



AGENDA
CITY OF DAWSONVILLE
DOWNTOWN DEVELOPMENT AUTHORITY
City Hall, G.L. Gilleland Council Chambers
Thursday, May 09, 2024
5:30 P.M.

-
1. Call to Order
 2. Roll Call
 3. Invocation and Pledge
 4. Approval of the Agenda
 5. Approve Meeting Minutes
 - Regular Meeting held March 25, 2024
 6. Public Input
 7. Review Financials
 8. Director's Report – Amanda Edmondson

OLD BUSINESS

9. Consideration of Granddaddy Mimm's Grant Application (Tabled from March 25, 2024 Meeting)
10. FY 2025 Downtown Development Authority Budget Allocation
11. Downtown Dawsonville Community Branding Process

NEW BUSINESS

12. Consideration of Additional Downtown Billboard Contract

ADJOURNMENT

The next scheduled meeting is Monday, July 22, 2024

Those persons with disabilities who require reasonable accommodations in order to allow them to observe and/or participate in this meeting or who have questions regarding the accessibility of the meeting, should contact the Clerk at Dawsonville City Hall at 706-265-3256 at least two (2) business days prior to the meeting.



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 5

SUBJECT: APPROVE MEETING MINUTES

DDA MEETING DATE: 05/06/2024

PURPOSE FOR REQUEST:

TO REQUEST APPROVAL FOR THE MINUTES

- **REGULAR MEETING HELD MARCH 25, 2024**
-

HISTORY/ FACTS / ISSUES:

OPTIONS:

APPROVE, AMEND OR DENY

RECOMMENDED SAMPLE MOTION:

REQUESTED BY: Beverly Banister, City Clerk

MINUTES
CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY
G.L. Gilleland Council Chambers, City Hall 2nd Floor
Monday, March 25, 2024
5:30 P.M.

1. **CALL TO ORDER:** William Illg called the meeting to order at 5:34 pm.
2. **ROLL CALL:** Present were members Mary Wright, Jonathan Campbell, Tasha Howell, Dwight Gilleland, Jamie McCracken and William Illg.

Trey Thomas was not in attendance.

City Staff in attendance included Downtown Development Director Amanda Edmondson, City Clerk Beverly Banister, Deputy City Clerk Tracy Smith and City Manager Bob Bolz.

3. **INVOCATION AND PLEDGE:** Invocation and pledge were led by Dwight Gilleland.
4. **APPROVAL OF THE AGENDA:** Motion to approve the agenda as presented made by T. Howell; second by D. Gilleland. Vote carried unanimously in favor.

5. APPROVE MEETING MINUTES

- Regular Meeting held January 22, 2024

Motion to approve the minutes as presented made by T. Howell; second by D. Gilleland. Vote carried unanimously in favor.

6. **REVIEW FINANCIALS THROUGH FEBRUARY 2024:** Amanda Edmondson presented the financial report. Beverly Banister discussed the new layout, which shows the account in real time. Future expenditures will continue to be included as they are presented.

7. DIRECTOR'S REPORT – AMANDA EDMONDSON:

- **DOWNTOWN BANNERS:** The additional 20 street post banners have been installed. The Board can give some thought as to whether they would want to order additional runs.
- **COLLABORATIVE NASCAR ADVERTISEMENT:** This has been published.
- **BILLBOARD PROGRAM:** Picked up a third business and the background color has been changed to yellow as requested.
- **COMMUNITY CALENDAR ADDITION:** This is a short term calendar where we post items from local downtown businesses.
- **GOSPEL IN THE PARK:** All acts have been secured. William Illg thanked Lighthouse Baptist Church for their sponsorship of the event.
- **DOWNTOWN COMPREHENSIVE STRATEGIC PLAN:** Final meeting was held on January 25, 2024 and the materials have been posted on DowntownDawsonville.com. Final draft has been given to us by TSW.

GRANTS

8. **CONSIDERATION OF GRANT APPLICATION – TIM COSTLEY (TABLED FROM JANUARY 22, 2024):**

Motion to approve grant in the amount of \$11,000 made by J. McCracken; second by D. Gilleland. Vote carried unanimously in favor.

9. **CONSIDERATION OF GRANT APPLICATION – SOFIA BROWN:** Motion to approve the grant in the amount of \$14,000 made by T. Howell; second by D. Gilleland. Vote carried unanimously in favor.

10. **CONSIDERATION OF GRANT APPLICATION – MEGAN KIMSEY:** Motion to table the item to the May 9, 2024 meeting made by J. McCracken; second by J. Campbell. Vote carried unanimously in favor.

NEW BUSINESS – AMANDA EDMONDSON:

11. **CONSIDERATION OF PLACEMAKING HISTORY & ART MURAL/ORAL HISTORY PROJECT:** Amanda Edmondson provided information about an opportunity to have a mural painted on the side

MINUTES
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of Food Lion using public art to connect with Dawsonville's history. The Board stated they could consider the project in the future once permissions has been granted for the placement of the mural on the Food Lion building.

- 12. CONSIDERATION OF "DOWNTOWN DAWSONVILLE" BRANDING CONCEPT/PROCESS:** Amanda Edmondson spoke to the Board regarding the idea of developing specific branding for Downtown Dawsonville; discussion occurred. Board determined to have some local companies present their ideas, previous examples and pricing at a future meeting.

ANNOUNCEMENTS

- 13. UPDATE CHECKING ACCOUNT AUTHORIZED SIGNATURES AND DEBIT CARD/ONLINE BANKING**
14. TRAINING FOR MARY WRIGHT & TREY THOMAS
15. BUDGET CALL FOR MAY 9, 2024 MEETING

ADJOURNMENT:

At 6:41 p.m. a motion to adjourn the meeting was made by J. McCracken; second by D. Gilleland. Vote carried unanimously in favor.

Approved this 9th day of May 2024.

By: DOWNTOWN DEVELOPMENT AUTHORITY

William Illg, Chairperson

Jonathan Campbell, Vice Chairperson

Tasha Howell, Secretary/Treasurer

Jamie McCracken

Dwight Gilleland

Mary Wright

Trey Thomas

Attest:

Beverly A. Banister, City Clerk



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 7

SUBJECT: REVIEW FINANCIALS

DDA MEETING DATE: 05/09/2024

PURPOSE FOR REQUEST:

TO REVIEW DDA CHECKING ACCOUNT ACTIVITY

HISTORY/ FACTS / ISSUES:

- **CURRENT BALANCE AS OF 05/06/2024 IS \$51,050.50**
 - **DARK GREEN ITEMS HAVE NOT CLEARED THE ACCOUNT YET**
-

OPTIONS:

RECOMMENDED SAMPLE MOTION:



DOWNTOWN DEVELOPMENT AUTHORITY

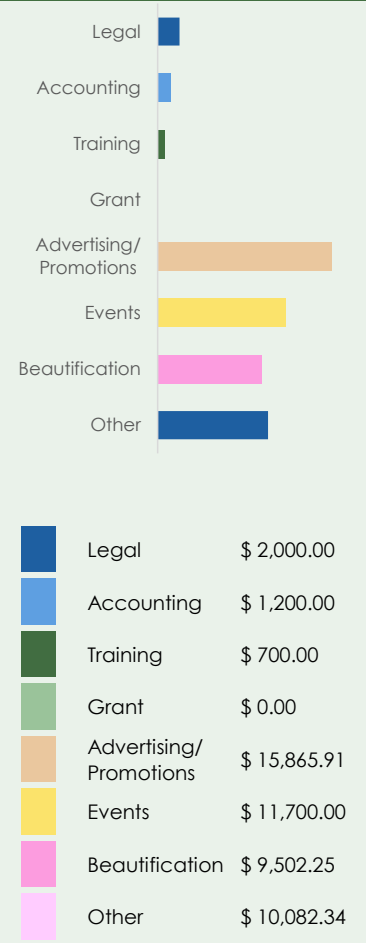
FY 2024 CHECK REGISTER

Available Balance: \$ 51,050.50

Current Balance: \$ 51,050.50

Date	Check #	Description	Category	Withdrawal	Deposit	Balance
						\$9,942.19
7/1/2023		Beginning balance				\$ 9,942.19
7/11/2023	Debit Card	Vistaprint - Table Tents	Advertising/Pro	\$ 225.75		\$ 9,716.44
8/15/2023	Debit Card	Mashburn Outdoor (Billboard)	Advertising/Pro	\$ 475.00		\$ 9,241.44
8/15/2023		Deposit for Billboard Advertising	Advertising/Promotions		\$ 450.00	\$ 9,691.44
8/18/2023		Deposit for Billboard Advertising	Advertising/Promotions		\$ 1,950.00	\$ 11,641.44
8/30/2023	Debit Card	Mashburn Outdoor (Billboard)	Advertising/Pro	\$ 475.00		\$ 11,166.44
9/25/2023	Debit Card	Mashburn Outdoor (Billboard)	Advertising/Pro	\$ 475.00		\$ 10,691.44
10/10/2023		FY 2024 Budget Funding Deposit			\$ 79,400.00	\$ 90,091.44
10/19/2023		AEMC Donation Deposit			\$ 20,000.00	\$ 110,091.44
10/23/2023	Debit Card	Mashburn Outdoor (Billboard)	Advertising/Pro	\$ 475.00		\$ 109,616.44
10/26/2023	5155	UCB (Historic Photo Contest)	Advertising/Pro	\$ 350.00		\$ 109,266.44
11/21/2023	5154	Universal Concepts (Banners)	Beautification	\$ 5,300.00		\$ 103,966.44
11/30/2023	Debit Card	Mashburn Outdoor (Billboard)	Advertising/Pro	\$ 475.00		\$ 103,491.44
12/14/2023	Debit Card	Mashburn Outdoor (Billboard)	Advertising/Pro	\$ 475.00		\$ 103,016.44
12/18/2023		Deposit for Billboard Advertising	Advertising/Promotions		\$ 450.00	\$ 103,466.44
12/21/2023		Deposit for Grant Application (SAM)			\$ 50.00	\$ 103,516.44
1/16/2024	5157	Light Up Dawsonville - Ben King	Advertising/Pro	\$ 500.00		\$ 103,016.44
1/17/2024	5156	Light Up Dawsonville - The Place	Advertising/Pro	\$ 250.00		\$ 102,766.44
1/25/2024	Debit Card	Mashburn Outdoor (Billboard)	Advertising/Pro	\$ 475.00		\$ 102,291.44
1/29/2024	5158	Light Up Dawsonville - C. Blackstone	Advertising/Pro	\$ 500.00		\$ 101,791.44
01/22/2024	5159	Beckie Simmons Agency Deposit (GIP)	Events	\$ 400.00		\$ 101,391.44

Breakdown of Activity



01/22/2024	5160	AE Engine Collaborative Nascar Ad	Advertising/Pro	\$ 2,500.00		\$ 98,891.44
01/22/2024	5161	VOID COD - AEMC Donation for Restaurant		\$ -		\$ 98,891.44
02/02/2024		Deposit from DHM for Nascar Ad			\$ 833.33	\$ 99,724.77
02/05/2024	Debit Card	GA Downtown Association Subscription	Training	\$ 500.00		\$ 99,224.77
02/12/2024	Debit Card	Mashburn Outdoor (Billboard)	Advertising/Pro	\$ 475.00		\$ 98,749.77
02/21/2024	5162	Harper Agency - Deposit (GIP)	Events	\$ 750.00		\$ 97,999.77
02/22/2024	5163	Raven Harris (GIP)	Events	\$ 1,000.00		\$ 96,999.77
02/22/2024	5164	D Perry & Jaidyn's Call - Bal (GIP)	Events	\$ 1,900.00		\$ 95,099.77
02/22/2024	5165	Karen Peck & New River - Bal (GIP)	Events	\$ 4,250.00		\$ 90,849.77
02/22/2024		Deposit from AMP for Nascar Ad			\$ 833.33	\$ 91,683.10
02/26/2024	Debit Card	USPS Priority Mail - Deposit for GIP	Events	\$ 9.85		\$ 91,673.25
02/28/2024		Partial Dep for Billboard Ad - Half Off Flooring			\$ 300.00	\$ 91,973.25
03/01/2024		Bal Dep for Billboard Ad - Half Off Flooring			\$ 600.00	\$ 92,573.25
03/08/2024		Mashburn Outdoor (Billboard)	Advertising/Pro	\$ 475.00		\$ 92,098.25
03/13/2024		Dep - Lighthouse Baptist for GIP Event			\$ 5,000.00	\$ 97,098.25
03/13/2024		Dep - Grant Application (Granddaddy Mimms)			\$ 50.00	\$ 97,148.25
03/14/2024		Dep - Grant Application (Peachy Paws Petspa)			\$ 50.00	\$ 97,198.25
03/14/2024	5166	Universal Concepts (Banners) - Shippin	Beautification	\$ 197.75		\$ 97,000.50
04/08/2024	Debit Card	Mashburn Outdoor (Billboard)	Advertising/Pro	\$ 475.00		\$ 96,525.50
04/10/2024	5167	Superior Arbor Management	Grant	\$ 11,000.00		\$ 85,525.50
05/06/2024	5168	Peachy Paws	Grant	\$ 14,000.00		\$ 71,525.50
05/06/2024	5169	VOID Fuller Mechanical - Hood for Restaurant		\$ -		\$ 71,525.50
05/06/2024	5170	ACityDiscount - Equipment for Restaurant		\$ 20,000.00		\$ 51,525.50
05/08/2024		Mashburn Outdoor (Billboard)	Advertising/Pro	\$ 475.00		\$ 51,050.50
05/06/2024						\$ 51,050.50
05/06/2024						\$ 51,050.50
05/06/2024						\$ 51,050.50



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 8

SUBJECT: DIRECTOR'S REPORT – AMANDA EDMONDSON

DDA MEETING DATE: 05/09/2024

PURPOSE FOR REQUEST:

TO REPORT ON CURRENT PROGRESS REGARDING DOWNTOWN DEVELOPMENT

HISTORY/ FACTS / ISSUES:

OPTIONS:

RECOMMENDED SAMPLE MOTION:



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 9

SUBJECT: CONSIDERATION OF GRANDDADDY MIMM'S GRANT APPLICATION

DDA MEETING DATE: 05/09/2024

PURPOSE FOR REQUEST: **TABLED FROM 03/25/2024**

TO REVIEW GRANT APPLICATION AND DETERMINE AWARD, IF ANY

HISTORY/ FACTS / ISSUES:

- RECEIVED APPLICATION FROM MEGAN KIMSEY DBA GRANDDADDY MIMMS DISTILLING CO
 - \$25,000 IN BUDGETED GRANT FUNDING HAS BEEN EXPENDED
-

OPTIONS:

RECOMMENDED SAMPLE MOTION:

REQUESTED BY: Amanda Edmondson, Director of Downtown Development



DDA Grant Application for March 25th Meeting:

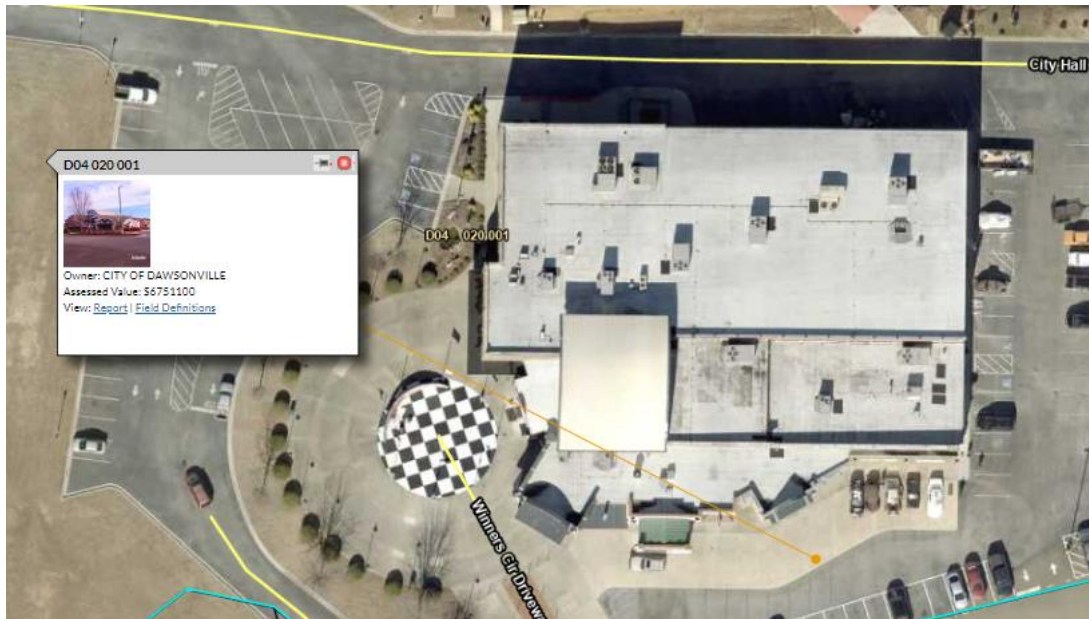
Request by: Megan Kimsey DBA “Granddaddy Mimm’s Distilling ”

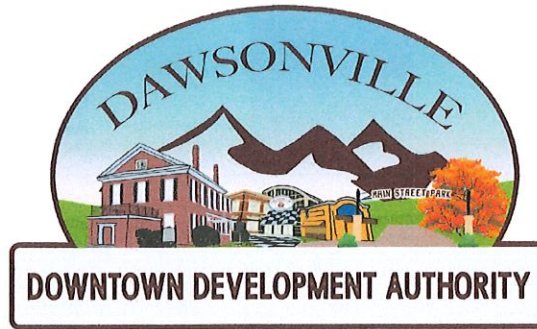
Location: City Hall space, currently being renovated for Granddaddy Mimm’s.

Work Breakdown:

WORK SCOPE ITEM	LOW BID	HIGH BID
ALCOHOL DISTILLING EQUIPMENT	\$12,000	\$48,000
TOTAL	\$12,000	\$48,000

Grant request total amount: **\$12,000**





William Ilg, Chairperson
Jonathan Campbell, Vice Chairperson
Tasha Howell, Secretary/Treasurer
Jamie McCracken

415 Highway 53 East, Suite 100
Dawsonville, GA 30534
Office (706) 265-3256 Fax (706) 265-4214
www.dawsonville-ga.gov

Dwight Gilleland
Mary Wright
Trey Thomas

Dawsonville Downtown Development Authority Grant Checklist

*The following items **MUST** be adhered to and submitted with your application **BEFORE** your request will be considered.*

- ✓ Business must be located within the Dawsonville Downtown Development Area
Is the location inside the Historic District? ___ yes ___x_ no
If yes, prior approval may be required from Historic Preservation Commission
- ✓ Proof of Corporate Status (Secretary of State)
- ✓ Proof of Business License (City of Dawsonville) **★ CURRENTLY AT CITY HALL. APPROVED, BUT NOT IN HAND YET.**
- ✓ Background check from Dawson County Sheriff's Office
- ✓ Fee \$50.00 (check made payable to DDA)
- ✓ Two (2) Project Cost Estimates

Estimated project start date: March 15, 2024

**Project must commence within sixty (60) days of the grant award*

Estimated project completion date: May 1, 2024

**Project must be completed within one (1) year of commencement*

*The following items **MUST** be completed prior to grant disbursement.*

- Project as submitted must be 100% complete.
 - Inspection of completed project by DDA member to their satisfaction.
 - Submission of paid itemized invoices reflecting project work and cost.
-

**DAWSONVILLE DOWNTOWN DEVELOPMENT GRANT PROJECT
FUND APPLICATION**

APPLICANT

Name of Business: Granddaddy Mimm's, LLC (DBA: Granddaddy Mimm's Distilling Co.)

Name of Person Filing Application: Megan Kimsey

Phone: 615-310-4613 Email: megan@granddaddymimms.com

Address: 415 Hwy 53 E Dawsonville, GA 30534 Description of Applicant's Business:

Distillery/Brewery Description of Products/Services Offered by Applicant's Business:

Moonshine, Whiskey, Vodka, Rum, Beer, Cocktails, Live Music, Events, Tours, Tastings, etc.

OWNER OF PROPERTY, IF OTHER THAN APPLICANT

Owner: City of Dawsonville

Contact Name:

Address: 415 Hwy 53 E Suite 100 Dawsonville, GA 30534

Phone: (706) 265-3256 Email:

DE- SIGNATED PROPERTY

Address: Please see above.

W ithin Dawsonville's Downtown Development Area? X (Y) _____ (N)

Within the Dawsonville Historic District? _____ (Y) X (N)

PROJECT

Cost of Project (attach at least 2 estimates): **\$12,000**

Description of Project (use additional pages if necessary): ATTACHED.

Description of Number of New Jobs that will be created by the Project and range of New Job income levels

ATTACHED.

Proposed Start Date: March 15, 2024

Proposed Completion Date: May 1, 2024

Description of How the Project will Benefit the Citizens of Dawsonville and Fulfill the Established Guidelines (use additional pages if necessary):

SEE ATTACHED.

APPLICANT'S CERTIFICATION

I, (applicant name) MEGAN KIMSEY agree that the above constitutes the proposal for the Project at this time and that any changes or additional will require additional information. My signature certifies that I have read, understand, and agree to all of the grant program guidelines, regulations, and deadlines and that I consent to any and all background checks done by the Dawsonville DDA. I represent and warrant that I have not been convicted of a felony or a misdemeanor of a high and aggravating nature. I hereby submit this Application for the proposed Project and understand that this application is pending review by the Dawsonville DDA. I understand that the Project must commence within sixty (60) days of the award of the grant and that the Project must be completed within one (1) year of the date of commencement or the award shall lapse. I understand that I will not receive any grant funds until after completion of the Project, submission of itemized invoices reflecting actual completed Project costs to the satisfaction of the DDA and an inspection for completion by the DDA.

Applicant's Signature: *Megan Kimsey* Date: 2/28/24

By signing below, the Property Owner consents to this Application and to the Project work being done on the identified property:

Property Owner's Signature: *John Wald* Date: 3-1-24

STAFF USE ONLY

Project located within the Dawsonville Downtown Development area: yes no

Project located within the Historic District: yes no

HPC approval acquired: yes no n/a

Proof of corporate status received: yes no

Proof of Business License received: yes no

Background check from Dawson County Sheriff's Office received: yes no

Application fee paid (\$50): yes no

Two (2) project cost estimates received: yes no

Date reviewed by DDA: _____

Application: _____ Granted in the amount of \$ _____ on _____.

