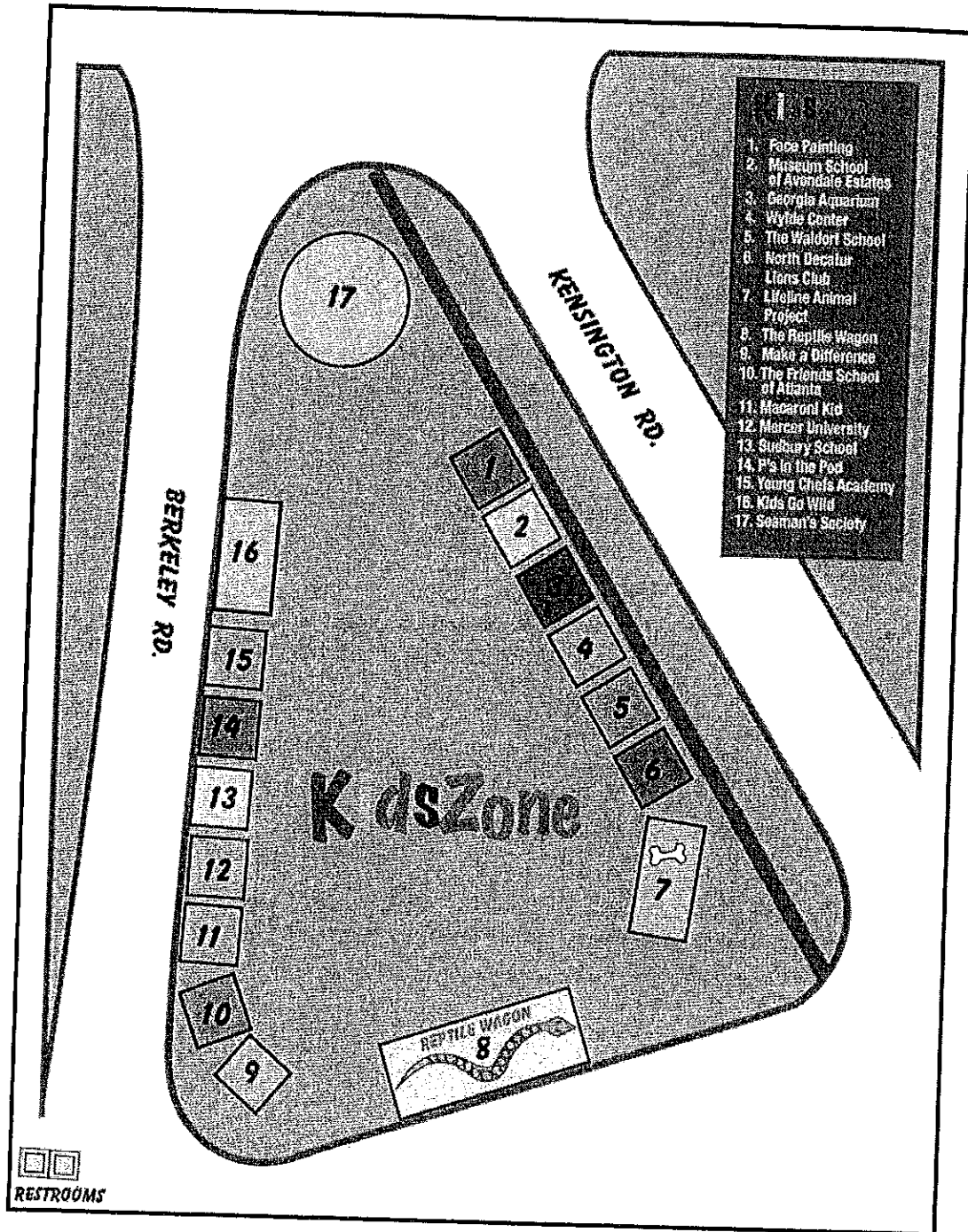
• Accounting Fees	\$125.00
• Insurance (AFest event about \$125 of total)	\$320.00
• Add to income	\$425.00
Total to add to expenses:	
from P&L Detail	-\$0934.97
	-\$4025.14
Total	-4959.11

AutumnFest Site Maps



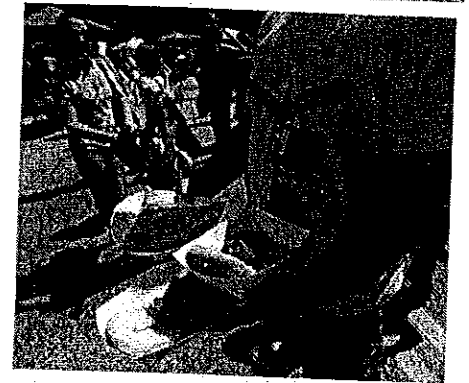
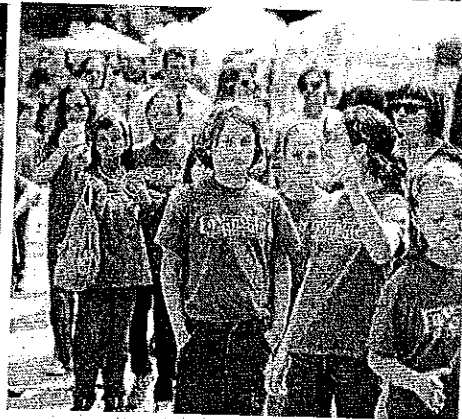
AutumnFest Festival Area indicated in orange.



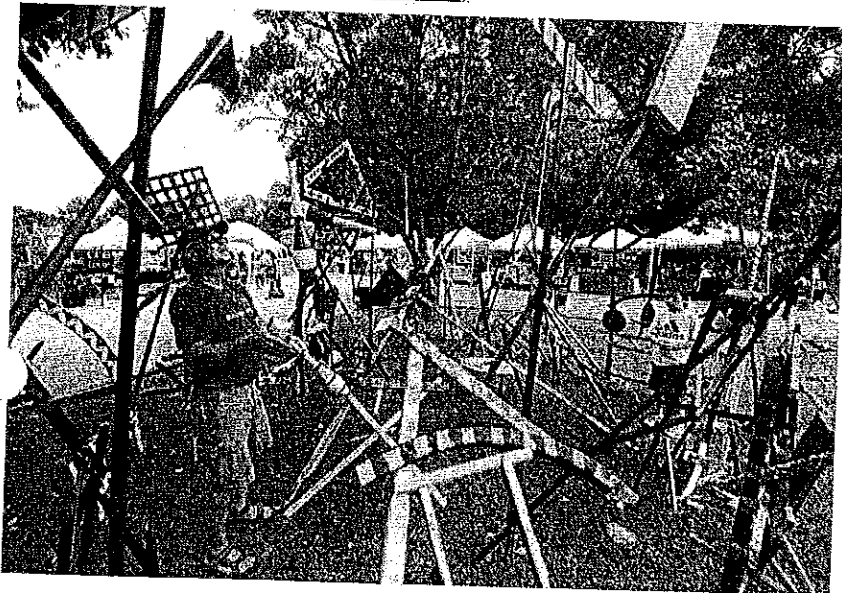
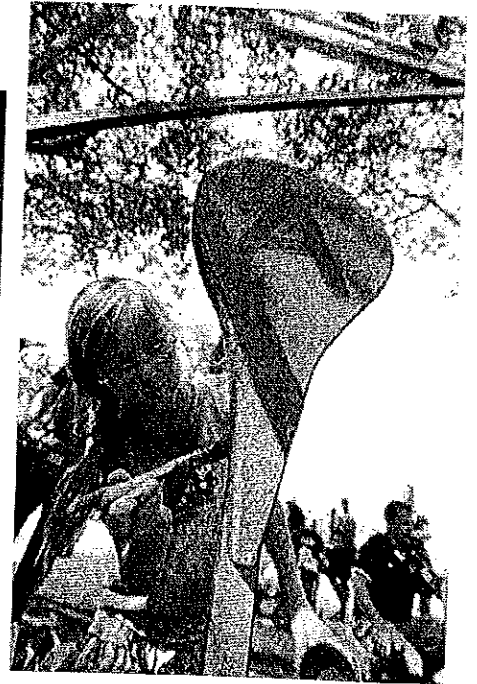
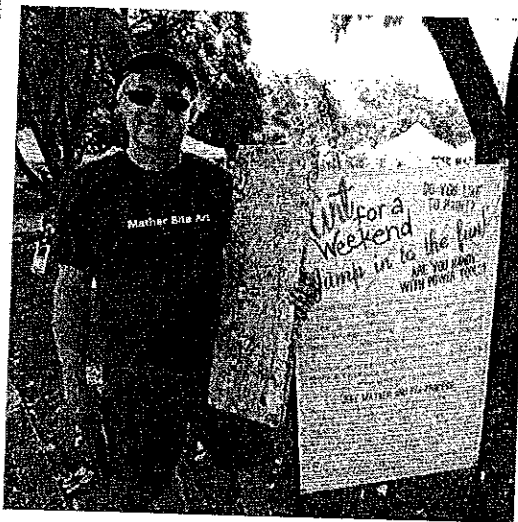
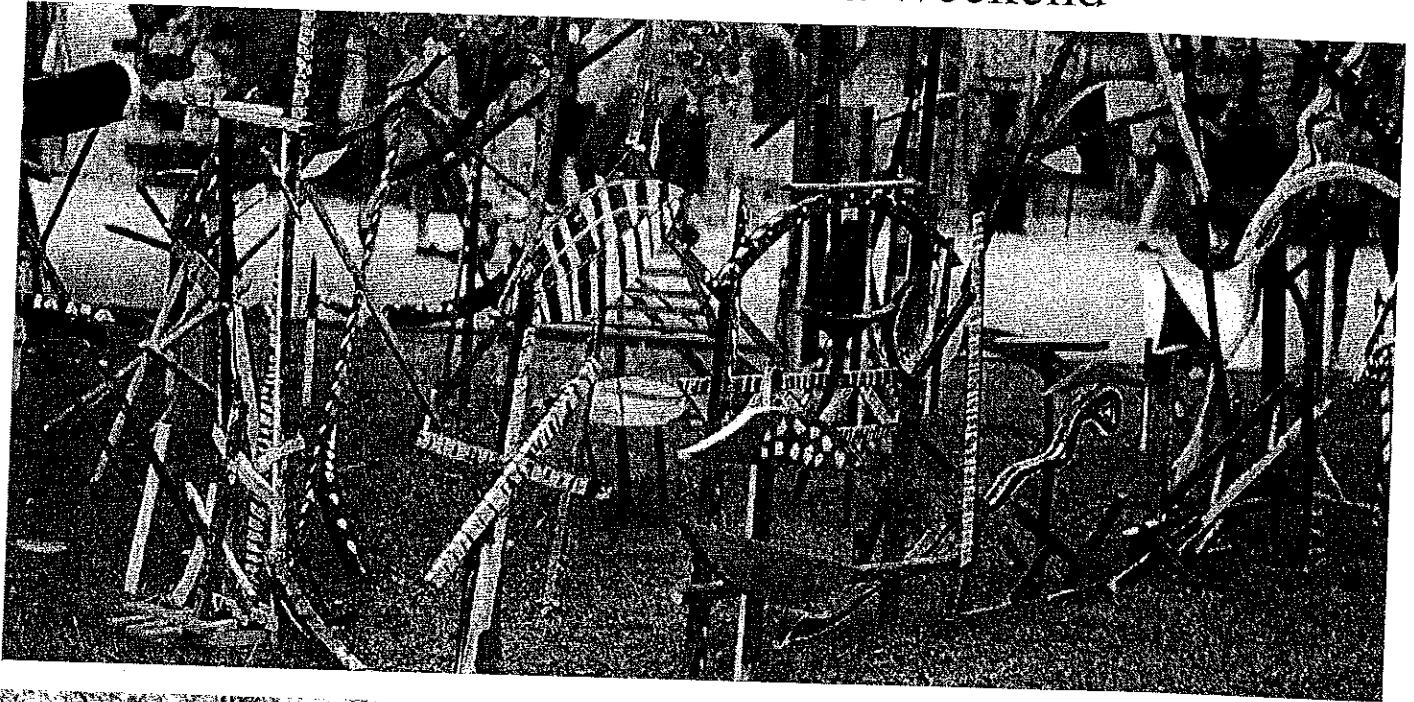


