



Downtown Development Authority of the City of Perry

Monday, January 22, 2024

5:00pm

Perry City Hall – 808 Carroll Street – Economic Development Conference Room

**AGENDA**

1. Call To Order
2. Invocation
3. Guests/Speakers
4. Citizens with Input
5. Old Business
6. New Business
  - a. Approve minutes of November 27, 2023 meeting
  - b. Approve November and December 2023 Financials
  - c. Selection of Chairman and Vice-Chairman for 2024
  - d. Discuss Options for City-Owned Property
  - e. Business Incubator Discussion
  - f. Communication Efforts
  - g. February Work Session Planning
7. Other Business
8. Member Items
9. Main Street Report
10. Downtown Update
  - a. Downtown Projects Update
  - b. Strategic Plan Update
11. Chairman Items
12. Adjourn

**All meetings are open to the public unless otherwise posted**

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478-988-2755  
[www.perry-ga.gov](http://www.perry-ga.gov)

Downtown Development Authority of the City of Perry  
Minutes - November 27, 2023

1. Call To Order: Chairman Rhodes called the meeting to order at 5:01pm.

Roll: Chairman Rhodes; Directors Cossart, George, Kinnas, Gordon, and Tuggle were present. Director Yasin was absent.

Staff: Alicia Hartley – Downtown Manager, Holly Wharton – Economic Development Director, and Christine Sewell – Recording Clerk

2. Invocation – was given by Chairman Rhodes

3. Guests/Speakers - None

4. Citizens with Input – None

5. Old Business

- a. Mixed Use Building Project Update – Ms. Hartley advised a preliminary construction cost figure of \$15million was received from All State Construction. City Council has been provided with this information, but at this time would like to pause any potential allocation(s) for the project as their current priority is the new wastewater treatment plant. Ms. Hartley advised, Council supports the project, but is just not comfortable at the moment to extend funding due to other city capital projects. Ms. Wharton advised the DDA has funding to pursue a design concept. Director George inquired could the property be sold if a buyer was found; Ms. Wharton advised it could be with stipulations on what is to be constructed.

6. New Business

- a. Approve minutes of October 23, 2023, meeting

Director Kinnas motioned to approve as submitted; Director Gordon seconded; all in favor and was unanimously approved.

- b. Approve October 2023 Financials

Director George motioned to approve as submitted; Director Cossart seconded; all in favor and was unanimously approved.

7. Other Business – None

8. Member Items – None

9. Main Street Report – Director Cossart advised Small Business Saturday was a success and First Friday is on December 1<sup>st</sup>.

10. Downtown Update

- a. Downtown Projects Update – Ms. Hartley advised there has been a change of course on the speaker project. The vendor is retiring at the end of the year and may not be able to provide support; another vendor has been found out of Macon and will be meeting with them later in the week.

Schultze's and Patio 901 have been sold. Letter of Interest has been submitted for the Georgia Economic Placemaking Initiative; if selected will focus on placemaking efforts for public art and suggestions solicited for committee appointees.

Provided for approval to be signed by the Chairman for downtown businesses to encourage their employees not to park in front of their businesses. The board agreed but suggested a copy of the parking map be included.

Parking lot by the railroad has been placed on pause until a funding source is found.

- b. Strategic Plan Update – Ms. Hartley requested a retreat with the board to review the plan and strategize for 2024; it was the consensus of the board to hold as their January meeting.

11. Chairman Items – None

12. Adjourn: there being no further business to come before the board the meeting was adjourned at 5:40pm.

**Downtown Development Authority  
Balance Sheet  
October 31, 2023**

*J. H. Hall*  
*MD*

	General Fund	Capital Projects Fund	Total Governmental Funds
<b>Assets</b>			
Cash & Cash Equivalents	78,678.43	\$ -	\$ 78,678.43
Interest Receivable		-	-
Loan Receivable	9,223.23	-	9,223.23
Due from Other Funds	-	-	-
<b>Total Assets</b>	<b>87,901.66</b>	<b>\$ -</b>	<b>\$ 87,901.66</b>
<b>Liabilities and Fund Balances</b>			
Liabilities			
Accounts Payable		\$ -	\$ -
Due to City of Perry	-	-	-
Due to Other Funds	-	-	-
<b>Total Liabilities</b>	<b>-</b>	<b>\$ -</b>	<b>\$ -</b>
Fund Balances			
NonSpendable			
Loan Reveivable	9,223.23		\$ 9,223.23
Reserved for			
BOOST	900.00	-	900.00
Revolving Loan	12,099.96	-	12,099.96
Unreserved	65,678.47	-	65,678.47
<b>Total Fund Balances</b>	<b>87,901.66</b>	<b>\$ -</b>	<b>\$ 87,901.66</b>
<b>Total Liabilities and Fund Balances</b>	<b>87,901.66</b>	<b>\$ -</b>	<b>\$ 87,901.66</b>