Application: _____ Denied

Project Completion Inspection Date: _____ Inspector: _____

Paid itemized invoices received: yes no

Project Funds Disbursement Date: _____ Approved by: _____

PROJECT:

Cost of Project: \$12,000

Description of Project: 100% copper still and tasting room enhancements

Description of Number of New Jobs: Granddaddy Mimm's Distilling Co.: Dawsonville will create 5-7 new jobs for the people of Dawson County and surrounding areas, with the hopes to double the workforce (to 10-14 jobs) within the first 24-36 months. The income for those jobs varies with positions and requested pay, but we plan to pay bartenders \$8/hr. plus tips and bonuses (which is 3x more than most hospitality establishments) and we hope to pay brewers/ distillers/ production workers \$15/hr. plus bonuses. We also hope to have a sales representative for the area, who will make \$500 weekly plus commission.

Description of How the Project will Benefit the Citizens of Dawsonville and Fulfill the Established Guidelines: From the feedback we gathered, after several meetings with local government officials and the residents of the area, we understand that a business like ours is needed. We hope to provide a sense of community for residents and tourists alike. The goal for Granddaddy Mimm's Distilling Co. would be for locals to choose to stay downtown with their friends and families, and for tourists to see the DDA area as a "must stop" on their travels through Dawson County. With Granddaddy Mimm's being family-owned and operated, we understand the importance of community, togetherness, and the need to "stay local". Our hope for the area is to create a safe space for families and friends of all ages, and to cater to the needs of the downtown. With events, live music, games, good spirits, and good company, Granddaddy Mimm's hopes to show pride in the area we are a part of and to spread the love for Downtown Dawsonville onto each person that walks through our doors. At our Blairsville location, we are deeply rooted and partner with organizations such as the Blairsville DDA (Megan is in her second year as Chairman), Union County Chamber of Commerce, local non-profits, Union County Schools, and many more. We plan to make the same connections in Dawsonville and be a local partner everyone can depend on. We plan to create jobs that become a place where our team enjoys being every day. We hope to maintain a low turnover rate, since we do appreciate and cherish the time our teams spend with us. All in all, we hope to be a go-to place for locals and tourists, which in turn brings money to the downtown to help it grow and thrive.

As you know, small businesses depend on grants and other avenues for capital in order to create a thriving location. We are very fortunate to have the opportunity to apply for this grant and appreciate your consideration. Our distilleries are not cheap to assemble, especially because we try to create a space that is attractive and safe for everyone. Since opening our Blairsville location in 2016, the cost of stills, brewing equipment and tasting room enhancements have tripled (and in some cases quadrupled). We do not like to do anything halfway, so instead of

opening with the “basics” or bare necessities, we would love to make a lasting first impression. To do so, we are needing financial assistance. The attached quotes are for the still and tasting room additions. We are only asking for \$12,000 to cover the still, but if it is helpful, we included other needs. Thank you so much again for your consideration and we are blessed to call Dawsonville our “Home Away from Home”. We cannot wait to partner and help the City of Dawsonville grow!

STATE OF GEORGIA**Secretary of State****Corporations Division****313 West Tower****2 Martin Luther King, Jr. Dr.****Atlanta, Georgia 30334-1530****ANNUAL REGISTRATION**

Electronically Filed

Secretary of State

Filing Date: 1/10/2024 12:04:19 PM

BUSINESS INFORMATION

CONTROL NUMBER	12014656
BUSINESS NAME	GRANDADDY MIMMS, LLC
BUSINESS TYPE	Domestic Limited Liability Company
EFFECTIVE DATE	01/10/2024
ANNUAL REGISTRATION PERIOD	2024, 2025

PRINCIPAL OFFICE ADDRESS

ADDRESS	112 Wellborn Street, Blairsville, GA, 30512, USA
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REGISTERED AGENT

NAME	ADDRESS	COUNTY
Tommy Townsend	112 Wellborn Street, Blairsville, GA, 30512, USA	Union

AUTHORIZER INFORMATION

AUTHORIZER SIGNATURE	Tommy Townsend
AUTHORIZER TITLE	Member

ESTIMATE

Andrew Warneke
andrew@ngstillco.com



Estimate No#: 0166

Estimate Date: Dec 27, 2023

\$12,000.00

**ESTIMATED
AMOUNT**

BILL TO

michael@grandaddymimms.com

#	ITEMS & DESCRIPTION	QTY/HRS	PRICE	AMOUNT(\$)
1	125 Gallon Still with Double 40 Gallon Thumpers & Shotgun Condenser - 125 Gallon Still Pot. - Cone Head Still Cap with thermometer. -2" Lyne Arm to thumper. - Still built with 48-ounce copper. - 1/8" thick bottom. - 8" tri clamp neck. - Four 2" Tri clamp ports for electric elements. - One 4" Tri clamp port on the vapor cone for an agitator. - 220v agitator. - Negative pressure valve, and 5 PSI positive pressure valves. - 8" Site Glass fill port on vapor cone.	1	\$12,000.00	\$12,000.00
2	1125 Gallon Still Pot continued.. - Thermometer is in the center of the still body. - 2" Tri clamp ferrule/ ball valve drain at the bottom of the still. - All connections will be with 2" tri clamps.	1	\$0.00	\$0.00
3	40 Gallon Double Thumper - Thumper walls built with 32 ounce copper. - Top & bottom of thumpers built with 48-ounce copper. - 2" vapor inlet and 2" outlet. - 8" sight glass Fruit Port / access port. - 2" Tri clamp port with Infusion Chamber. -	1	\$0.00	\$0.00

Thermometer at the top of the thumper. - 2"
Tri clamp port at the bottom of the thumper
for an optional heating element.

4	Shotgun Condenser - Built with 32 ounce copper. - 6 Foot long condenser.	1	\$0.00	\$0.00
5	220V Electric Heating system - Four 5,500-Watt heating elements. - Two Dual 220V control boxes will individually control all 4 elements separately. - One Control Box will control agitator along with heating elements.	1	\$0.00	\$0.00
			Subtotal	\$12,000.00
			Shipping	\$0.00
			TOTAL	\$12,000.00 USD

NOTES TO CUSTOMER

Our current lead time is about 6 months for still orders & still components. You will receive tracking once your order ships.

Thanks for your business!
-North Georgia Still Company

TERMS AND CONDITIONS

Customer is required to place a 25% (\$3,000) non refundable check deposit when the order is placed. The balance is due in a certified check or wire transfer when the still is completed and delivered.

[Help Center](#)

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Unlock **FREE** Shipping!

Earn 3% Back¹

WebstaurantStore[®]




Search 420

Megan's Account ▾

Returns & Orders

10

Restaurant Equipment Refrigeration Smallwares Food & Beverage Tabletop Disposables Furniture Storage & Transport Janitorial Industrial Business Type
Cart

ITEM	QTY:	QTY	PRICE
 <p>Regency Stainless Steel Double Tier Speed Rail - 36" Arrives in 3 - 5 business days #712B5536D - EACH Save for Later plus Free Shipping</p>	Qty:	2	\$49.
 <p>Regency 24" Five-Tiered Stainless Steel Liquor Display Rack - 23" Deep Arrives in 3 - 5 business days #600LDR2324 - EACH Save for Later plus</p>	Qty:	2	\$367.
 <p>Regency 1 Bowl Underbar Hand Sink with Faucet - 14 1/2" x 18 3/4" Arrives in 3 - 5 business days #60B11014K - EACH Save for Later plus</p>	Qty:	1	\$301.