Scenes from AutumnFest Arts & Music Festival

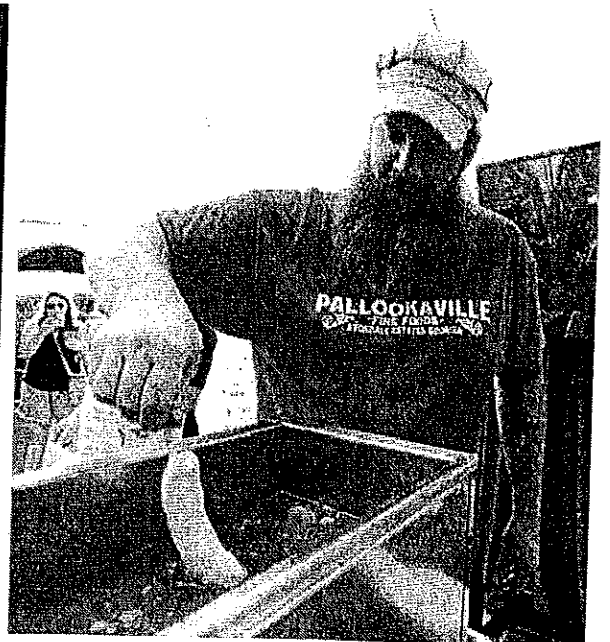
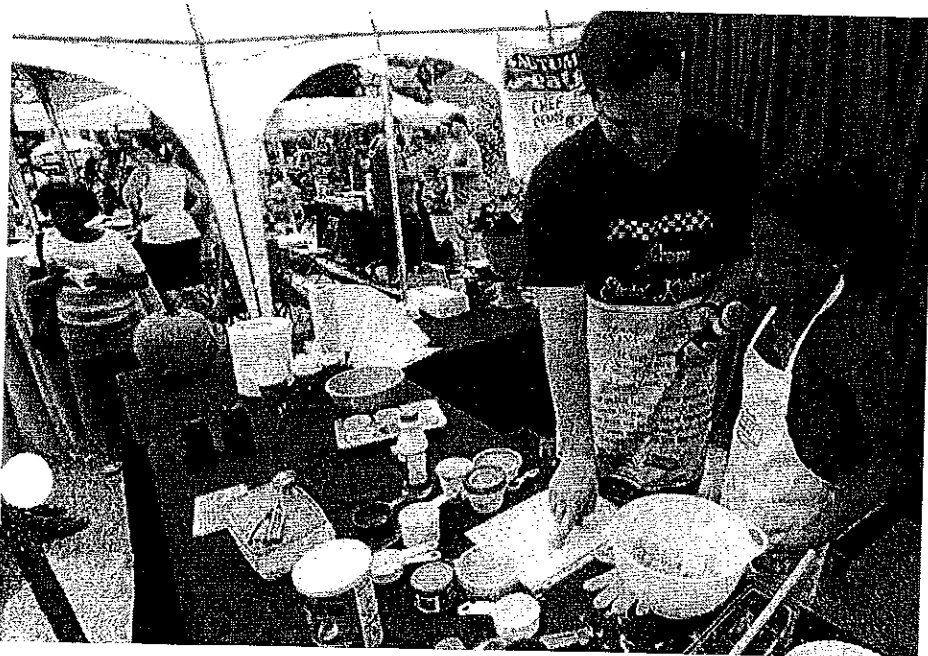
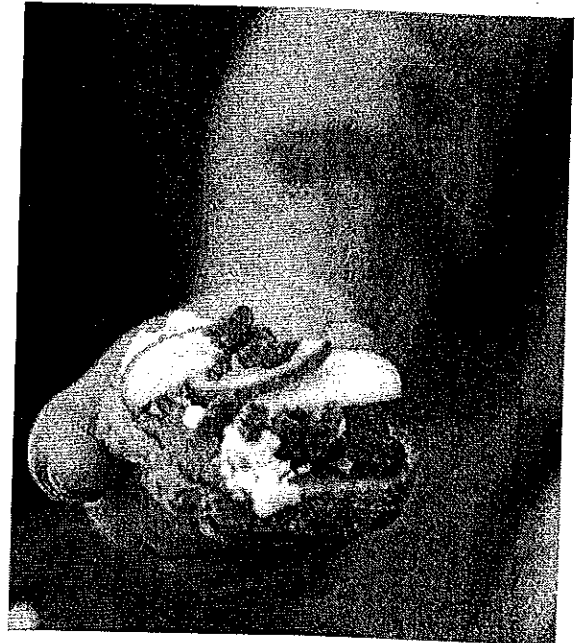
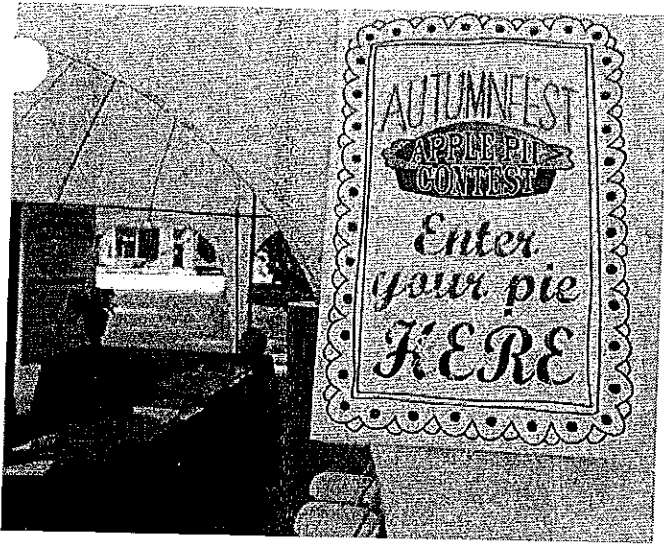




Scenes from Art for a Weekend



Scenes from AutumnEats



Print and online advertising

THE AVONDALE ARTS ALLIANCE PRESENTS

AUTUMNFEST

Arts & Music FESTIVAL

SAT 11-6 OCT 5-6 2013 SUN 12-6

Music: THE WHISKEY GENTRY
the Bonaventure Quartet
Cruis-O-Matic
The homework ate my dog

FOR THE KIDS
SOUTHEAST SNAKE ENCOUNTER

And Much More:

ARTIST MARKET FOOD TRUCKS
Out for a Weekend community art project
KIDS ZONE CHEF DEMOS

AVONDALE ESTATES Across from the Tudor Village



DeKalb Medical
Pushing Beyond



AUTUMN eats

CHEF DEMOS

SAT SUN

- | | |
|--|--|
| 11:30 NICK MELVIN
VENKMAN'S &
DOUX SOUTH | 12:30 AMY D'ANGELO
GARLIC CLOVE FOODS |
| 1:30 TERRY KOVAL
WRECKING BAR | 2:30 YOUNG CHEFS ACADEMY |
| 3:30 YOUNG CHEFS
ACADEMY | 3:30 SUSAN PAVLIN
GLOBAL GROWERS
NETWORK |
| 5:30 JIM STACY
PALOOKAVILLE
FINE FOODS | 4:30 CHOPPER SENFT
ONE SCREW LOOSE |
| | 5:30 LAYNE LEE
SWEET N' SINFUL
BAKERY
RUSTY BOWERS
PINE STREET
MARKET |

THE AVONDALE ARTS ALLIANCE PRESENTS

AUTUMNFEST

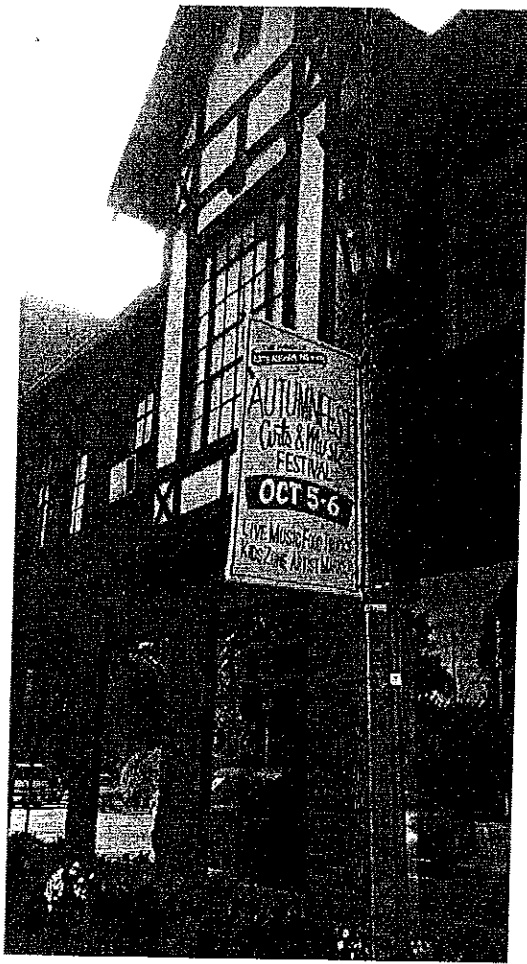
Arts & Music FESTIVAL

ENTERTAINMENT

SATURDAY SUNDAY

- | | |
|-----------------------------------|------------------------------------|
| 11 AM ATLANTA
TAIKO PROJECT | 12 PM SOUTHEAST
SNAKE ENCOUNTER |
| 12 PM THE MUSEUM
SCHOOL CHORUS | 1 PM TONE
STAR |
| 1 PM SOUTHEAST
SNAKE ENCOUNTER | 2 PM AVONDALE
CHILDREN'S CHOIR |
| 2 PM SYDNEY
RHAME | 3 PM THE BONAVENTURE
QUARTET |
| 3 PM HICKS
WITH PICKS | 4 PM MEGAN JEAN
& THE KFB |
| 4 PM MY HOMEWORK
ATE MY DOG | 5 PM SHARK
FIGHTER |
| 5 PM CRUIS-O-MATIC | |

6:30 PM THE
WHISKEY GENTRY



AUTUMNFEST

APPLE PIE CONTEST

THE AVONDALE
ARTS ALLIANCE PRESENTS

AUTUMNFEST

Arts & Music FESTIVAL

THANK YOU TO OUR SPONSORS!

Come play in the **KidsZone**

Face Painting by Andrea Zoppo

The Friends School of Atlanta

Georgia Aquarium

Kids Go Wild

Lifeline Animal Project

Make a Difference

Mercer University

The Museum School of Avondale Estates

North Decatur Lions Club

P's in the Pod

A Popular Dance (Saturday only)

The Reptile Wagon

The Sudbury School

The Waldorf School

Wylde Center

Young Chef's Academy (Saturday only)



DeKalb
Medical



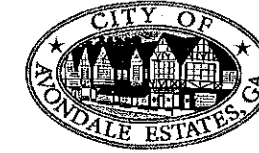
SPECIALTY
CAR COMPANY



Law office of
Donald S. Horace, Esq.