-





Operating Account Summary

<u>Date</u>	<u>Activity Description</u>	<u>Check Number</u>	<u>Amount</u>
7/1/2022	Beginning Balance		81,517.70
7/1/2022	GA Power		(45.05)
7/1/2022	Clover Wine Merchant		288.55
7/5/2022	Houston Home Journal		(72.00)
7/20/2022	July Allocation		675.00
7/27/2022	Mossy Creek Natural Loan Payment		288.95
7/27/2022	S & S Restaurant Loan Payment		433.82
7/31/2022	July Interest		8.38
8/1/2022	Clover Wine Merchant		288.55
8/3/2022	August Allocation		675.00
8/4/2022	GA Power		(45.05)
8/26/2022	Mossey Creek Natural Loan Payment		288.95
8/28/2022	S & S Restaurant Loan Payment		433.82
8/31/2022	August Interest		9.83
9/1/2022	Clover Wine Merchant		288.55
9/1/2022	Façade Grant - Sole Shoe Company	116	(1,997.00)
9/2/2022	GA Power		(45.05)
9/4/2022	Façade Grant Reimbursement from City		1,997.00
9/7/2022	September Allocation		675.00
9/26/2022	Mossey Creek Natural Loan Payment		288.95
9/26/2022	S & S Restaurant Loan Payment		433.82
9/30/2022	September Interest		9.14
10/1/2022	Clover Wine Merchant		288.55
10/5/2022	GA Power		(45.05)
10/11/2022	October Allocation		675.00
10/20/2022	Façade Grant Reimbursement from City		3,000.00
10/20/2022	Orleans on Carroll Façade Grant		(2,500.00)
10/20/2022	Dave Corson Façade Grant		(500.00)
10/31/2022	October Interest		9.64
11/2/2022	GA Power		(45.02)
11/22/2022	November Allocation		675.00
11/22/2022	Gas Agreement Reimbursement from City		43,740.28
11/28/2022	Beaux Ellen Resturant Natural Gas Incentive		(34,034.12)
11/28/2022	Orleans on Carroll Natural Gas Incentive		(9,706.16)
11/30/2022	November Interest		9.35
12/7/2022	December Allocation		675.00
12/8/2022	City Allocation for Alleyway Project		7,320.00
12/8/2022	Dixie Landscaping		(14,640.00)
12/13/2022	Bank Service Charge		(30.00)
12/16/2022	GA Power		(45.02)
12/31/2022	December Interest		9.60
1/3/2023	GA Power		(44.98)
1/2/2023	January Allocation		675.00
1/12/2023	SunMark- alleyway donation		100.00
1/12/2023	Evan Zebley-alleyway donation		100.00
1/12/2023	Mossey Creek Natural Loan Payment		866.95
2/1/2023	Mossey Creek Natural Loan Payment		288.95
2/1/2023	S & S Restaurant Loan Payment		433.82
2/1/2023	Clover Wine Merchant (Nov,Dec, Jan)		865.65
2/2/2023	February Allocation		675.00
2/6/2023	Clover Wine Merchant		288.55
2/21/2023	GA Power		(45.14)
3/2/23	online GA power monthly payment for Commerce Street		(45.16)
3/13/23	Perry Area Historical Society - street signs		(5,000.00)