Regency 24" x 18" Stainless Steel Portable Ice Bin

Use Our Live Chat

Monday - Thursday: 5 AM - 12 AM EST
 Friday: 5 AM - 8 PM EST
 Saturday & Sunday: 9 AM - 4 PM EST


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Have a question? [Check out our FAQs](#)


Use this number when contacting customer service about cart issues:
 Your Cart ID: **C4T4T8**




with Sliding Lid Qty: 2 \$614.
 Arrives in 3 - 5 business days
 #600IB1824KTM - EACH
 Save for Later
 plus Free Shipping



Scotsman MC0330MA-1 Prodigy Elite Series 30" Air Cooled Medium Cube Ice Machine / Plastic Storage Bin with Vari-Smart Ice Level Control Kit - 400 lb. Qty: 1 \$4,497.
 Arrives in 2 - 4 business days
 #720KMC32M33KV - EACH
 Save for Later
 plus
 Ships via Common Carrier
 Free Shipping



Avantco UBB-72S-GT 72" Black Underbar Height Narrow Sliding Glass Door Back Bar Refrigerator with Galvanized Top and LED Lighting Qty: 1 \$2,189.
 Arrives in 2 - 4 business days
 #178UBB72SGT - EACH
 Save for Later
 plus
 Ships via Common Carrier
 Free Shipping



Acopa Rustic Charm 16 oz. Customizable Drinking Jar / Mason Jar - 12/Case Qty: 1 \$9

Arrives in 3 - 5 business days Add 4 more for discount!

#55316JARNH - CASE

Save for Later

plus

Recommended Products



Avantco HBB-36- HC 36" Black Horizontal Bottle
\$1,029.00/Each



Avantco HBB-80- HC 80" Black Horizontal Bottle
\$1,699.00/Each



Regency Stainles Drop-In
\$329.9

ubtotal

\$9,061.42



Save \$90.40 with FREE shipping on this order!

Free & Discounted Shipping on eligible items. Guaranteed Savings. [Learn More](#)

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Ship To: **30512**

Common Carrier

\$90.40

Common Carrier with Liftgate

\$145.40

[Ship via Common Carrier](#) | [Questions about shipping](#)

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**DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 10**

SUBJECT: FY 2025 DOWNTOWN DEVELOPMENT AUTHORITY BUDGET ALLOCATION

DDA MEETING DATE: 05/09/2024

PURPOSE FOR REQUEST:

TO DETERMINE FY 2025 BUDGET ALLOCATION

HISTORY/ FACTS / ISSUES:

RECOMMENDED ALLOCATION:

- **\$20,000 – EVENTS**
 - **\$15,000 – ADVERTISING & PROMOTIONS**
 - **\$15,000 – BEAUTIFICATION**
 - **\$30,000 – GRANT**
-

OPTIONS:

RECOMMENDED SAMPLE MOTION:

REQUESTED BY: Amanda Edmondson, Director of Downtown Development



**DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 11**

SUBJECT: DOWNTOWN DAWSONVILLE COMMUNITY BRANDING PROCESS

DDA MEETING DATE: 05/09/2024

PURPOSE FOR REQUEST:

CONSIDERATION OF BRANDING QUOTES TO BEGIN PROCESS OF DOWNTOWN DAWSONVILLE BRANDING TO BE UTILIZED IN PROMOTIONS AND MERCHANDISING.

HISTORY/ FACTS / ISSUES:

- **PROMOTION IS A CORNERTONE OF THE “GEORGIA MAINSTREET” PROGRAM BEST PRACTICES FOR DOWNTOWN DEVELOPMENT.**
 - **PROPOSED MARKETING COULD BE UTILIZED TO PROMOTE DOWNTOWN THROUGH PUBLICATION, ADVERTISEMENT & MERCHANDISING.**
 - **THE GOAL IS TO TELL OUR STORY, CAPTURE OUR CHARACTER AT A GLANCE.**
 - **CREATE INTEREST, BECOME RECOGNIZEABLE, ICONIC.**
 - **COLLABORATE WITH THE CHAMBER OF COMMERCE & OTHERS.**
 - **FORM A COMMITTEE FOR THIS PROCESS TO GET COMMUNITY INPUT AND DEMOGRAPHICS MUCH LIKE THE CVIG PROCESS, COMBINED WITH HELP FROM A GRAPHIC DESIGN PROFESSIONAL**
 - **CONSIDER THE FOLLOWING GRAPHIC DESIGN PROFESSIONAL QUOTES:**
 - **MARY HELEN HARTER – HELENLY DESIGN CO.**
 - **PETER CARPENTER – THOROUGHbred DESIGN GROUP**
 - **LAUREN SWEENEY – SWEENEY DESIGNS, LLC**
-

OPTIONS:

SELECT A DESIGN PROFESSIONAL AND ALLOCATE FUNDS FOR THE EXECUTIVE DIRECTOR TO BEGIN IMPLEMENTATION OF THE PROCESS.

REQUEST FURTHER INFORMATION OR ADDITIONAL QUOTES.

RECOMMENDED SAMPLE MOTION: N/A

REQUESTED BY: Amanda Edmondson, Director of Downtown Development

BRANDING PROPOSAL

Prepared For:
THE CITY OF DAWSONVILLE

let's
WORK
together.

Prepared By: HELENLY DESIGN CO.
May 01, 2024

ABOUT

Helenly Design Co. is a full-service graphic design company owned and operated by myself, Mary Helen Harter, of Dawsonville, Georgia. I am dedicated to providing timeless design and branding services that can help local businesses and entrepreneurs stand out and make a memorable impression. With a background in architectural signage, branding, and event stationery + signage, I have gained a unique and creative perspective when it comes to branding and marketing.

OBJECTIVE + INCLUSIONS

The project objective is to design and develop a community-inspired and community-led brand identity for the upcoming Downtown Dawsonville development project, and get the rest of the community talking. This will require an eye-catching, relatable, and timeless design that will emphasize our hometown's charm, while remaining versatile for use across many platforms and future projects. I will attend Downtown Development meetings, attentively listen to locals' opinions and input, research similar small town infrastructures, and ultimately present the committee with 4+ design proposals that represent the future of our town. Feedback will result in narrowing down our choices, and implementing changes until we reach a city-wide decision, giving me the go-ahead to create an expansive and full branding package. This package & style guide will include: one main logo, 3-4 alternate logo layouts, wordmark(s), sub-mark logo, brand pattern, typography, and color palette. The package will take approximately two months to complete upon project commencement.

ADDITIONAL SERVICES

WEBSITE DESIGN + BROCHURES + SOCIAL MEDIA TEMPLATES

SEO OPTIMIZATION + APPAREL DESIGNS + EVENT FLYERS

WAYFINDING & MONUMENT SIGN DESIGN + STOREFRONT SIGNAGE

PORTFOLIO

Some of my favorite works.



Recent web designs:

helenlydesignco.com
hartermg.com
wimpyfarm.com
sacredwaterministry.org
sandrashaephotography.com

INVESTMENT

Full Branding Package \$2,500

Additional Services (as-needed), Billed Monthly \$50/hr

REFERENCES

Nicole McIntyre Gazaway - Wimpy Farms Weddings & Events

nicolewimpy@yahoo.com - 706.344.9449

Ainsley Toal - The Steel Magnolia Mobile Bar

thesteelmagnoliabar@gmail.com - 912.248.0494

Mike Flowers - Sacred Water Ministry

citrus1@windstream.net - 404.312.5123

Detailed branding package process & inclusion will be laid out in the Client Contract.