City of Avondale Estates
CPP (Community Promotion Program)
2014



Avondale Arts Alliance: AutumnFest 2014

	Organization/Individual			Project					Budget
Date: October 4-5, 2014	Mission and Goals	Individuals Involved- Paid/Volunteers	Success of Prior Projects	Project Summary	Innovation and Creativity	Ability to Highlight Community Strengths/Location	Number of Individuals anticipated to participate/ Individuals targeted from outside	ADA Compliance	Level of detail in budget proposal
Comments:	Promote, encourage, and celebrate local art. Provide events for Avondale Estates citizens and the surrounding community. The organization is a 501 c(3). The mission and goals meet the intent of the program.	Two chairpersons (with assistants) and approximately 40 volunteers. The event has stable leadership and longevity.	AutumnFest has been a successful event since 2003. The 2013 festival was expanded to include a temporary "Art for a Weekend" Project, AutumnEats, and a Pie Contest.	AutumnFest is an art festival which attracts visitors from all over the metro region each Fall. Vendors are from all over the Southeast. The event features music, food and children's attractions. The event also includes an "Art Party" one month prior to the event where the poster design for the event is unveiled.	Profits are donated to local schools and sponsoring student artists. The reptile exhibit is a big hit and attracted many in addition to the art and music. The AutumnEats, Pie Contest and temporary arts installation are new and unique to the Atlanta area.	The event takes place in the residential portion of the historic district. The CPP recommends that events take place in the CBD. The event is not located in the CBD. The event does draw a large crowd to the City, with parking in the Central Business District. There is visibility for local businesses.	Approximately 10,000.	The ADA restrooms have been indicated on the attached map.	Amount Requested: \$5,000 The organization has requested approximately 24% of the funding for the entire event based 2013 numbers. The budget is clear and detailed.



City of Avondale Estates

Community Promotion Program: Funding Request


Section A: Applicant

1. Name of Organization or Individual: Rusty Bowers
Contact Person (if different than above): Rusty Bowers
2. Mailing Address: Rusty Bowers, c/o Pine Street Market, 4A Pine Street, Avondale Estates, GA 30002
3. Telephone Day: 404-275-5166
4. Email: rusty@curedfoods.com FAX: it's not 1993
5. Tax Exempt Number and Date/Date of Incorporation (State of GA):
6. Number of Years in Avondale Estates: this is the first year of the event
7. Have you ever received funds from the City of Avondale Estates? no
8. If yes, what was the most recent funding amount? N/A
9. Were there any residual funds at the completion of the project? How much? N/A

Section B: Project

1. Project Title: The Avondale Estates Farmer's Market
2. Schedule-Start and End Date: March 15th, 2014 to December 6th, 2014
3. Hours of Operation Each Day: Weekly, Sunday's only, 9:00 to 1:00 EST
4. Amount Requested: \$3,500
5. Funds Disbursement Date: March 1st, 2014

Section C: Certification


Signature: Authorized Official/Individual

January 30th, 2014

Date

Title: Rusty Bowers: Organizer

Sections D-F: Sections D-F require an attachment, as indicated in the Application Instructions accompanying this form.

The Avondale Estates Farmers Market - CPP Application



REQUIRED ATTACHMENT

Section D: Project summary Narrative

1. Our mission is to provide Avondale Estates residents and neighbors from surrounding cities with a weekly shopping experience where they can connect directly with organic farmers, local food producers, and craftsmen.
2. This project comes under the authority and experience of Rusty Bowers, of Pine Street Market, who has participated in numerous farmer market settings around the greater Atlanta area. It is our intent to have a paid marketing/market manager and a staff of local volunteers. Each week will require two to four volunteers to assist with setting up and breaking down the market, and attending to vendor and customer's needs.

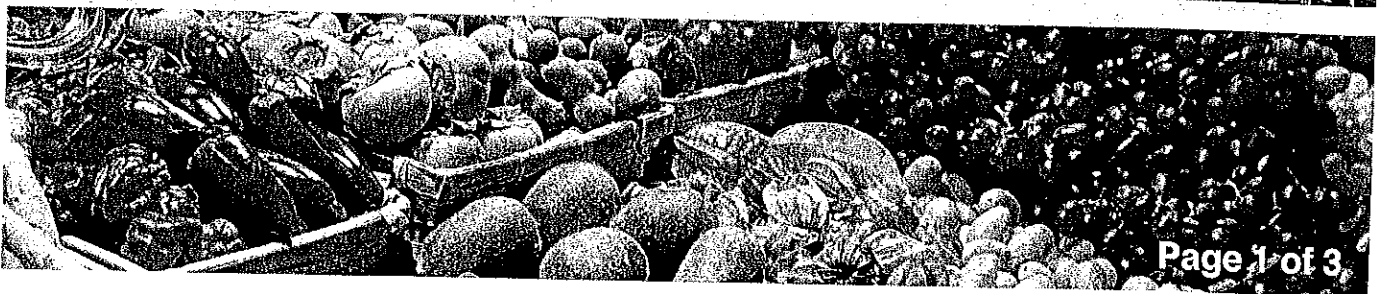


3. This will be our first year, so there is no past projects to base success on. We're optimistic as to the success of this market due to the limited existing Sunday markets, the great demand on part of the vendors to participate in a Sunday market, and the requests from Avondale and Decatur residents.

4. Our greatest source of promotion will be social media. As a current board member of the Peachtree Road Farmer's Market, Rusty has seen tremendous success by use of Facebook and

Twitter. Weekly newsletters will be sent out through constant contact, and we will implement the use of posters and banners. Nestled into the center of the Rail Arts District, the market will attract a new demographic of shoppers a destination in the Heart of Avondales commercial/art district. Providing incentives such as coffee, breakfast biscuits, and live music we feel will help families make this a weekly routine to which they will in turn invite their friends. In addition to social media, we also intend the use of posters, banners, and limited print media to launch the event. Anticipating the great success of RAD this year, we will also be leveraging that event to promote the grand opening, the following day.

5. We have no track record to present, but considering the promotion and energy we will expend, we feel like we will start with a weekly attendance of three to four hundred shoppers per week, that will expand to seven hundred plus during peak season.





Section E: Accessibility

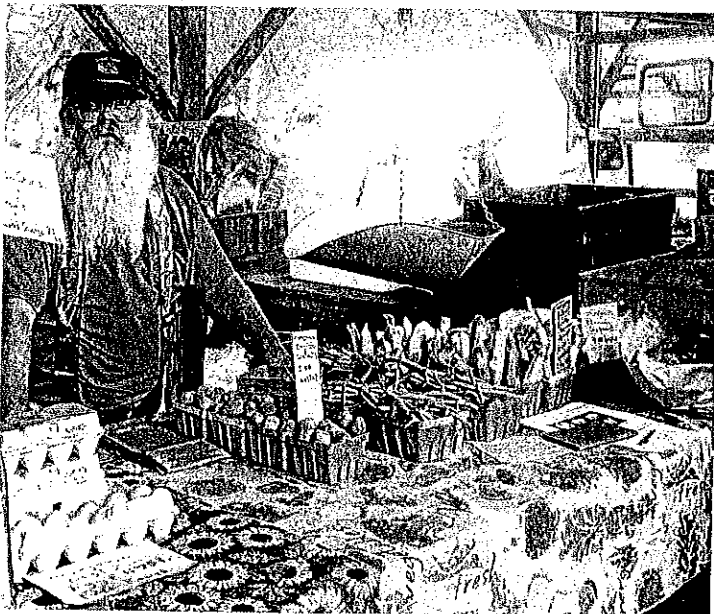
1. The entire market, being on flat ground with no existing street curb, is entirely accessible.
2. We have a ADA accessible restroom at Pine Street Market. More restrooms, water, and facilities will be available at Little Tree Art Studios.

Section F: Project Budget: Proposed Expense Budget for 2014:

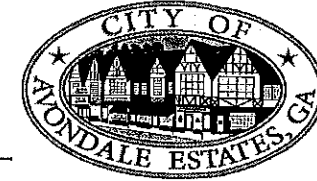
• Printed Materials (Flyers and Postcards).....	\$475
• Banners (16 street banners @ \$60 + Misc banners, road markers)	\$1,500
• Posters.....	\$500
• BRANDING: Web design, Facebook, and twitter set up	\$1000
• Social Media (facebook, google ads, access atlanta, etc.).....	\$1000
• Tent for Information booth, first aid, water cooler, supplies.....	\$1000
• Part time Market/ Marketing Manager.....	\$100 weekly (\$3,900)
TOTAL.....	\$9,375

Current Funding: (Projected)

From Vendors & Farmers (\$150 per week for 39 weeks)	\$5,850
City of Avondale Estates (REQUESTED AMOUNT)	\$3,500



City of Avondale Estates
CPP (Community Promotion Program)
2014



The Avondale Estates Farmers' Market

	Organization/Individual			Project					Budget
Date: Sundays- March 15- Dec. 6, 2014	Mission and Goals	Individuals Involved- Paid/Volunteers	Success of Prior Projects	Project Summary	Innovation and Creativity	Ability to Highlight Community Strengths/Location	Number of Individuals anticipated to participate/ individuals targeted from outside	ADA Compliance	Level of detail in budget proposal
Comments:	Provide Avondale Estates residents and neighbors from the surrounding area with a weekly shopping experience where they can connect directly with organic farmers, local food producers and craftsman. The market intends to draw participants from inside and outside Avondale Estates and focuses on art and food which meets the intent of the grant.	One main project lead with a paid marketing person and two volunteers weekly. The project lead has participated in many local farmers' markets and is a local food producer and retailer.	This will be the first year of the Farmers' Market. The project lead has experience with similar local farmers' markets. The project lead is on the board of the Peachtree Road Farmers' Market.	The Farmers' Market will feature organic farmers, local food producers and craftsmen. The market will occur each Sunday from March 15-Dec. 6, 2014, in the mornings.	This is the first of this type of market in Avondale Estates. Farmers' markets have become increasingly popular. It is also an ongoing event bringing participants to the City on numerous occasions throughout the year.	The event will take place in the parking lot of Little Tree Studios in the heart of the CBD. This meets the intent of the grant.	Approximately 300-400/week to start.	The ADA restrooms will be available at Pine Street Market.	Amount Requested: \$3,500 The organization has requested approximately 37% of the funding for the entire event based on the proposed 2014 budget numbers. The budget is clear and detailed.