## Operating Account Summary

3/1/23	Clover Wine loan pmt	288.55
3/1/23	Mossy Creek Natural loan pmt	288.95
3/1/23	S & S Restaurant Mangement loan pmt	433.82
3/1/23	January Interest AE 1605	50.52
3/2/23	March Allocation from City	675.00
4/3/23	GA Power	(44.40)
4/3/23	Clover Wine loan pmt	288.55
4/3/23	Mossy Creek Natural loan pmt	288.95
4/3/23	S & S Restaurant Mangement loan pmt	433.82
4/6/23	April Allocation from City	675.00
4/13/23	Zimmerman & Volk- Housing Study	(7,500.00)
4/21/23	Superior Press Print-Page Binder	(41.88)
4/21/23	Superior Press Print-Business Checks	(147.84)
5/2/23	GA Power	(45.14)
5/2/23	Clover Wine loan pmt	288.55
5/2/23	Mossy Creek Natural loan pmt	288.95
5/2/23	S & S Restaurant Mangement loan pmt	433.82
5/4/23	May Allocation from City	675.00
6/5/23	GA Power	(45.14)
6/1/23	Clover Wine loan pmt	288.55
6/1/23	Mossy Creek Natural loan pmt	288.95
6/1/23	S & S Restaurant Mangement loan pmt	433.82
6/1/23	June Allocation from City	675.00
6/15/23	Downtown Housing Stufy	11,250.00
6/12/23	Drink & Wine Campaign	(1,500.00)
7/3/23	Clover Wine loan pmt	288.55
7/3/23	Mossy Creek Natural loan pmt	288.95
7/3/23	S & S Restaurant Mangement loan pmt	433.82
7/5/23	Houston Home Journal	(72.00)
7/6/2023	Zimmerman & Volk- Housing Study	(15,000.00)
7/13/23	July Allocation from City	517.00
7/13/23	Façade Grant	2,500.00
7/13/23	Zimmerman & Volk- Housing Study	(2,500.00)
7/14/23	Triple F Farms façade grant	(2,500.00)
7/31/2023	GA Power	(46.00)
8/1/2023	Clover Wine loan pmt	288.55
8/1/2023	Mossy Creek Natural loan pmt	288.95
8/1/2023	S & S Restaurant Mangement loan pmt	433.82
8/10/2023	July Allocation from City	517.00
8/10/2023	Façade Grant	1,000.00
8/21/2023	LaRuss Properties façade grant	(1,000.00)
8/2/2023	GA Power	(46.00)
9/1/2023	Clover Wine loan pmt	288.55
9/1/2023	Mossy Creek Natural loan pmt	288.95
9/1/2023	S & S Restaurant Mangement loan pmt	433.82
9/5/2023	GA Power	(46.18)
9/7/2023	Sept Allocation from City	517.00
10/2/2023	Clover Wine loan pmt	288.41
10/2/2023	Mossy Creek Natural loan pmt	288.95
10/2/2023	S & S Restaurant Mangement loan pmt	433.82
10/4/2023	GA Power	(46.20)
10/5/2023	Oct Allocation from City	517.00
10/3/2023	Clover Wine pmt returned	(288.41)
10/3/2023	Return Fee	(6.00)
11/1/2023	Mossy Creek Natural loan pmt	288.95
11/1/2023	S & S Restaurant Mangement loan pmt	433.82
11/1/2023	GA Power	(46.05)

Operating Account Summary

11/9/2023	Nov Allocation from City	517.00
11/1/2023	Clover Wine loan pmt-Check	288.41

Balance as of 11/30/2023 78,678.43  
\*operating & boost balance



**The City of Perry  
 Reconciliation of Bank Statement for  
 Downtown Development Authority Synovus  
 General Operating Account  
 As of November 30, 2023**

Less outstanding checks (Payables)

Balance per Bank Statement	76,296.30	Ending Balance:
		O/S Deposits:
Plus deposits not on statement		
Deposits		
Loan PMT	288.41	
Loan PMT	288.95	
Loan PMT	433.82	
COP allocation	517.00	
Less Disbursements:		O/S Disbursements:
GA Power	(46.05)	Checks:
Reconciled bank statement balance	77,778.43	
Balance per transaction register	<u>77,778.43</u>	
Difference	<u>0.00</u>	

**The City of Perry  
Reconciliation of Bank Statement for  
Downtown Development Authority - Synovus  
BOOST Donation Account  
As of November 30, 2023**

Balance per Bank Statement	900.00
Plus deposits not on statement	0.00
Less outstanding checks (Payables)	
Reconciled bank statement balance	900.00
Balance per transaction register	<u>900.00</u>
Difference	<u><u>0.00</u></u>

*J. Holland*  
*11/15*

**Downtown Development Authority  
Balance Sheet  
December 31, 2023**

	<u>General Fund</u>	<u>Capital Projects Fund</u>	<u>Total Governmental Funds</u>
<b>Assets</b>			
Cash & Cash Equivalents	87,945.59	\$ -	\$ 87,945.59
Interest Receivable		-	-
Loan Receivable	9,370.51	-	9,370.51
Due from Other Funds	-	-	-
<b>Total Assets</b>	<b>97,316.10</b>	<b>\$ -</b>	<b>\$ 97,316.10</b>
<b>Liabilities and Fund Balances</b>			
<b>Liabilities</b>			
Accounts Payable		\$ -	\$ -
Due to City of Perry	-	-	-
Due to Other Funds	-	-	-
<b>Total Liabilities</b>	<b>-</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Fund Balances</b>			
NonSpendable			
Loan Reveivable	9,370.51		\$ 9,370.51
Reserved for			
BOOST	900.00	-	900.00
Revolving Loan	11,955.08	-	11,955.08
Unreserved	75,090.52	-	75,090.52
<b>Total Fund Balances</b>	<b>97,316.10</b>	<b>\$ -</b>	<b>\$ 97,316.10</b>
<b>Total Liabilities and Fund Balances</b>	<b>97,316.10</b>	<b>\$ -</b>	<b>\$ 97,316.10</b>