I look forward to working with you!

~ Mary Helen

Helenly Design Co.

helenlydesignco.com

maryhelen@helenlydesignco.com

706-974-9704

TERMS & CONDITIONS

Below is Helenly Design Co.'s standard Terms and Conditions.

Please take time to read through my Terms and Conditions thoroughly and ensure you understand them before you commence a project with me. By requesting designs and/or services from Helenly Design Co. you agree to the Terms and Conditions and you are aware that you are entering a binding contract and payment is required.

The below conditions apply to all individuals, businesses or companies (The Client) engaging the services of Helenly Design Co., unless otherwise agreed to in writing by both parties.

General Conditions of Contract

These Terms and Conditions cover all Contracts entered into by The Client with Helenly Design Co. for services relating to design, printing, visual media, websites, domain name registration, website and email hosting, social media, brand identity, illustrations, images and photography (Artwork).

These Terms and Conditions are subject to change without notification by Helenly Design Co.

These Terms and Conditions apply to Helenly Design Co. and all of its contractors and subsidiaries.

Commencement of Work

Acceptance of quote/proposal from Helenly Design Co. constitutes agreement to these terms and conditions.

Ongoing Contract Terms

All contracts are ongoing and the Contract Terms cover any work completed on this project or any work thereafter. If The Client notifies Helenly Design Co. of termination in writing, the ongoing contract will cease as per the Termination Policy. Otherwise, the contract will remain in force under the same terms for an ongoing period.

Fees for Service

It is agreed that the fee for service shall be the cost estimates provided via email, unless work undertaken exceeds work outlined. If work undertaken exceeds the items specified in the quote, The Client agrees to pay appropriate fees for the additional work, outside the scope of the original agreement. Wherever possible the client will be notified of increases in the scope of the project.

Payment

The Client agrees to pay a 35% deposit of the quoted amount to commence any design project, with the balance payable prior to delivery of assets. Once research, resources allocated or design work has commenced on a project, this deposit is non-refundable. In the case of a change of mind by The Client this deposit is non-refundable. Helenly Design Co.'s endeavors to provide graphic and web design services that meet and exceed a client's needs and expectations, but in the event of a "change of mind" (after a project has commenced) by The Client, the initial 35% deposit is forfeited, plus a pro-rata payment based upon the time spent.

Accounts which remain outstanding for 14 days after the due date of the invoice may result in suspension of the project. If you are having difficulty paying your invoice, please get in touch as soon as you are aware of the issue, so we can discuss a solution that works for your company.

Additional Work

This is defined as any work involving additions to the list of items defined in the Project Proposal/Quotation or changes to all pieces of finished artwork after sign-off by an authorised representative of The Client.

TERMS & CONDITIONS (cont'd)

From time to time The Client will require extra design requirements during a project, or extra files upon completion of a project. The Client will be informed that the alterations or changes requested fall outside the scope of the original estimate. If The Client wishes these alterations to be made they must agree in writing, and will be charged the Helenly Design Co. hourly rate.

Additional designs not initially quoted for requested during the design process will have additional costs added to the final invoice, payable prior to delivery of the project.

Publication and/or release of work performed on behalf of the client by Helenly Design Co. may not take place before cleared funds have been received.

Any booking fees, delivery fees, design commencement fees, or progress payments are non-refundable once work has commenced if The Client terminates the contract, after work has commenced.

Approval of Final Artwork

While Helenly Design Co. takes all care to avoid errors, Helenly Design Co. accepts no responsibility for typographical errors, spelling mistakes, or incorrect information on any project committed to print or production. The Client is to proof read and approve all final copy before the production of artwork. The email verification of the Client's Representative shall be conclusive as to the approval of all artwork prior to their release for printing, implementation or installation. No refunds or reprints are given after a final approved design has gone to print due oversights by The Client's proof reading.

Print – Returns and Refunds

It is agreed that Helenly Design Co. is not responsible or held liable for any errors contained in the final product after the final product has been approved by the client, (approval may be given either verbally or in writing), committed to print or posted in view of the public. Helenly Design Co. will not be held responsible for any changes or amendments made after approval. It is the sole responsibility of the client to notify Helenly Design Co. of any such errors during the revision cycle and before the final files have been generated.

In the event of a need to reprint due to errors in content, the client must inform Helenly Design Co. within 3 days of product acceptance and must return the product (at the cost of the client) within 10 days of acceptance for assessment.

As with all print projects, payment for re-printed projects MUST be prepaid.

Print – Color Variations

With all printing, there may be some colour variations from what you have seen on screen, to what the final product looks like, and previous orders. This is due to the nature of CMYK printing and bulk-run printing system. There will be no reprints at the expense of Helenly Design Co.

Copyright

Helenly Design Co. retains full ownership of design concepts and materials it produces for marketing purposes. Helenly Design Co. will not share The Client's finished artwork until The Client has launched or published said artwork. Once a concept is approved, finished artwork is delivered to a client and full payment is received, the agreed ownership rights to the finished artwork transfer to the client. Unused concepts remain the property of Helenly Design Co. and includes design proposals and concepts submitted but not approved for the work outlined.

Until final payment, Helenly Design Co. retains ownership of all artwork and website architecture. Helenly Design Co. reserve the rights to certain elements used to create your images including fonts, patterns, stock images, textures, colour palettes and other non-exclusive items.

Other than for the promotional use of Helenly Design Co. all services provided shall be for the exclusive use of the client's said purposes only.

TERMS & CONDITIONS (cont'd)

Helenly Design Co. reserves the right to use all artwork produced, concepts produced in the course of the project (including those concepts not selected) and revisions for the purposes of promoting Helenly Design Co. in print or digital media portfolios, social media and blogs, except where the client has specifically requested in writing otherwise.

Social Media and Content Management Services

Helenly Design Co. has no control over the policies of Facebook, Twitter, YouTube, LinkedIn and all other social media channels being utilised for campaigns. Helenly Design Co. has no say with respect to the type of content that social media channels accept now or in the future.

You acknowledge that Helenly Design Co. makes no warranty that the Social Media Campaign will generate any increase in sales, business activity, profits or any other form of improvement for your business or any other purpose.

You guarantee any elements of text, graphics, photos, designs, trademarks, or other artwork provided to Helenly Design Co. for inclusion in any campaigns are owned by you, or that you have received permission from the rightful owner(s) to use each of the elements.

Helenly Design Co. reserves the right to reject or discontinue the social media services where we are unable to provide the services due to technical, ethical, legal, or other matters. Where applicable, Helenly Design Co. will refund your money for any services not yet rendered.

Website Design – Credit

The Client agrees to allow Helenly Design Co. to place a link to Helenly Design Co.'s own website on the customer's website. This will be in the form of a small logo or line of text placed in the footer or towards the bottom of each website page.

The Client also agrees to allow Helenly Design Co. to place websites and other designs, along with a link to the client's site on Helenly Design Co.'s own website for self-promotional purposes.

Website Design – Post-Completion Alterations

Once website design is complete, Helenly Design Co. will provide the customer with the opportunity to review the resulting work. Helenly Design Co. will make up to three set of minor changes at no extra cost within 14 days of the website review period. Minor changes include small textual changes and small adjustments to placement of items on the page. It does not include changes to images, colour schemes or any navigation features. Any minor changes can be notified to Helenly Design Co. by e-mail or text. After 14 days of the start of the review period, an hourly fee for tweaks and amendments after this time is payable.