City of Avondale Estates

Community Promotion Program: Funding Request

Section A: Applicant

1. Name of Organization or Individual: Georgia Safe Schools Coalition
Contact Person (if different than above): Dr. Anneliese Singh or Andrew J. Knoblich
2. Mailing Address: 75 Wiltshire Drive., Avondale Estates, GA 30002
3. Telephone Day: (404) 849-8186 Evening: (404) 849-8186
4. Email: asingh@uga.edu or FAX: _____
5. Tax Exempt Number and Date/Date of Incorporation (State of GA): EIN: 27-1165299 (04/2009) Georgia Equality acts a Fiscal Sponsor, when necessary
6. Number of Years in Avondale Estates: Five Year Resident (Dr. Singh)
7. Have you ever received funds from the City of Avondale Estates? Yes
8. If yes, what was the most recent funding amount? \$1,000
9. Were there any residual funds at the completion of the project? How much? No Residual Funds

Section B: Project

1. Project Title: GSSC presents "Run to the Safe Zone 5K" [Avondale Estates]
2. Schedule-Start and End Date: 5/2/14: Packet Pick-up/Benefit Concert/Promote Local Companies; 5/3/14: 5K event with awards ceremony in (CBD) near (MD)
3. Hours of Operation Each Day: 5/2/14: 5:00 p.m. to 10:00 p.m.; 5/3/14: 8:00 a.m. to 1:00 p.m.
4. Amount Requested: \$3,500
5. Funds Disbursement Date: May 31, 2014

Section C: Certification

[Signature] 1/31/14
Signature: Authorized Official/Individual Date
Title: Co-Founder & Professor

[Signature] 1/31/14
Signature: Authorized Official/Individual Date
Title: Race Director

Sections D-F: Sections D-F require an attachment, as indicated in the Application Instructions accompanying this form.

Section D: PROJECT SUMMARY NARRATIVE (Criteria: Organization and Project)

1. Summarize the organization/individual's mission and goals.

The purpose of Georgia Safe Schools Coalition (GSSC) is to reduce bullying and violence in Georgia schools. We are a coalition of university professors, school educators and counselors, parents, family members, and local organizations who all are committed to an believe in safer schools for all Georgia students free of bullying and violence; and we began this mission in 2009. We educate and advocate on issues affecting students from diverse families. GSSC works to address the intersections of various systems of oppression, understanding that one cannot eradicate bullying and violence without simultaneously working to end all forms of injustice. Therefore, we work at the intersections of race/ethnicity, disability, sexual orientation, age, social class, and immigration status to ensure we are advocating for safer schools for students and the families who love and support them. We have trained over 1000 Georgia educators and counselors on developing safer schools, in addition to providing free-of-charge consultations and online/offline resources to students, families, educators, and families, we strive to engender positive social growth among Georgia's youth, and to foster a safe and affirming school climate for all. The Georgia Safe Schools Coalition 5K/1K Fun Run, Charity Concert, and education booth will provide an opportunity for students and their families from all across Georgia to participate in a community event that raises money and awareness for safer schools in Georgia. Furthermore, the event will provide an opportunity to showcase the vibrant and historic Central Business District (CBD) and Mill District (MD) of the city.

2. Discuss the staff/volunteers or individual qualifications and past work. Include the approximate number of staff or volunteers associated with the project.

The GSSC staff (Drs. Anneliese Singh and Corey Johnson) are from the University of Georgia and have coordinated several large fundraising events in the past. Dr. Johnson teaches courses in event management to undergraduate and graduate students. There will be approximately 30-40 volunteers from the organization within the Georgia Safe Schools Coalition. These volunteers frequently help with fundraising events and are very familiar with volunteer participation and coordination. Dr. Singh is a resident of Avondale Estates (75 Wiltshire Drive) and an active member of the Avondale Community Club.

Additionally, two graduate students (Andrew J. Knoblich and Nicholas Carroll) will be co-directing the 5K event and Charity concert. Andrew and Nick both have extensive experience in event management. Andrew has worked on a contractual basis over the past three years with Medalist Sports, LLC of Peachtree City. Medalist Sports manages large scale, mass-participation amateur events, as well as professional athletic events (e.g. Tour of California, World Paracycling Championships, Tour de Pink, etc.) Andrew has supported the production crew of several Medalist Events in the capacity of crew foreman. Furthermore, Andrew successfully founded and directed the Road to College 5K in Athens, Georgia, generating more than \$4,500 in its inaugural year. Nicholas supported this endeavor in the capacity of Production Manager. He has extensive experience in event management through his involvement with his fraternity and church.

3. Discuss prior project successes. This can include photographs.

The Georgia Safe Schools Coalition presented a 5K event in Avondale Estates last year. Please see the "Event Closeout Summary" (**Appendix A**) for final outcomes and photographs from the event. Also, GSSC has coordinated two community events at Joe's on Juniper each year to raise money and awareness for the coalition. The organization has also organized a GSA Summit each February for the past three years, which is attended by over 120 students from all over the State of Georgia and over 40 educators and school counselors. The GSSC5K in Avondale Estates will also be promoted at this event.

In addition, the Road to College 5K is an example of the collaborative and successful efforts of the intended co-directors for the GSSC5K in Avondale Estates. The website for said event is www.theroadtocollege5k.com.

4. Summarize the proposed project including innovative and creative tools/methods of promoting the project and strengths of the City as well as the location. Examples of City strengths: art community, historic, local businesses etc.

The Race Co-Directors (Andrew Knoblich and Nicholas Carroll) will work collaboratively with GSSC staff (Drs. Anneliese Singh and Corey Johnson) and a selected steering committee to plan, promote, and execute two main events in Avondale Estates the weekend of May 2nd, 2014. The event will include a charity concert (to be conducted during packet pick-up in the Central Business District area) and a 5K race that will include a 1K fun run for families and children. The event will be promoted through the GSSC website, social media and print media outlets, as well as through targeted advertising to national and local running clubs.

We anticipate highlighting the community extensively through sponsorship from local businesses and organizations, high-lighting specific activities available within the community, using local business to help supply the needs of the event (e.g. screen printing, catering).

The specific Race Route will feature the Central Business District, the Mill District, and the historic neighborhood parks and homes. Potential routing is detailed in **Appendix B**.

5. Discuss the approximate number of participants expected. If the proposed event has occurred in the past, detail the approximate number of participants.

Last year the GSSC5K had approximately 45 runners and an equal number of volunteers. Under new direction, and with the addition of a benefit concert, the organization anticipates 300-500 participants and volunteers flocking to the Avondale Estates area for the weekend festivities.

SECTION E: ACCESSIBILITY (Criteria: Organization and Project)

1. Is the facility where the project(s) takes place physically accessible? If not, indicate plans to make it accessible and methods used to serve physically challenged participants.

The Georgia Safe Schools Coalition values and has integrated attention to people living with disabilities into our work with Georgia Schools. This is also an important component of the proposed event. Our intended locations for registration and packet pick-up are located in areas that will be ADA-compliant. We will also ensure that any portable restrooms are ADA compliant. Walkers, runners, rollers, and strollers of all shapes, sizes, and backgrounds are welcome to participate.

2. Describe plans to meet the Americans with Disabilities Act requirements.

In addition to the plans detailed above, we will also reserve parking spaces near the event. Some of our volunteers within the Georgia Safe Schools Coalition specifically work with students and adults who living with disabilities, so there will be several point-persons to assist people living with disabilities during the event. There will be a student speech at the end of the race, where students will talk about the various issues affecting their lives in school related to bullying. We will have student speaker who live with disabilities during this event talk about their lives, and the education tent will be accessible to those in wheelchairs or using other assistance to view and participate in this student speech. Finally, there will be an unimpeded path for people living with disabilities to access the 5K and 1K courses.

SECTION F: PROJECT BUDGET – EXPENSES (Criteria: Budget)

Please see **Appendix C** for a detailed outline of expenditures and revenues.

Memorandum

To: Keri Stevens & CPP Grant Selection Committee
CC: Anneliese Singh, Corey Johnson, and Nicholas Carroll
From: Andrew Knoblich
Date: 2/10/2014
Re: CPP Application (Revisions and Updates)

The following paragraphs represent adjustments or clarifications pertaining to the CPP Application for the Georgia Safe Schools Coalition 5K. At this time, we anticipate using the same 5K and 1-mile fun run routes (attached for your review) as last year. This, of course, will be dependent on the approval of the city and Avondale Estates Police. As you will recall, this route features City Hall, the CBD, and the MD.

Check-in will take place on both Saturday evening and Sunday morning. Saturday evening check-in is intended to take place at a local business in the CBD (location to be determined). The benefit concert is intended to be at the same location (TBD, but within the CBD). Also, Sunday morning check-in will take place near the start line at City Hall. The safety of our participants is the top priority and we will be hiring off-duty officers, similarly to last year, to manage the intersections and ensure safe crossings.

As for vendor space and a speaking tent, we anticipate having them near the start/finish area, but are flexible on location if the city has specific concerns about the locations.

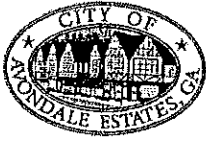
Please let me know if I can provide you with any further clarification. Thanks for your time and consideration!

Best regards,



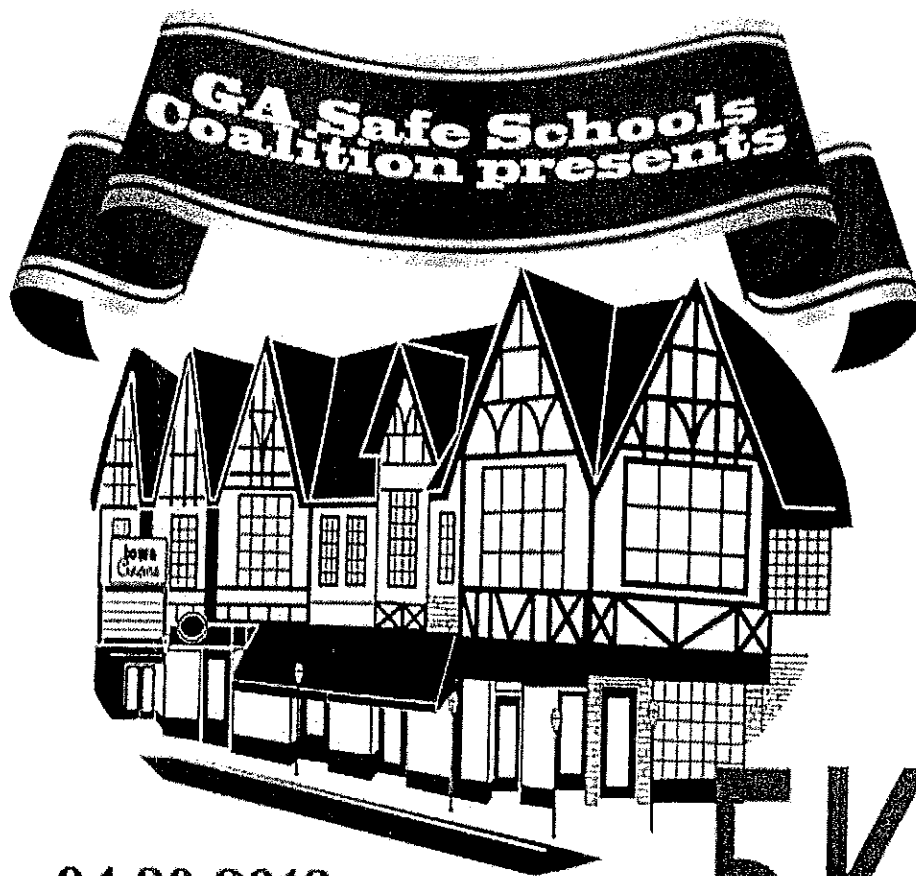
Andrew J. Knoblich
M.Ed. Professional Counseling Student
Graduate Assistant, Career Center
The University of Georgia
Second Floor, Clark Howell Hall
Office: 706-542-3375
Mobile: 678-232-1926
E-mail: ajk45@uga.edu

(enclosures)



City of Avondale Estates
Community Promotion Program: Funding Request

Appendix A



04.20.2013
RACE 5K
TO THE SAFE ZONE
in Avondale Estates

Georgia Safe Schools Coalition

“Race to the Safe Zone”