Operating Account Summary

<u>Date</u>	<u>Activity Description</u>	<u>Amount</u>
7/1/2023	Beginning Balance	89,133.95 *operating & boost bal
7/3/23	Clover Wine loan pmt	288.55
7/3/23	Mossy Creek Natural loan pmt	288.95
7/3/23	S & S Restaurant Mangement loan pmt	433.82
7/5/23	Houston Home Journal	(72.00)
7/6/2023	Zimmerman & Volk- Housing Study	(15,000.00)
7/13/23	July Allocation from City	517.00
7/13/23	Façade Grant	2,500.00
7/13/23	Zimmerman & Volk- Housing Study	(2,500.00)
7/14/23	Triple F Farms façade grant	(2,500.00)
7/31/2023	GA Power	(46.00)
8/1/2023	Clover Wine loan pmt	288.55
8/1/2023	Mossy Creek Natural loan pmt	288.95
8/1/2023	S & S Restaurant Mangement loan pmt	433.82
8/10/2023	July Allocation from City	517.00
8/10/2023	Façade Grant	1,000.00
8/21/2023	LaRuss Properties façade grant	(1,000.00)
8/2/2023	GA Power	(46.00)
9/1/2023	Clover Wine loan pmt	288.55
9/1/2023	Mossy Creek Natural loan pmt	288.95
9/1/2023	S & S Restaurant Mangement loan pmt	433.82
9/5/2023	GA Power	(46.18)
9/7/2023	Sept Allocation from City	517.00
10/2/2023	Clover Wine loan pmt	288.41
10/2/2023	Mossy Creek Natural loan pmt	288.95
10/2/2023	S & S Restaurant Mangement loan pmt	433.82
10/4/2023	GA Power	(46.20)
10/5/2023	Oct Allocation from City	517.00
10/3/2023	Clover Wine pmt returned	(288.41)
10/3/2023	Return Fee	(6.00)
11/1/2023	Mossy Creek Natural loan pmt	288.95
11/1/2023	S & S Restaurant Mangement loan pmt	433.82
11/1/2023	GA Power	(46.05)
11/9/2023	Nov Allocation from City	517.00
11/1/2023	Clover Wine loan pmt-Check	288.41
12/1/2023	Mossy Creek Natural loan pmt	288.95
12/1/2023	S & S Restaurant Mangement loan pmt	433.82
12/4/2023	GA Power	(46.05)
12/14/2023	Nov Allocation from City	517.00
12/6/2023	S & S Restaurant Mangement Loan Payoff	8,073.44

Balance as of 12/31/2023

87,945.59

\*operating & boost balance

**The City of Perry  
 Reconciliation of Bank Statement for  
 Downtown Development Authority Synovus  
 General Operating Account  
 As of December 31, 2023**

Less outstanding checks (Payables)

Balance per Bank Statement	77,778.43	Ending Balance:
		O/S Deposits:
Plus deposits not on statement		
Deposits		
Loan PMT	288.95	
Loan PMT	433.82	
COP allocation	517.00	
Loan Payoff	8,073.44	
Less Disbursements:		O/S Disbursements:
GA Power	(46.05)	Checks:
Reconciled bank statement balance	87,045.59	
Balance per transaction register	<u>87,045.59</u>	
Difference	<u>0.00</u>	

**The City of Perry  
Reconciliation of Bank Statement for  
Downtown Development Authority - Synovus  
BOOST Donation Account  
As of December 31, 2023**

Balance per Bank Statement	900.00
Plus deposits not on statement	0.00
Less outstanding checks (Payables)	
Reconciled bank statement balance	900.00
Balance per transaction register	<u>900.00</u>
Difference	<u><u>0.00</u></u>

DDA 2023 Transactions

Operating & Boost

Date	Payee/Description/Check #	Deposits		Disbursements		Balance
		Debit	Credit	Debit	Credit	
	December 2023					77,778.43
12/1/23	Mossy Creek Natural loan pmt	288.95				78,067.38
12/1/23	S & S Restaurant Mangement loan pmt	433.82				78,501.20
12/4/23	GA Power			46.05		78,455.15
12/6/23	deposit for revolving loan payoff for S&S Restaurant Group	8,073.44				86,528.59
12/14/23	City Allocation	517.00				87,045.59



# Downtown

DEVELOPMENT AUTHORITY



Where Georgia comes together.



# Perry Downtown Development Authority

January 22, 2024

1. Call to Order
2. Invocation
3. Guests/Speakers
4. Citizens with Input

# Old Business

# New Business

- a. Approve minutes of November 27, 2023, meeting
- b. Approve November and December 2023 Financials
- c. Selection of Chair and Vice-Chair for 2024
- d. Discuss Options for City-Owned Property
- e. Business Incubator Discussion
- f. Communication Efforts
- g. February Work Session Planning



# City-Owned Property Discussion

- City is no longer pursuing the location of city administrative offices at 700 Block property.
- DDA's proposed options to provide to City:



# **Business Incubator Discussion**

**Is this something that DDA is interested in working on as a project?**

# **New Communication Efforts for DDA**

- **Regular Monthly Meetings**
- **Weekly Emails – “This Week in Downtown”**
- **Monthly Coffee or Lunch One-on-One**