Website Design – Security and Technological advancements

Helenly Design Co. builds and design websites to the best of their knowledge at the time of completion. Helenly Design Co. cannot take responsibility if The Client's site is "hacked". Helenly Design Co. does not provide software updates or take responsibility if the software used becomes out of date and obsolete. Helenly Design Co. does not take responsibility for any unforeseen advancements in technology that may have negative effects on any aspects of the Client's site or system.

Search Engine Optimisation (SEO) & Search Engine Listings

Helenly Design Co. builds websites according to the trends of SEO at the time of building. We will help you to explore your key words/key phrases; however final key phrase choice is the responsibility of The Client.

Helenly Design Co. cannot guarantee, and is indemnified by The Client against any claims regarding the following: presence of Google or search engine listing, the position of website in any search engines, which or if any of the web pages will be listed in any search engines, the time it will take for any search engines to list the web site and effectiveness of keywords/key phrases.

TERMS & CONDITIONS (cont'd)

Helenly Design Co. takes no responsibility for duplicate content found on The Clients website or if the website is search engine blacklisted due to the written content or images of their site.

You acknowledge that Helenly Design Co. makes no warranty that SEO will generate any increase in sales, business activity, profits or any other form of improvement for your business or any other purpose.

Termination Policy

From time to time circumstances beyond the control of either party may result in the need for project cancellation. In the event of the client cancelling a project after a project has commenced, the advance payment (deposit) will be forfeited in lieu of compensation to Helenly Design Co. This is to cover design and administration time spent, resources purchased and allocated, research time and administration costs. If the project is more than 50% completed (this is determined by Helenly Design Co. and the client by negotiation) a pro-rata payment is payable for time spent up until cancellation notice, at the Helenly Design Co. hourly rate.

If a project is cancelled by Helenly Design Co., due to unforeseen circumstances, the deposit will be refunded in full to the client in a timely manner.

In the event of cancellation of the project by the client, ownership of all copyrights and the original artwork and disks shall be returned and retained by Helenly Design Co.

Liability and Litigation

It is agreed that all work and materials provided for The Client by Helenly Design Co. will be free and clear of all liens and encumbrances and may be lawfully used by The Client without infringing upon the rights of others including, and without limiting the generality of the foregoing, any copyright trade secret patent or trade mark rights of any third party.

It is agreed that Helenly Design Co. indemnify and hold The Client harmless from and against all claims for injury or death to persons or damage to property (including cost of litigation and legal fees) caused by, arising from or incidental to the services to be performed during the performance of the work outlined, except any such claims which are caused by the negligence of The Client or its employees, and it is agreed that we shall notify The Client in writing of full details of any such claim.

Confidentiality

It is agreed that employees of Helenly Design Co. shall not at any time either during the continuance of the work outlined or thereafter, except in the course of their duties, divulge any of the confidential affairs of The Client or any of its clients or associated companies to anyone whatsoever without the previous consent in writing of The Client.

Helenly Design Co. aims for complete security of our clients and if we select contractors it is based upon previous work, references, and global checks with previous employers, as well as compliance with strict Helenly Design Co. guidelines of professional behaviour and ethics.

Late Payments and Default

An account shall be considered in default if it remains unpaid for 30 days from the due date of the invoice or The Client has stated expressly that they do not intend to pay an invoice by Helenly Design Co., unless prior arrangements have been made. Helenly Design Co. shall at its sole discretion suspend any and all services provided to the client by Helenly Design Co. or its subsidiaries (including but not limited to hosting, websites designed files, concepts, artwork, and email) and employ debt collection measures until the total outstanding balance has been fully paid. This includes any and all unpaid monies due for services ordered, including, but not limited to design, hosting, domain registration, search engine submission, maintenance, sub-contractors, printers, photographers and libraries plus bank interest calculated daily for each day payment is overdue.

TERMS & CONDITIONS (cont'd)

Suspension of such services does not relieve the client of its obligation to pay the due amount. Files on external servers, such as hosted e-commerce solutions will be removed and held until payment is made or for 30 days until the client has paid for their invoices in full.

The Client whose account is in default agrees to pay Helenly Design Co. reasonable legal expenses and third-party collection agency fees in the enforcement of these Terms and Conditions.

Helenly Design Co. retains all copyright for work performed until full project costs have been paid. Helenly Design Co. reserves the right to reuse or resell work undertaken in the case of payment default.

Helenly Design Co. accepts no liability or responsibility for loss of income or damage to the client for work removed from third-party servers, as a result of non-payment and The Client will not take legal action for any situation arising from invoice disputes or removal of the disputed work in such cases.

Amendments to these terms and conditions

All and any amendments to the terms and conditions outlined in this submission must be provided in writing by The Client and signed by an authorised representative of Helenly Design Co. prior to the commencement of work outlined in this submission.

Force Majeure

Helenly Design Co. shall not be liable for any failure or delay in supply or delivery of products/services where such failure or delay is wholly or partly due to any cause or circumstances whatsoever outside the reasonable control of Helenly Design Co. including but not limited to war, strikes, lockouts, industrial disputes or unrest, government restrictions or transport delays, fire, power outages, failure attributable to hosting suppliers, breakdown of plant, theft, vandalism, riots, civil commotions, accidents of any kind or act of terrorism.

Disclaimer

Graphic design, strategy, photography and marketing are all highly creative and subjective art forms. As such Helenly Design Co. takes every possible care with professional advice offered and any suggested creative concepts and/or their implementation, however, Helenly Design Co. cannot be held responsible for variations between expectation and outcome.



May 2, 2024

Amanda M. Edmondson, AICP
MPA, LEED Green Associate
Director of Downtown Development
City of Dawsonville
415 Hwy 53 E, Suite 100
Dawsonville, GA 30534

Re: Estimate for design of Downtown Dawsonville Logo Package

Below are the details and costs for the project.

Thank you for the opportunity.

Peter Carpenter

Downtown Dawsonville Logo Package - \$2,700

Work with Steering Committee to design and develop logo concepts, tagline and establish font and color palette that can be used to display logo in a clear, versatile and aesthetically pleasing manner. Late September target for final files.

The proposal of services include:

- 4 Logo Concepts
- Development of 1 Concept (Rough Concept > Finessed Version > Color work > Final Files
- Safety Net - 2 additional concepts if none of the original 4 are desired. Defined input needed.
- 3 Rounds of Changes
- Simple Document Defining Font and Color Specifications and Tagline
- Deliverables of electronic files in the following formats: .ai, .pdf, .jpg and .png
- Meetings/Research/Travel

THOROUGHbred *Design Group*

7730 Chestnut Hill Road • Cumming, Georgia 30041 • (404) 510-8910 • ThoroughbredDesignGroup.com



To Amanda and Steering Committee,

Thank you for the opportunity to submit a proposal for the Downtown Dawsonville logo development! An exciting point in the growth of your community and an important element to visually carry the brand to your audience.

Thoroughbred Design Group (TDG) has designed over 500 logos and created great brands over the past 25 years! We would love to add Downtown Dawsonville to our collection of incredible designs. To follow are several examples of designs TDG has completed.

TDG also designs a wide variety of items to help our clients express their brand to the world. Here is a list of some of our clients and what we do.