2013

Event Closeout Summary

Marketing Materials

Event Info Blurb

Georgia Safe Schools Coalition presents Race to the Safe Zone 5K and One Mile Fun Run on Saturday, April 20th

Check in begins at 7 am at City Hall

For more information and registration, please

visit <http://www.georgiasafeschoolscoalition.org>

Cost: \$20 including T-shirt

All proceeds benefit Georgia Safe Schools Coalition



Event Flyer



04.20.2013
RACE 5K
TO THE SAFE ZONE
in Avondale Estates



Avondale Estates City Hall
Check in and registration
starts at 7 AM
Fun Run starts at 8 AM
5K starts at 9 AM

Cost: \$20 with T-shirt
For more info and pre-
registration, visit
www.georgiasafeschoolscoalition.org/

ALL PROCEEDS TO BENEFIT THE GEORGIA SAFE
SCHOOLS COALITION

Press Release

For Immediate Release



March 7, 2013

Contact Leah Foster
(706) 699-1816
racetothef safezone@gmail.com

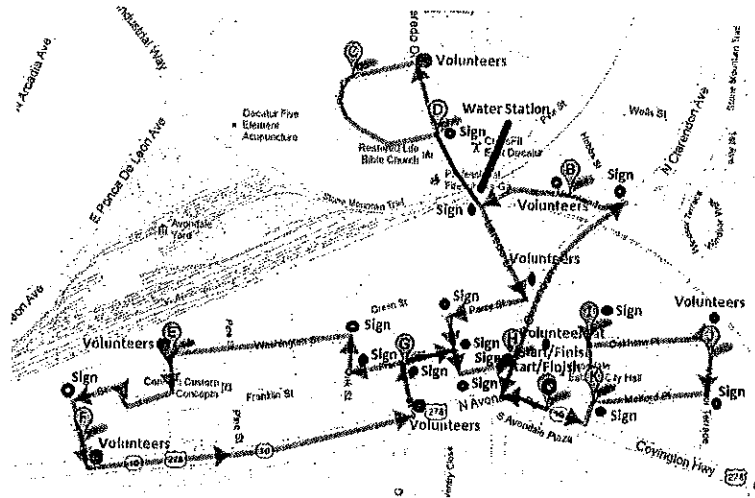
AVONDALE ESTATES HOSTS 5K
5K Encourages Georgia Students to Race to the Safe Zone

The Georgia Safe Schools Coalition (GSSC) has paired with University of Georgia students to host a 5K in the city of Avondale Estates, Georgia. The Race to the Safe Zone 5K will be held on April 20, 2013 and will start at 9:00 a.m. There will be a one-mile fun run that will begin at 8:00 a.m. The race will also feature a speak out tent where individuals can share their stories. Registration for the event is \$25 and will be held from now until the day of the event. To register, please visit www.georgiasafeschoolscoalition.org.

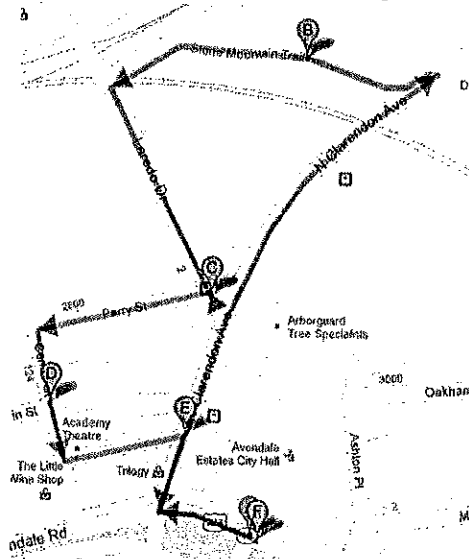
Georgia Safe Schools Coalition is an organization that promotes anti-bullying in Georgia's schools, as well as to advocate on issues affecting lesbian, gay, transgendered, queer, and questioning students and families. Proceeds from this event will benefit this organization. For more information on the Race to the Safe Zone or Georgia Safe Schools Coalition, please contact Leah Foster at racetothef safezone@gmail.com.

###

5k Course Map



Fun Run Course Map



Event Facebook Page

04.20.2013

RACE 5K TO THE SAFE ZONE in Avondale Estates

Georgia Safe Schools Coalition Presents
Race to the Safe Zone: 5K and One Mile Fun Run

What time?
Saturday, April 20, 2013
Avondale Estates City Hall, 21 N Avondale Rd, Avondale Estates, GA 30062

On Saturday, April 20, the Georgia Safe Schools Coalition in partnership with the University of Georgia Recreation and Leisure Studies Program will host a 5K and One Mile Fun Run to raise money and awareness for the CSSC's mission to end bullying in Georgia schools.

Check in begins at 7:00 AM
Fun Run begins at 8:00 AM
5K begins at 9:00 AM

Cost: \$20 including Race T-shirt

On the A-Team
Grady for One Year & WALK 4000, all are free you walking 4000 feet by walking 4000

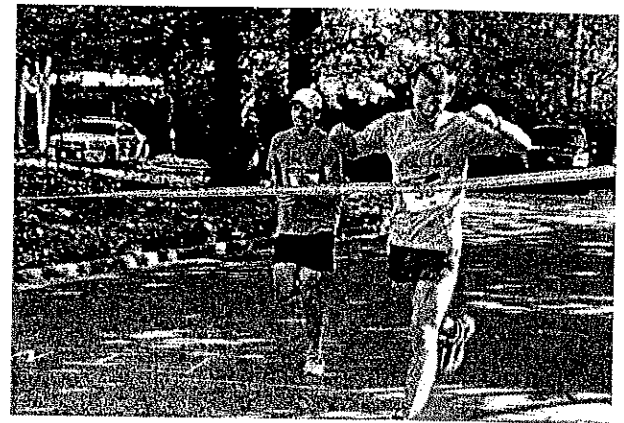
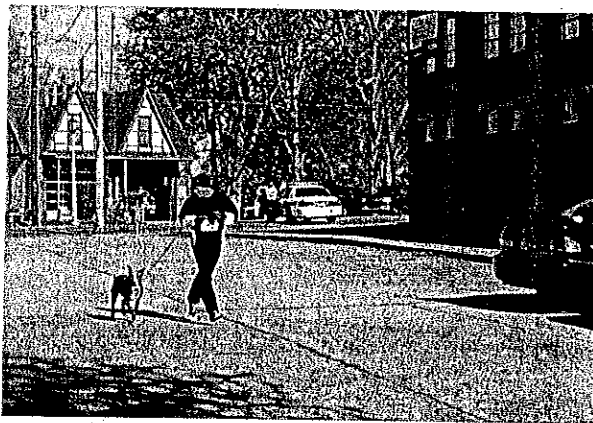
FREE EMAIL
www.race-to-the-safe-zone.com

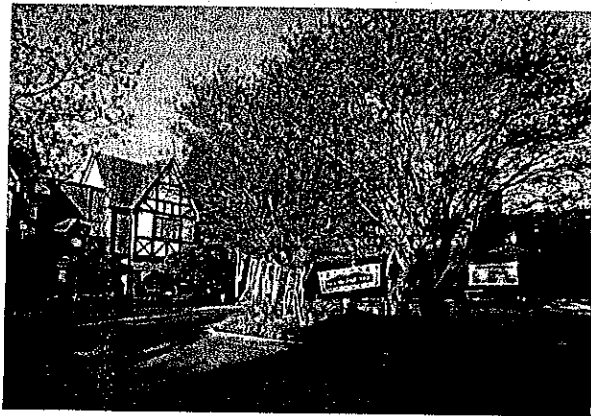
On the A-Team
Grady for One Year & WALK 4000, all are free you walking 4000 feet by walking 4000

FREE EMAIL
www.race-to-the-safe-zone.com

On the A-Team
Grady for One Year & WALK 4000, all are free you walking 4000 feet by walking 4000

FREE EMAIL
www.race-to-the-safe-zone.com









City of Avondale Estates
Community Promotion Program: Funding Request

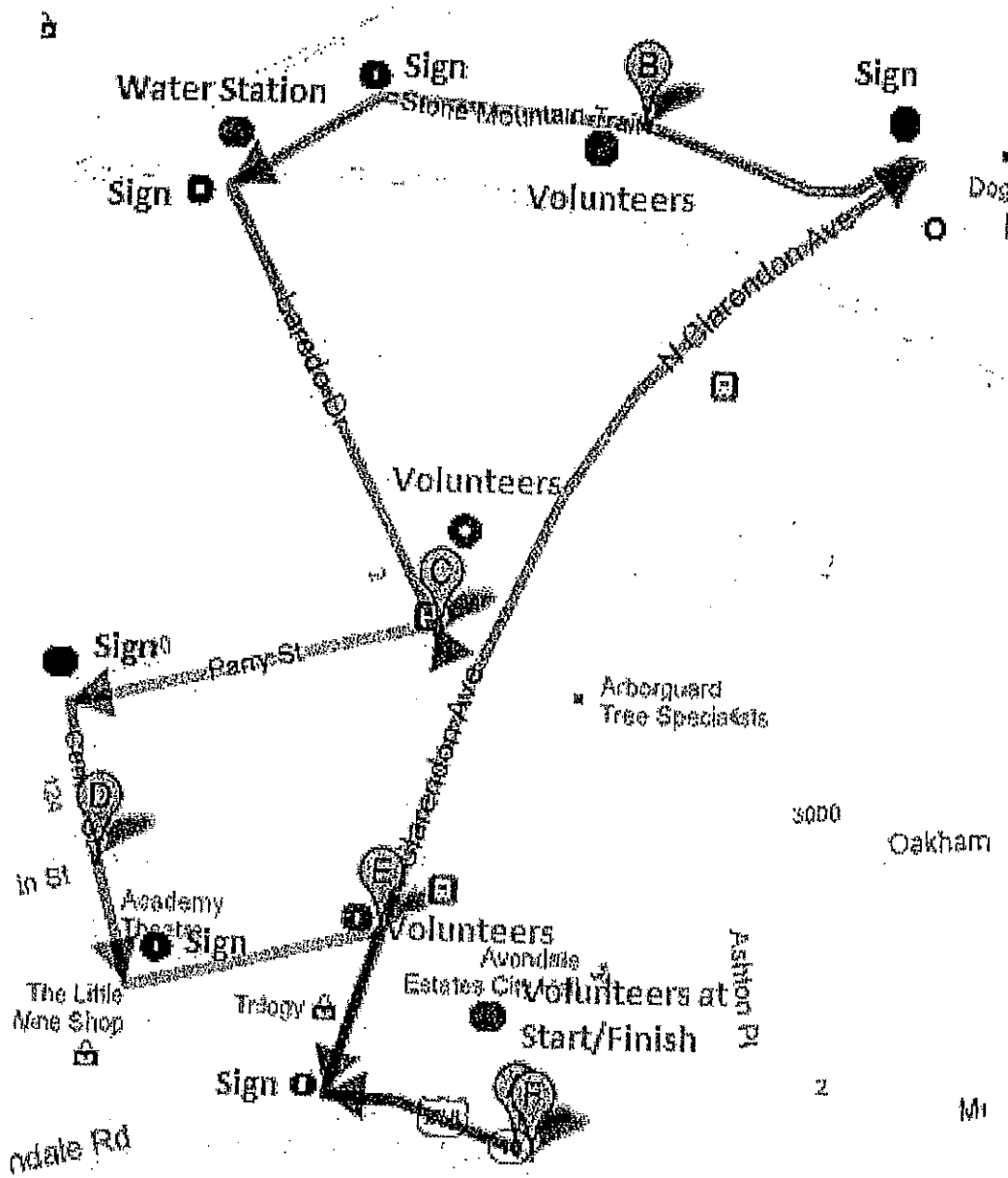
Appendix B

Georgia Safe Schools Coalition 5k/Fun Run

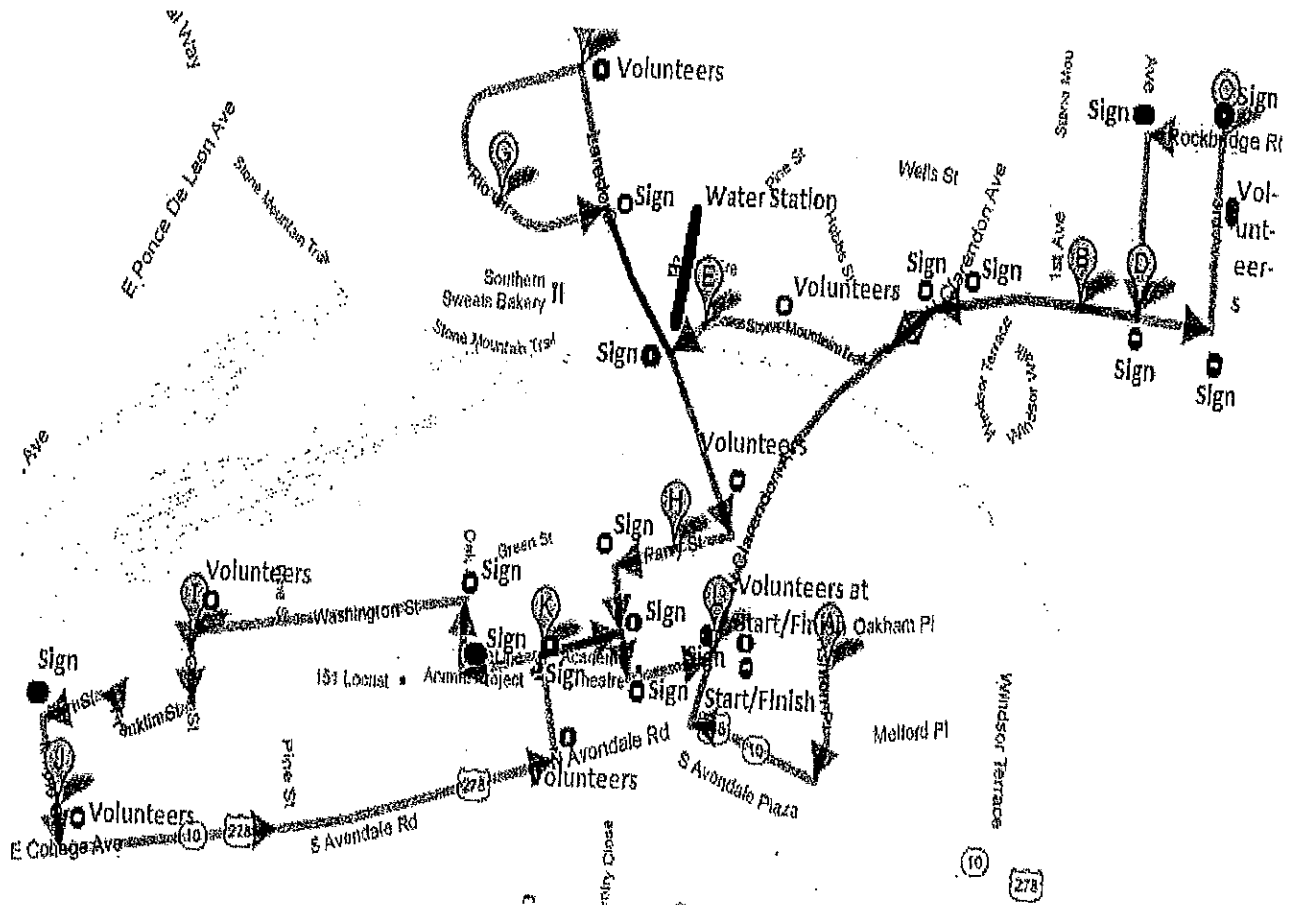
Event Details

Revised Maps with Volunteer and Sign Locations:

[FUN RUN]



[5K]





City of Avondale Estates
Community Promotion Program: Funding Request

Appendix C

Georgia Safe Schools Coalition 5K Budget (revised 1/31/14)

Budget		Paid	Revenue		Sponsor Commitments	
Fix Costs			Sponsorship			
Police Officers	\$ 240.00	<input type="checkbox"/>	Businesses	\$ 1,000.00		
Permit	\$ 25.00	<input type="checkbox"/>	Individuals	\$ 150.00		
Event Insurance	\$ 500.00	<input type="checkbox"/>	Registration			
Transporation	\$ 150.00	<input type="checkbox"/>		\$ 15.00		
Timing	\$ 450.00	<input type="checkbox"/>		\$ 20.00	150	\$ 3,000.00
Awards	\$ 250.00	<input type="checkbox"/>		\$ 25.00	50	\$ 1,250.00
Website	\$ 35.00	<input type="checkbox"/>				
Toilets	\$ 250.00	<input type="checkbox"/>	Total Registration		200	\$ 4,250.00
Entertainment	\$ 400.00	<input type="checkbox"/>	TOTAL REVENUE			\$ 5,400.00
Rental Space	\$300.00	<input type="checkbox"/>				
TOTAL FIXED COSTS						
	\$ 2,300.00					
Variable Costs						
Construction Equip.	\$ 150.00	<input type="checkbox"/>				
Sponsor Signage	\$ 300.00	<input type="checkbox"/>				
Advertising Expense	\$ 150.00	<input type="checkbox"/>				
T-Shirts (250 @ 7.00 ea.)	\$ 1,750.00	<input type="checkbox"/>				
TOTAL VARIABLE COSTS						
	\$ 2,350.00					
TOTAL EXPENSES			NET REVENUE		\$ 750.00	
	\$ 4,650.00					

City of Avondale Estates
CPP (Community Promotion Program)
2014



Georgia Safe Schools Coalition

Organization/Individual		Project							Budget
Date	Mission and Goals	Individuals Involved-Paid/Volunteers	Success of Prior Projects	Project Summary	Innovation and Creativity	Ability to Highlight Community Strengths/Location	Number of Individuals anticipated to participate/ individuals targeted from outside	ADA Compliance	Level of detail in budget proposal
May 3-4, 2014									
Comments:	The organization's mission is to reduce bullying and violence in Georgia Schools. They educate and advocate on issues affecting students from diverse families. They have trained over 1,000 Georgia educators and counselors. The mission and goals of the organization do not completely comply with the program goals of the CPP but the event will bring in new people and promote the City. The event coordinators note that the City of Avondale Estates will be promoted as a partner.	Four main event organizers, two professors and two graduate students, with 30-40 volunteers. A new experienced event planner has been brought in to assist.	The first fun run took place in 2013. Approximately 45 people attended. The event organizers have added additional staff with experience in event planning to expand marketing and increase participation.	There will be a charity concert on Saturday night in a local business, to be determined. On Sunday, there will be a 5K and 1K Fun Run with routes in the CBD. A education tent and vendors will be located at City Hall.	The event features an opportunity for students to discuss their issues with bullying. The event brings increased awareness to this important issue that impacts everyone.	The CPP recommends that events take place in the CBD. The proposed routes are in the CBD. The route will be the same as last year. Participation is key.	Approximately 300-500 visitors.	The application materials highlight both ADA compliance and planned participation from participants with disabilities.	Amount Requested: \$3,500 The organization has requested 75% of the funds required for the event, based on the projected 2014 budget. The budget is clear and detailed.



City of Avondale Estates

Community Promotion Program: Funding Request

Section A: Applicant

1. Name of Organization or Individual: **RAD: The Rail Arts District. The 8th Annual RAD Studio Cruise 2015**
Contact Person (if different than above): **Bob Means**
2. Mailing Address: **2834 Franklin St., Avondale Estates, GA 30030**
3. Telephone Day: **404-803-5269**
4. Email: **bob@toppprops.com**
5. Tax Exempt Number and Date/Date of Incorporation (State of GA):
6. Number of Years in Avondale Estates: **23 years as Topp Props, Inc**
7. Have you ever received funds from the City of Avondale Estates? **Yes**
8. If yes, what was the most recent funding amount? **For the RAD 6th Annual Studio Cruise**
9. Were there any residual funds at the completion of the project? How much? **\$2,500**

Section B: Project

1. Project Title: **RAD 2014 7th Annual Studio Cruise**
2. Schedule-Start and End-Date: **March 15th, 2015, one day event**
3. Hours of Operation Each Day: **12 noon until 8:00 PM**
4. Amount Requested: **\$3,500**
5. Funds Disbursement Date: **February 1st, 2015**

Section C: Certification

Signature: Authorized Official/Individual

Date: January 15th, 2014

Title: Co-organizer, bookkeeper

Approved: _____ Yes _____ No Approved by: _____ For Official Use Only Date: _____ Grant Amount: _____

REQUIRED ATTACHMENT

Section D: Project summary Narrative

1. Our mission is to organize practicing professional artists to produce a yearly art-related festival that benefits the artists, arts organizations, in and around the Rail Arts District of Avondale Estates and adjoining Cities including Scottsdale and Decatur. In addition to driving sales and creating economic activity, we actively seek to promote the Rail Arts District throughout greater Atlanta to draw visitors and promote the District as an important year-round cultural destination. 2015 will be R.A.D.s 8th year.
2. 2014 has yet to happen and there are some HUGE changes this year. Instead of one or two people putting this together, four major studios (Little Tree, Mudfire, Atlanta Hot Glass, and Paper Trail) are joining forces, along with the Avondale Estates Arts Alliance to facilitate the marketing. 2013 was a staff of two, but this year there are 7 representatives from the 'anchor' studios, a marketing person from a local real estate firm, and three members of the Avondale Arts Alliance. I expect great results this year unlike any proceeding.
3. 2008 R.A.D. was small, foggy, and really fun.
2009 was unseasonably warm, the attendance was great.
2010 followed a major snow storm the night before, attendance was almost as good as the year before.
2011 we again had great weather and the largest turnout.
2012 was chilly, but bright, sunny, and again was well-attended.
2013 We have moved the event date forward two weeks to better insure good weather, (it wasn't)
2014 has yet to happen, and we're moving the date closer to summer, March 15th.
4. This year, 2014, we are returning to basics. To be on the studio cruise, you will be required to be to be in a Studio. Businesses are being approached as sponsors. Also, we are ear-marking the Tudor Village/Tudor Square as a stopping (or beginning point) this year. We intend to rotate two trollies stopping at each studio on the tour, and we are currently creating art activities and events for the Tudor area.
5. I believe this year, 2014 will see double the best year so far, probably an attendance of 6,000 or so. There are several reasons. First of all, I have the marketing team of the Avondale Arts Alliance taking on promoting the event. This proved crucial at Autumn-Fest bringing in well over 8,000 in attendance, most likely more. Also, we will be running trollies between all the studios this year and have invited studios on the East side of Decatur to participate. All participation studios will be paying a predetermined fee to help with this promotion. We have also asked the Arts Alliance from the City of Decatur to help promote us this year and they have expressed an interest in doing so. It is on the agenda for their next board meeting. I believe last years attendance was slightly down from the year before, somewhere between 2,000 to 2,500. Although the date was moved to March to insure better weather, it turned out to be the coldest day of the year spitting snow. It was bitter at best. In reality this is an indoor event, but the weather none-the-less took it's toll.



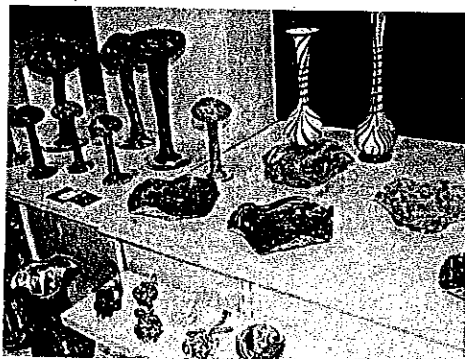
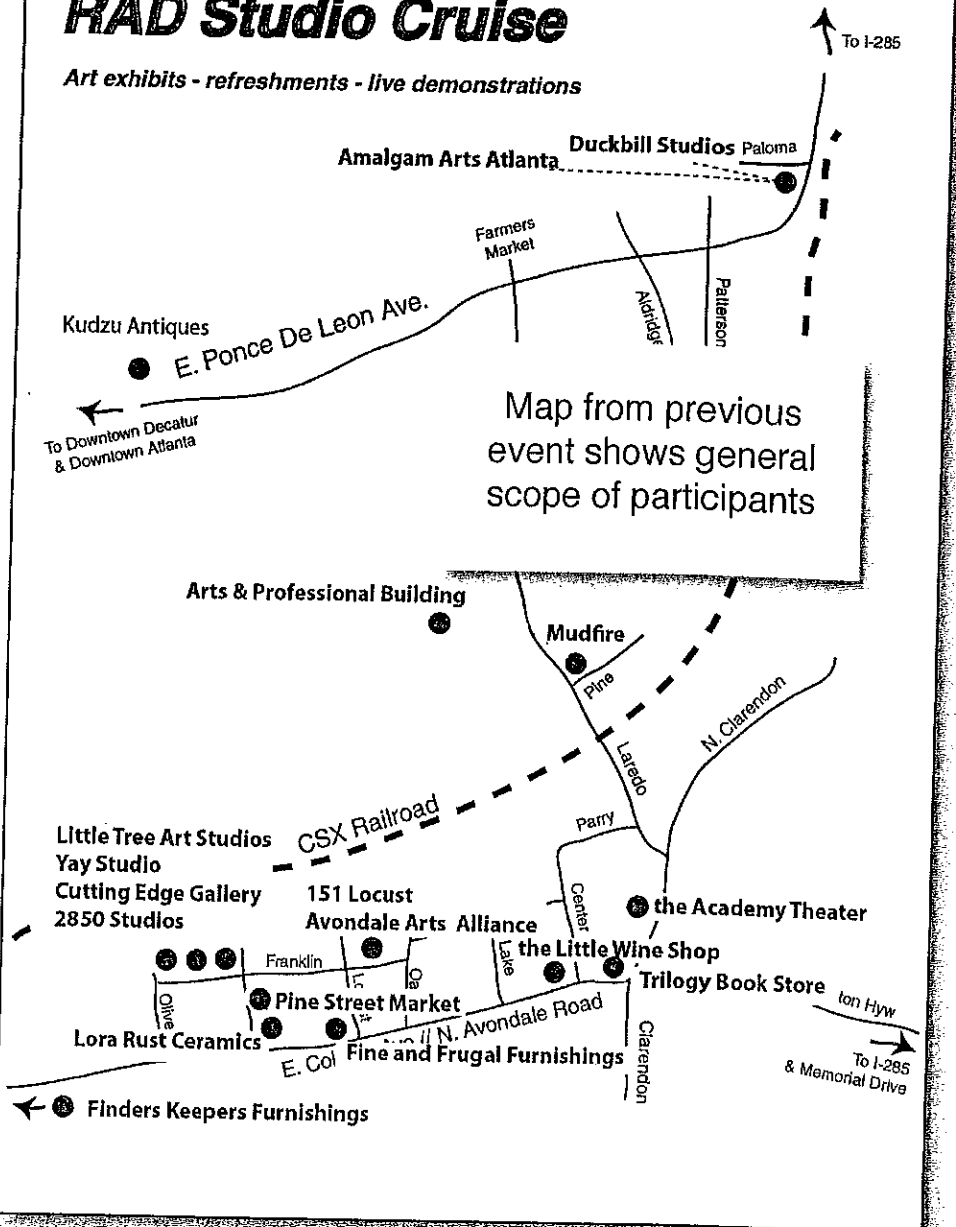
Section E: Accessibility

1. The annual Studio Cruise takes place in approximately 20 venues. Looking across the various venues, accessibility is very, very strong. As the Rail Arts District continues to develop and improve, and older buildings are renovated and incorporated, accessibility will continue to improve organically.
2. Each venue is responsible for meeting or exceeding the legal requirements, and working with local authorities on accessibility issues related to ADA.



RAD Studio Cruise

Art exhibits - refreshments - live demonstrations



Section F: Project Budget

This year we are requiring a set participation fee. Single studios are asked to pay a fee of \$50, and multi-studio locations such as Little Tree and Mudfire are to pay \$200. As it currently looks, for this year, 2014, there are six multi-studios to be involved, and six or seven single studios, or about \$1,800 incoming. As of yet, no sponsors. We do anticipate sponsorship and it will provide a way for businesses within the area to literally be put on the MAP, their logos being on flyers and banners.

Proposed Expense Budget for 2015:

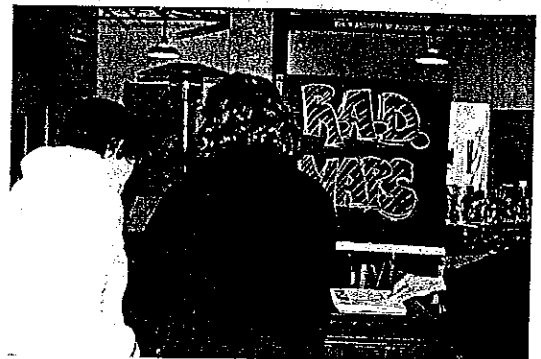
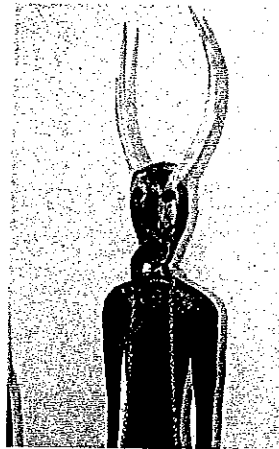
Printed Materials (Flyers and Postcards)	\$500
Banners for street and Trolleys.....	\$1,800
Posters with Maps at each venue mounted on foam core	\$500
Trolleys.....	\$2,000
Social Media (facebook, google ads, access atlanta, etc.)	\$1000
TOTAL.....	\$5,800

Last year our contributions totaled \$4,353. Expenses were \$5,065.

(See attached accounting report, Page 5)

Current Funding:

Anticipation of funding this year; \$4,800
 \$1,800 from Studios
 \$2,500 from the City of Avondale Estates
 \$500 from Sponsors



4:26 PM

01/13/14

Accrual Basis

Little Tree Properties, LLC
Profit & Loss Detail
 January through December 2013

Type	Date	Num	Name	Memo	Clr	Split	Amount	Balance
Ordinary Income/Expense								
Expense								
RAD 2013								
expenses								
Check	2/15/2013	DEBIT	4OVER	Postcards, 2,...		Private Bank o...	130.94	130.94
Check	2/20/2013	3133	Sprint Print	100 color flyer...		Private Bank o...	196.88	327.82
Check	2/20/2013	3134	WABE	VOID: Adverti...	X	Private Bank o...	0.00	327.82
Check	2/20/2013	3135	WABE	For RAD 201...		Private Bank o...	1,500.00	1,827.82
Check	2/26/2013	3136	AJC	Advertising		Private Bank o...	700.00	2,527.82
Check	2/26/2013	DEBIT	Creative Loafing	Hard copy & ...		Private Bank o...	1,000.00	3,527.82
Check	2/27/2013	3138	Ashleigh Reeves	putting poster...		Private Bank o...	75.00	3,602.82
Check	2/28/2013	3139	Sign A Rama			Private Bank o...	91.27	3,694.09
Check	3/2/2013	3140	Megan Jean Klay	Band for RAD...		Private Bank o...	500.00	4,194.09
Check	3/2/2013	DEBIT	Dekalb Farmers Mar...	Drinks for RAD		Private Bank o...	53.25	4,247.34
Check	3/2/2013	DEBIT	Dekalb Farmers Mar...	More Drinks f...		Private Bank o...	157.22	4,404.56
Check	3/3/2013	3141	Southern Sweets Ba...	return of contr...		Private Bank o...	100.00	4,504.56
Check	3/5/2013	3142	Erik Haagensen	Reimburseme...		Private Bank o...	340.52	4,845.08
Check	3/8/2013	DEBIT	Avondale Pizza Cafe	DeAnna, Erik...		Private Bank o...	30.31	4,875.39
Check	9/13/2013	3217	Ashleigh Reeves	putting poster...		Private Bank o...	40.00	4,915.39
Check	11/22/2013	3259	Ashleigh Reeves	putting poster...		Private Bank o...	150.00	5,065.39
Total expenses							5,065.39	5,065.39
Total RAD 2013							5,065.39	5,065.39
Total Expense							5,065.39	5,065.39
Net Ordinary Income							-5,065.39	-5,065.39
Net Income							-5,065.39	-5,065.39



City of Avondale Estates
CPP (Community Promotion Program)
2014



Rail Arts District: R.A.D Studio Cruise (2015)

	Organization/Individual			Project					Budget
Date: March 15, 2015	Mission and Goals	Individuals Involved- Paid/Volunteers	Success of Prior Projects	Project Summary	Innovation and Creativity	Ability to Highlight Community Strengths/Location	Number of Individuals anticipated to participate/ individuals targeted from outside	ADA Compliance	Level of detail in budget proposal
Comments:	Organize practicing professional artists, arts organizations and small businesses in and around the Rail Arts District of Avondale Estates and adjoining areas. The group actively promotes the Rail Arts District in the greater Atlanta area to draw visitors to this year-round cultural destination. The mission and goals meet the intent of the program.	This year the event features seven representatives from four major studios, increased from two people in 2013. This also includes a partnership with the Avondale Estates Arts Alliance.	This is the 8th year of the event and attendance has generally increased each year, except for when associated with bad weather.	The event takes place at multiple venues highlighting a wide variety of art and art related events. Participants walk or ride to each venue where an art/exhibit/sale, artist demonstration or interactive art-making experience will be occurring. This year there will be a trolley(s) to transport participants.	The event is innovative for its variety of mediums and locations. This year the trolley(s) will help move participants from place to place. There is also a unique partnership between artists in the City of Avondale Estates and businesses/artists in unincorporated DeKalb County as well as the Avondale Arts Alliance. Little Tree Studios is an anchor in the business district and continues to grow.	The event will be held in the CBD as recommended by the grant. It highlights many areas of the CBD and beyond.	Approximately 6,000 visitors.	Each venue is responsible for ADA accessibility.	Amount Requested: \$3,500 The organization has requested approximately 60% of the projected budgetary expenses for 2015. The budget is clear and detailed.