# **February Work Session**

**2/26 Meeting – Work Session**

**5:00 to 7:00**

**Dinner provided**

**Does this format work for everyone?**

# Member Items

# Main Street Report

- Small Business Saturday Update
- Georgia Economic Placemaking Collaborative
- Spring Wine Tasting tickets go on sale February 12th

# Downtown Project Updates

## a. Downtown Project Updates

- Georgia Economic Placemaking Collaborative – Perry was selected!
- Wingate mixed-use development under construction
- Ghost Runner Pizza under construction
- Italian restaurant under construction in Commodore Building
- Economic Development 2023 year-end report



# Chairman Items

# Adjourn

# IMPLEMENTATION STRATEGY

<p><b>Complete</b></p> <p><b>Need to Work On/In Progress</b></p> <p><b>Place on Hold</b></p> <p><b>Need to Remove from Plan</b></p>
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## CONNECTIVITY

#	Project Description	Timeline	Responsible Parties	Notes
Improve pedestrian safety				
P.1	Relocate mid-block crosswalk School Street and Main Street to 1st Street and Main Street.	Short-Term	City of Perry	Curb cuts do not exist at School Street and Main Street crossing; pedestrian traffic more likely at 1st and Main Streets
P.2	Conduct a warrant study for a pedestrian hybrid beacon at 1st Street and Main Street crossing, and implement findings.	Medium-Term	City of Perry	Conduct study first to assess if traffic conditions warrant infrastructure; can be done with Project MS.2
P.3	Work with GDOT to install crosswalk and pedestrian signage on Commerce Street at Macon Road intersection.	Medium-Term	City of Perry, GDOT	Will need to involve GDOT because action involves state routes
P.4	Work with a consultant and GDOT to do intersection and traffic study Commerce Street, WF Ragin Drive, Main Street, Carroll Street, and General Courtney Hodges Boulevard with the goal of enhancing pedestrian connectivity and safety.	Medium-Term	City of Perry, GDOT	Will need to involve GDOT because action involves state routes

# IMPLEMENTATION STRATEGY

## CONNECTIVITY

#	Project Description	Timeline	Responsible Parties	Notes
<b>Enhance the sidewalk network</b>				
S.1	Conduct a pedestrian count analysis of the core commercial downtown district at different time periods to assess pedestrian usage and needs.	Short-Term	DDA, Main Street	Can be used to better inform priority of sidewalk enhancements and to inform Project CS.1 on Carroll Street.
S.2	Install sidewalk and streetscape on Jernigan Street from Main Street to Moody & Associates Law Office.	Medium-Term	City of Perry	Priority of sidewalk projects may shift depending on development conditions and trends.
S.3	Install sidewalks and streetscape on Macon Road between Commerce Street and Northside Drive.	Medium-Term	City of Perry	
S.4	Install sidewalks and streetscape on Northside Drive.	Medium-Term	City of Perry	
S.5	Install sidewalks on Roughton Street.	Long-Term	Developer	Work with developer to install sidewalks if area(s) are residential neighborhood experience redevelopment
S.6	Install sidewalks on Carey Street.	Long-Term	Developer	
S.7	Install sidewalks on Charlse Avenue and Charlse Drive in the Andrew Heights neighborhood.	Long-Term	Developer	



# IMPLEMENTATION STRATEGY

## CONNECTIVITY

#	Project Description	Timeline	Responsible Parties	Notes
<b>Make Main Street accessible to all modes of transportation</b>				
M.1	Replace tour bus parking on Main Street with golf cart parking spaces.	Short-Term	DDA	
M.1	Conduct a feasibility study for a multi-use path from Rotary Centennial Park to Keith Drive along Main Street. Feasibility study should account for diverse users including walkers, runners, bicyclists, and golf carts, and shifting parking from parallel to diagonal parking.	Medium-Term	City of Perry, GDOT, WRATS*	Feasibility and engineering study needed to get more detailed design and specifications
<b>Improve connectivity to Andrew Heights</b>				
AH.1	Determine the long-term function of the road between 803 Commerce Street and 805 Commerce Street (e.g., two-lane road, one-lane road, alley for vehicles, or pedestrian alley).	Short-Term	City of Perry, City Council	
AH.2	Upon determining road function, perform surface improvements in support of identified function.	Medium-Term	City of Perry	Depending on determined road function, especially if pedestrian-oriented, may need additional beautification to make it more user-friendly
<b>Enhance downtown environment and safety by minimizing truck traffic</b>				
T.1	Work with local businesses to encourage truck traffic use alternative routes around downtown Perry between 8:00am and 9:00pm	Ongoing	DDA	Persistent truck traffic, especially on Ball Street, could hamper mixed-use residential development at available locations due to noise