CLIENTELE

- Atlanta Habitat for Humanity
- Biblical History Center
- Forsyth County Schools
- Forsyth County
- GA Power
- Hall County Schools
- Humane Society of Forsyth County
- Jesse's House
- John's Creek Park & Recreation
- KADE Homes
- Mentor Me
- Northside Hospital
- Original Pancake House
- OverRev - Seventh Gear Show
- Phoenix Systems
- Simon Sikes
- The Place
- Thrive Together (Formerly SAFFT)
- The Villas of Canterfield
- Wilson Legal

SERVICES

- Brand Development
- Communication Planning
- Corporate Identity
- Creative Brainstorming
- Digital Design
- Graphic Design
- Print Design
- Project Management
- Prototyping

APPLICATIONS

- Advertisements
- Annual Reports
- Banners
- Brands
- Brainstorming
- Fliers
- Info Graphics
- Logos
- Newsletters
- Posters
- Premium Items
- Signage
- Style Guides
- Trade show Material
- Vehicle Wraps

THOROUGHbred *Design Group*

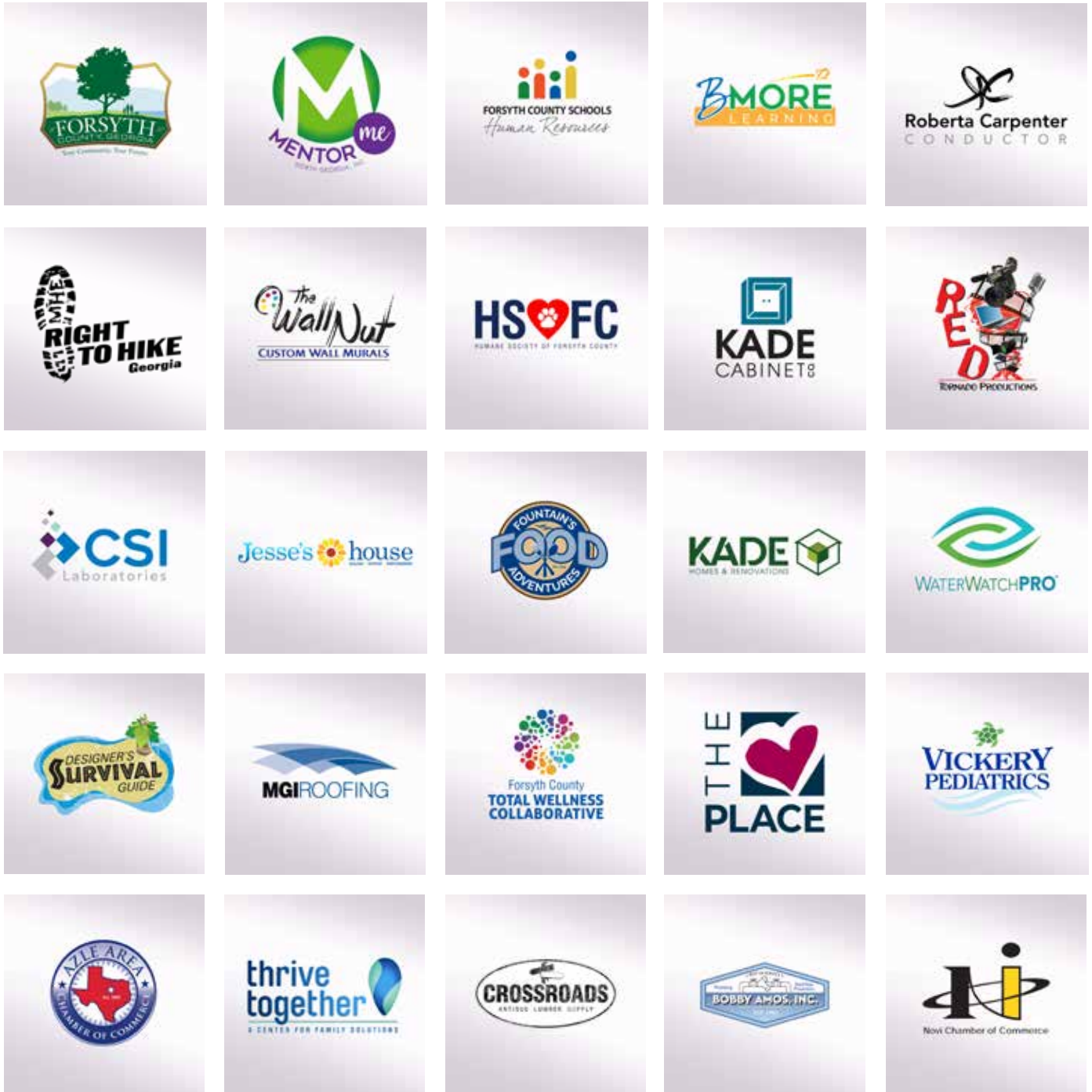
7730 Chestnut Hill Road • Cumming, Georgia 30041 • (404) 510-8910 • ThoroughbredDesignGroup.com





TDG TOP 25 Logos of all time

As part of TDG's 25th anniversary celebration in 2023, we did a countdown of our top 25 logos of all time.





Racing Themed Logos

Here are 2 different racing themed logos that I have worked on. The top logo is for a up-and-coming racer who was looking for some self-branding. Also shown is some of the extensions to a hero card and trading card. The second is a before and after of the "OverRev" logo. This is an international Pod Cast focused on Racing. They were unsettled with the result from another designer so we took it the extra step to make it a winner!



BEFORE



AFTER



Sources of Strength Marketing Items

TDG assists Forsyth and Hall county schools with marketing options for their counseling offices. Customizing corn hole boards, premium items and displays helps the counselors share the programs message!





sweeney designs



Downtown
Dawsonville
Branding Proposal



Overview

City of Dawsonville Georgia is looking to rebuild their brand identity for Downtown Dawsonville which will include a logo redesign and matching color palette for brand design.

Sweeney Designs LLC hopes to provide the City of Dawsonville with successful growth through design services.

Below are the services we discussed on May 1, 2024:

- Logo Identity
- Branding Guideline with Color Palette

Pricing

\$100 - non refundable deposit

\$45 per hour for any and all design work.

\$25 base fee for up to 2 purchased fonts. Additional fees may be incurred per font files as changes are requested.

All art files will be watermarked during the production process. Once final art is approved, all digital files will be provided with full rights to the client. This will include all final font files requested.

Outsourcing

If the City of Dawsonville requires Sweeney Designs LLC to outsource any physical merchandise, there will be a 10% charge added. If Sweeney Designs LLC will need to acquire and deliver any physical merchandise, there will be an additional 10% charge added in order to cover time and mileage acquired.

Thank you for considering Sweeney Designs LLC for your graphic design needs. After learning more about the project, I believe I can bring to the table the results that you will need for the branding of Downtown Dawsonville.

This design proposal below will outline the area of the work and pricing of my services. If you have any questions, please contact me via email, text or by phone.

To accept the proposal, please sign below and email a copy back to sweeneydesignsllc@gmail.com for my records.

Signature

Printed Name



DOWNTOWN DEVELOPMENT
AUTHORITY
EXECUTIVE SUMMARY FOR
AGENDA ITEM # 12

SUBJECT: CONSIDER ADDITIONAL DOWNTOWN BILLBOARD CONTRACT

DDA MEETING DATE: 05/09/2024

PURPOSE FOR REQUEST:

**CONSIDERATION OF A SECOND BILLBOARD CONTRACT FOR HWY 53 DOWNTOWN TO
ACCOMMODATE THREE OR FOUR MORE INTERESTED BUSINESSES**

HISTORY/ FACTS / ISSUES:

OPTIONS:

RECOMMENDED SAMPLE MOTION:

REQUESTED BY: Amanda Edmondson, Director of Downtown Development

NEW BUSINESS: Downtown Billboard Program

- Add an additional (#2) Billboard Contract?:
- New businesses are interested in the program:

