

Memorandum

Date: August 5, 2010
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: Bike Night Event Grant Recommendation

Attached please find an Event Grant Application submitted by the Monroe Fire Department for sponsorship of the September 11th Memorial Bike Night event. The application requests an amount of \$870.00 based on the 2009 expenditures for the event. This year's exact expenditures are still to be determined based on City Council approvals. The Promotion Committee has reviewed the request and had lengthy discussion about how the event and request fits into the purpose and evaluation criteria of the event grant program. This is the first time that the event has been reviewed for sponsorship. Additional event expenses were expected this year which prompted the application submittal. The Promotion Committee **recommends donating \$100 in downtown gift certificates (4 total @ \$25.00 each) to be raffled off at the event.** This amount is available in the 2010-2011 Promotion Committee Event Grant Program budget.

Thank you.