PIEDMONT PRESERVATION AGREEMENT

In the 2014 Agreement with Piedmont Preservation the fee is increasing from \$480 to \$516 per meeting, there has not been a fee increase in six years. Piedmont Preservation has been consulting for the Historic Preservation Commission and Architectural Review Board for over 7 years. Contract is currently being reviewed by City Attorney.

A RESOLUTION TO AMEND THE 2013 BUDGET

WHEREAS, the City of Avondale Estates' 2013 Budget contains certain line item appropriations; and

WHEREAS, certain unanticipated occurrences caused the actual revenue and expenditures to diverge from budgeted line items; and

WHEREAS, reallocation of line item appropriations is necessary for the final 2013 Budget to reflect actual revenue and expenses; and

WHEREAS, City Ordinance 09-04 authorizes the City Manager to reallocate departmental budget appropriations among various line items of any department as the City Manager deems necessary not to exceed Ten Thousand Dollars (\$10,000.00); and

WHEREAS, City Ordinance 09-04 requires Board of Mayor and Commissioners approval of such line item reallocations when they exceed Ten Thousand Dollars (\$10,000.00);

NOW, THEREFORE, BE IT RESOLVED BY THE Board of Mayor and Commissioners of the City of Avondale Estates that the City of Avondale Estates hereby amends its 2013 Budget to reflect the various line items set forth on the document entitled "2013 Budget Amendment December 31, 2013"; and

BE IT FURTHER RESOLVED that the City of Avondale Estates hereby adopts the attached document as a public record and directs the City Clerk to maintain said document for public inspection along with other 2013 Budget documents.

SO RESOLVED, this 24th day of February, 2014.

**BOARD OF MAYOR AND COMMISSIONERS
CITY OF AVONDALE ESTATES, GEORGIA**

Ed Rieker, Mayor

ATTEST:

Juliette Sims-Owens
City Clerk

Memo

To: **Clai Brown**
From: **Ken Turner**
Date: **2/14/2014**
Re: **2013 BOMC Budget Amendment**

Revenues:

1-401-001 R/E Property Taxes CY collections were above budget due to increases in property values. Amendment amounts to \$22,359.97.

1-401-002 Personal Property Taxes Prior Year collections were below budget due to decreased collections of taxes. Amendment amounts to \$12,279.12.

1-401-003 Motor Vehicle Taxes were above budget due to increased collections. Amendment amounts to \$19,982.95.

1-401-012 Property Tax – Prior Year Taxes were above budget due to increased collections of past due taxes. Amendment amounts to \$22,563.22.

1-402-055 Insurance Premium Taxes were above budget due to increased collections on life insurance policies. Amendment amounts to \$13,852.56.

1-411-043 Permit Authorizations were above budget due to the City taking over the issuance of building permits. Amendment amounts to \$10,872.44.

1-421-020 Traffic Court Receipts were below budget due to more defendants being placed on probation due to the inability to pay their fines in full and not having a dedicated LPR traffic officer. Amendment amounts to \$150,775.19.

1-421-021 Probation Services were above budget due to the same situation described above, Amendment amounts to \$26,543.07.

1-495-083 HOST Sales Tax was not budgeted because of not knowing what the collections would amount to. The amendment is an increase in budget of \$236,048.36.

1-495-090 Other Grants was not budgeted due to not knowing if grants funds would be available. Grants received were: Health Promotion \$5,044.07, Safety Grant \$6,000.00, ARC/LCI Grants \$34,000.00, Department of Natural Resources \$11,500.00. Amendment amounts to an increase in budget of \$56,544.07.

Expenses:

1-509-220 Historic Survey was not budgeted as this expense was funded in part by the Department of Natural Resources grant. Amendment amounts to \$13,800.00.

1-509-280 Other Grant Expenditures was not budgeted due to not knowing if grant funds would be available. These expenses were partially funded by grants, see 1-495-090 above for funding stream. Expenses were: \$2,685.00 for visualizations of the central business district, \$6,000.00 for Lifelong Communities (ARC), \$71,700.00 for the Downtown Master Plan (ARC/LCI), health promotion grant expenses of \$5,044.07, and miscellaneous expenses of \$1,048.50.

1-565-045 Transfer to Sanitation expense was below budget by \$37,783.81 due to Sanitation expenses being lower than budget.

1-502-100 Salaries – Regular were below budget by \$37,709.10 due to not filling the communications manager position.

1-511-100 Salaries – Regular were below budget by \$11,616.40 due to not filling the traffic control officer position.

1-545-001 Sanitation Taxes Current Year were above budget by \$13,281.61 due to increased collections.

1-545-103 Transfer In From General Fund was below budget due to decreased revenue from the General Fund. The amendment amounts to \$37,783.81.

1-545-109 Salaries were below budget due to vacancies in the department. The amendment amounts to \$27,589.37.

1-545-330 Depreciation Expenses were not budgeted as this is a non-cash expense. The amendment amounts to \$38,736.00.

1-545-340 Repairs & Maintenance – Vehicles was above budget due to increased repairs to the Sanitation fleet. The amendment amounts to \$12,291.05.

1-530-400 Cross Walk was not budgeted as this expense was partially funded by the grant from ARC. Amendment amounts to \$14,970.00.

1-535-312 Tree Removal expenses were above budget due to numerous trees had to be removed at various locations in the city. These trees were either dead or posing a safety hazard. Amendment amounts to \$11,325.00.

1-580-600 Land was not budgeted. This account represents all expenses associated with the purchase of the property including environmental assessments, appraisal fees, legal fees, boundary survey, and Georgia Brownfields Eligibility form fees. The amendment amounts to \$1,074,395.34.

1-580-630 Vehicle was not budgeted due to not knowing if funds would be available to purchase a 2013 Police Vehicle. The amendment includes all associated costs for the vehicle and amounts to \$39,115.75.

City of Avondale Estates 09
Income Statement
Compared with Budget
For the Twelve Months Ending December 31, 2013
February 14, 2014

Acct ID	Account Description	2013 Budget	2013 Actual YTD	BOMC Budget Amendment
Revenues				
1-401-001	R/E Property Tax - Current Yr	\$ 1,459,191.00	\$ 1,481,550.97	22,359.97
1-401-002	Personal Property Tax	29,258.00	16,978.88	(12,279.12)
1-401-003	Motor Vehicle Tax	87,820.00	107,802.95	19,982.95
1-401-012	Property Tax - Prior Year	35,900.00	58,463.22	22,563.22
1-402-055	Insurance Premium	138,836.00	152,688.56	13,852.56
1-411-043	Permit Authorizations	3,200.00	14,072.44	10,872.44
1-421-020	Traffic Court Receipts	449,828.00	299,052.81	(150,775.19)
1-421-021	Probation Services	218,000.00	244,543.07	26,543.07
1-495-083	HOST Sales Tax	0.00	236,048.36	236,048.36
1-495-090	Other Grants	0.00	56,544.07	56,544.07
Total General Fund Revenue		2,422,033.00	2,667,745.33	(245,712.33)
General Government				
1-509-220	Historic Survey	0.00	13,800.00	13,800.00
1-509-280	Other Grant Expenditures	0.00	86,477.57	86,477.57
Total General Government		0.00	100,277.57	100,277.57
Interfund Transfers				
1-565-045	Transfer to Sanitation	277,672.00	239,888.19	(37,783.81)
Administration				
1-502-100	Salaries - Regular	451,179.00	413,469.90	(37,709.10)
Public Safety				
1-511-100	Salaries - Regular	647,373.00	635,756.60	(11,616.40)
Sanitation				
1-545-101	Sanitation Taxes CY	374,580.00	387,861.61	13,281.61
1-545-103	Transfer In From General Fund	277,672.00	239,888.19	(37,783.81)
Total Sanitation Revenue		652,252.00	627,749.80	(24,502.20)
1-545-109	Salaries - Regular	315,138.00	287,548.63	(27,589.37)
1-545-330	Depreciation Expense Sani	0.00	38,736.00	38,736.00
1-545-340	Repairs & Maint - Vehicles	17,242.00	29,533.05	12,291.05
Total Sanitation Expenses		332,380.00	355,817.68	23,437.68
Public Works				
1-530-400	Cross Walk	0.00	14,970.00	14,970.00

City of Avondale Estates 09
Income Statement
Compared with Budget
For the Twelve Months Ending December 31, 2013
February 14, 2014

Acct ID	Account Description	2013 Budget	2013 Actual YTD	BOMC Budget Amendment
Parks				
1-535-312	Tree Removal	<u>16,000.00</u>	<u>27,325.00</u>	<u>11,325.00</u>
Capital Outlay				
1-580-600	Land	0.00	1,074,395.34	1,074,395.34
1-580-630	Vehicles	<u>0.00</u>	<u>39,115.75</u>	<u>39,115.75</u>
	Total Capital Outlay	<u>0.00</u>	<u>1,113,511.09</u>	<u>1,113,511.09</u>

ALCOHOL ORDINANCE AMENDMENT

The Alcohol Ordinance is being amended to reflect State Law regarding Home-brew Special Events. For example; the current ordinance has a permit fee of \$250 and by State Statute can only be \$50. Also, the language has been changed to follow State Statute where no home-brew event can be held at a facility otherwise licensed for the production or sale of alcoholic beverages.

ORDINANCE NO. _____

**AN ORDINANCE TO AMEND CHAPTER 3, ARTICLE XII, OF THE CODE OF
ORDINANCES TO ALLOW HOME-BREW SPECIAL EVENTS AND TO
REPEAL ALL CONFLICTING PROVISIONS.**

WHEREAS, O.C.G.A. §3-5-4(d) allows home-brew special events when approved by the local government and the City desires to allow home-brew special events.

NOW THEREFORE, BE IT ORDAINED BY the City of Avondale Estates, as follows:

SECTION 1. Existing Article XII of Chapter Three of the Code of Ordinances concerning Home-Brew Special Events is hereby repealed in its entirety.

SECTION 2. The following provisions are hereby adopted:

“ARTICLE XII. Home-brew Special Events

Section 3-191. Definition

A home-brew special event is an event held pursuant to O.C.G.A. § 3-5-4(d) in which malt beverages brewed pursuant to O.C.G.A. § 3-5-4 may be consumed by participants in and judges of the home-brew special event.

Section 3-192. Permits

No home-brew special event shall be held in the city except pursuant to a permit issued in advance by the city manager. Upon receiving an application from a qualified applicant and the payment of a license fee of \$50.00, the city manager may issue a home-brew special event permit allowing for up to six (6) home-brew special events per calendar year. No home-brew special event may be held at a facility otherwise licensed for the production or sale of alcoholic beverages.

Section 3-193. Transportation of home-brew to special event.

Home-brew may be removed from the residence where produced for transportation and delivery by the producer for use at a permitted home-brew event in a quantity not to exceed 25 gallons, provided that such malt beverages are securely sealed in one or more containers and clearly labeled with the following information:

- (a) The name of the producer;
- (b) The address of the residence at which it was produced;
- (c) The name and address of the home-brew special event to which it is being transported; and
- (d) The permit number under which the home-brew special event is being held.”

SECTION 3. This ordinance shall become effective immediately upon its adoption.

First Reading:

Second Reading:

Third Reading:

ADOPTED THIS _____ DAY OF _____, 2014.

**BOARD OF MAYOR AND COMMISSIONERS
CITY OF AVONDALE ESTATES, GEORGIA**

Ed Rieker, Mayor

ATTEST:

Juliette Sims-Owens, City Clerk

APPROVED AS TO FORM:



Robert E. Wilson, City Attorney