\* WRATS - Warner Robins Area Transportation Study

# IMPLEMENTATION STRATEGY

## PUBLIC SPACES

#	Project Description	Timeline	Responsible Parties	Notes
<b>Add family-friendly spaces and activities</b>				
F.1	Develop design for interactive water feature to be placed on courthouse lawn at intersection of Carroll Street and Ball Street.	Medium-Term	DDA, Main Street, Leisure Services	
F.2	Plant trees at existing downtown parks (Welcome Park and Legacy Park) to create a shade, making these spaces more user-friendly.	Short-Term	DDA, Main Street, Public Works	
F.3	Develop a public art playground at Welcome Park that enhances the entrance to downtown and provides an attraction for children.	Medium-Term	DDA, Main Street, Leisure Services	
<b>Conduct temporary closures of Carroll Street</b>				
CS.1	Develop and evaluate a temporary program to close Carroll Street between Jernigan Street and Washington Street consistently on a selected day (e.g. Saturdays or one Friday per month).	Short-Term	DDA, Main Street	Project S.1 should be integrated into this program. Need to ensure there is a control period of evaluation to determine impact of street closures. Businesses and consumers should be addressed in evaluation. Program findings can inform interest in permanent pedestrian street.

# IMPLEMENTATION STRATEGY

## DOWNTOWN DESIGN

#	Project Description	Timeline	Responsible Parties	Notes
<b>Enhance downtown alleys</b>				
A.1	Beautify alleys that do not provide vehicular access with public art, greenery, and removal of clutter.	Short-Term	DDA, Main Street	
A.2	Work with property owners to paint (if already painted and in need of paint) or add decorative elements to exteriors that line public alleys in downtown.	Ongoing	DDA, Main Street	
<b>Develop and expand downtown streetscape</b>				
DS.1	Install brick sidewalks and downtown streetlights and increase greenery and shade on Carroll Street from Jernigan Street to Legacy Park to expand the core commercial district character.	Short-Term	DDA, City of Perry	Streetscape can be done in conjunction with new city office construction on Carroll Street
DS.2	Install brick sidewalks and downtown streetlights and increase greenery and shade on Main Street from Washington Street to Legacy Park to expand core commercial character.	Medium-Term	DDA, City of Perry	Can be done in conjunction with construction of new city administrative building (Project ID.1)
DS.3	Replace traffic lights in core commercial district with decorative traffic light poles.	Long-Term	DDA, City of Perry, GDOT	

# IMPLEMENTATION STRATEGY

## DOWNTOWN DESIGN

#	Project Description	Timeline	Responsible Parties	Notes
<b>Continue downtown gateway improvements</b>				
G.1	Install appropriate streetscaping (trees, shrubbery, streetlights) along Washington Street and Ball Street to distinguish corridor from Sam Nunn Boulevard.	Short-Term	DDA, Public Works	
G.2	Install appropriate streetscaping (trees, shrubbery, streetlights) along Commerce Street to distinguish corridor from General Courtney Hodges Boulevard.	Short-Term	DDA, Public Works	
G.3	Install appropriate signage welcoming people to downtown Perry	Medium-Term	DDA, Perry Area Historical Society, Main Street, CVB	
<b>Honor and protect Perry's historic architecture</b>				
H.1	Pursue a National Register of Historic Places nomination for the downtown Perry district and for the properties with Sears homes.	Short-Term	DDA, Perry Area Historical Society, Main Street, CVB	
H.2	Add plaques/signage to historic buildings that tell the story of individual buildings and downtown Perry.	Medium-Term	DDA, Perry Area Historical Society, Main Street, CVB	Can be done with willing property owners to complement online historic tour
H.3	Modernize existing historic signage in downtown Perry.	Medium-Term	DDA, Perry Area Historical Society, Main Street, CVB	Can do done in conjunction with H.2.



# IMPLEMENTATION STRATEGY

## DOWNTOWN DESIGN

#	Project Description	Timeline	Responsible Parties	Notes
<b>Honor and protect Perry's historic architecture</b>				
H.4	Develop detailed and visual design review guidelines to ensure new construction, renovation, additions in the downtown district are consistent with downtown historic character.	Short-Term	CD, Main Street	Will be used to aid business owners, developers, Main Street, and Planning Commission with development and review of projects
H.5	Establish regular training sessions for relevant committees regarding historic preservation and design.	Short-Term	CD, Main Street	
<b>Encourage public art in downtown district</b>				
PA.1	Complete application to be part of Georgia Economic Placemaking Collaborative.	Short-Term	Main Street, ED	
PA.2	Ensure ordinances allow for downtown murals and public art.	Short-Term	CD, Main Street	
PA.3	Develop a grant funding program for local artists to encourage permanent or temporary art installations.	Medium-Term	DDA, Main Street, ED	Placemaking Collaborative can help inform initiatives for local artists

# IMPLEMENTATION STRATEGY

## INFILL DEVELOPMENT

#	Project Description	Timeline	Responsible Parties	Notes
<b>Pursue infill development that is designed for the person, not the car</b>				
ID.1	Develop architectural design for new city hall facility that sets the design and material standard for infill development in core downtown district.	Short-Term	Main Street, CD, City Council	Consider Project DS.2 in design and construction
ID.2	Reserve substantial property at the location for the proposed new city offices for parking or a future development project such as a mixed-use parking structure (should development conditions warrant).	Long-Term	City Council	Consider results from Projects RM.3 in determining need to reserve land. If parking structure is required, consider. RM.4
ID.3	Minimize the vacant corners in the core commercial district by pursuing infill development.	Ongoing	DDA, CD, ED	
ID.4	Require parking lots to be placed in the rear of new development throughout the downtown district if space warrants.	Ongoing	CD, ED	
ID.5	Encourage passive uses (e.g., offices, residential) to locate on upper floors in the core commercial district or outside the core commercial district.	Ongoing	DDA, ED	
ID.6	Conduct an analysis using different future development scenarios to determine future parking adequacy and assess need provide additional parking.	Short-Term	DDA, ED	
ID.7	Consider partnerships with developers to provide and fund new parking structures in geographically appropriate locations, should conditions warrant.	Long-Term	DDA, ED	Use findings from study in Project ID.6 to inform need for parking.
<b>Pursue residential and mixed-use development</b>				
MU.1	Develop promotional/informational materials about downtown housing and mixed-use development needs to encourage developers and property owners.	Short-Term	DDA, ED	

ED: Economic Development  
 CD: Community Development

# IMPLEMENTATION STRATEGY

## BUSINESS DEVELOPMENT

#	Project Description	Timeline	Responsible Parties	Notes
<b>Develop a downtown that caters to diverse users</b>				
D.1	<p>Recruit restaurants and eateries that offer diverse menus at a range of price points. Recruit diverse retail shops that provide goods and services at a range of price points to create an inclusive environment for all consumers.</p> <ul style="list-style-type: none"> <li>• Create a recruitment and marketing strategy targeted at businesses identified in the market analysis.</li> <li>• Examine similar markets to identify locally-owned versions of needed businesses for recruitment and marketing strategy.</li> <li>• Conduct consistent outreach to targeted businesses highlighting downtown Perry's potential.</li> <li>• Create a downtown-specific marketing package for prospective business owners (summary of market analysis, wish list of new businesses, success stories, summary of financial incentives, etc.)</li> </ul>	Short-Term / Ongoing	DDA, ED	
D.2	<p>Encourage downtown retail and dining establishments to offer or expand evening operating hours.</p> <ul style="list-style-type: none"> <li>• Develop a promotional campaign and associated activities (e.g., First Friday) that encourages downtown retail and restaurants to stay open later.</li> <li>• Work with downtown retail shop owners to adjust their hours to be open later, and create promotional campaign advertising later business hours.</li> </ul>	Short-Term / Ongoing	Main Street	

ED: Economic Development  
 CD: Community Development

# IMPLEMENTATION STRATEGY

## BUSINESS DEVELOPMENT

#	Project Description	Timeline	Responsible Parties	Notes
<b>Develop a downtown that caters to diverse users</b>				
D.3	<p>Encourage new and existing downtown dining establishments to offer outdoor seating</p> <ul style="list-style-type: none"> <li>• Enable downtown restaurants to establish outdoor dining parklets in the core commercial district for a specified fee.</li> </ul>	Short-Term	DDA, Main Street, ED	
D.4	<p>Ensure that the local retail and dining market remains balanced and is not saturated by a single type of business.</p> <ul style="list-style-type: none"> <li>• Create and maintain a geospatial inventory of businesses and business sectors to ensure the market remains balanced in terms of numbers and spatial distribution.</li> <li>• Monitor incentive programs to ensure they are encouraging development of needed downtown businesses.</li> </ul>	Ongoing	DDA, ED	For example, if downtown restaurants are plentiful, limit natural gas incentive.
D.5	Monitor creative/artisan industries at local Farmers' Market and festivals to assess commercial impacts or need for incubator spaces.	Short Term	DDA, Main Street	



# IMPLEMENTATION STRATEGY

## BUSINESS DEVELOPMENT

#	Project Description	Timeline	Responsible Parties	Notes
<b>Develop a downtown that caters to diverse users</b>				
D.6	Explore feasibility to provide free Wi-Fi in the core downtown district.	Ongoing	DDA, City of Perry	
D.7	Establish and maintain a public directory of site and building inventory for sale or lease in the downtown area for prospective investors	Short-Term	ED	
D.8	Identify and work with property owners to improve the appearance and appeal of all downtown district buildings (e.g., targeted façade grants, specialized design assistance, landscaping grants)	Ongoing	Main Street, CD	
D.9	Develop a program for skill sharing among business owners in the downtown area (e.g., design assistance, website development, real estate knowledge, etc.)	Short-Term	Chamber of Commerce	
D.10	Host annual downtown tours to highlight recent progress in downtown, promote businesses, and promote opportunities for development.	Ongoing	DDA, Main Street, ED	
D.11	Facilitate financing opportunities and grants for downtown businesses to encourage new and existing business development.	Ongoing	DDA, Main Street, ED	

# IMPLEMENTATION STRATEGY

## BUSINESS DEVELOPMENT

#	Project Description	Timeline	Responsible Parties	Notes
<b>Expand and enhance activities in downtown Perry</b>				
AC.1	Develop a calendar of evening events in downtown in the fall and spring.	Short-Term	Main Street, Special Events	Survey respondents requested more events especially in cooler months
AC.2	Move the farmers' market to the courthouse lawn to better connect with the downtown core and encourage more vendors.	Short-Term	Main Street, Special Events	
AC.3	Develop cross-promotional activities with local organizations and events to draw residents and visitors into the downtown area (e.g., local schools, local recreation tournaments, etc.)	Ongoing	Main Street, CVB, Chamber of Commerce, Georgia National Fairgrounds	
AC.4	Expand downtown programming and events into the 700 block of Carroll Street to grow the center of activity in Perry and support businesses on the edge of downtown.	Ongoing	Main Street, Special Events	



2023

**ECONOMIC  
DEVELOPMENT**

PREPARED BY:  
Holly Wharton

**ANNUAL  
REPORT**













Where Georgia comes together.





# 2023 ECONOMIC DEVELOPMENT BY THE NUMBERS (CITY-WIDE)

-  **152** Business Visits
-  **29** Operational Assistance Tasks
-  **49** Location Assistance Meetings/Tasks
-  **42** Commercial Building Permits
-  **10+** Speaking Opportunities
-  **Updated** Start A Business Guide
-  **Adopted** Economic Development Guidelines
-  **Adopted** “Smart Community” Proclamation
-  **Adopted** Smart Industry Incentive Policy
-  **Created** “Living in Perry” Professional Resident Recruitment Booklet




# 2023 ECONOMIC DEVELOPMENT BY THE NUMBERS (DOWNTOWN)

 **\$5,389,200** in Downtown Improvements (Public & Private)


 **64,790** Event Attendees

 **\$3,795,400** in Property Transactions

 **298,000** Visitors to Downtown

 **\$6,470** in 149 Downtown Dollars Issued

 **Earned** Re-Accreditation as a Main Street Community

 **Won** Georgia Downtown Association Premier Special Event Award for Main Street's Wine Tasting

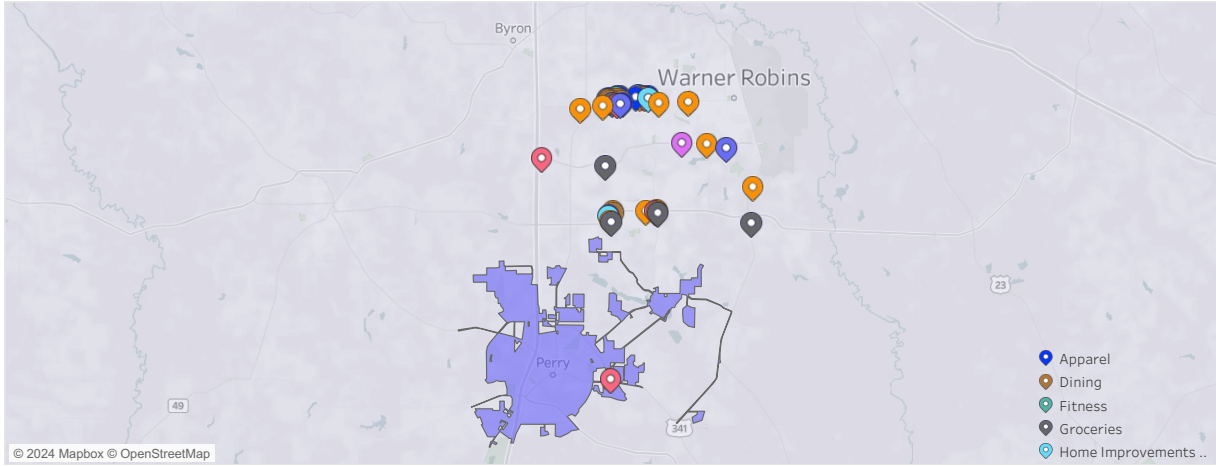
 **Hosted** Georgia Downtown Association Regional Meet-Up





Leakage Analysis of Perry, GA Residents

Category: All, Show Top: 50



Leakage by residents is shown for all locations within 30 miles of the region boundaries

Leakage by Category from Perry, GA

Category Type: Primary

Retail Leakage Outside My Boundaries

Category	# of Stores	Residents	Resident Visits
Community Shopping Centers	53	20.77K	1,113.46K
Fast Food & QSR	245	18.54K	388.83K
Groceries	54	16.81K	330.86K
Restaurants	107	18.10K	295.03K
Superstores	10	15.70K	201.10K
Home Improvement	37	12.72K	126.57K
Department Stores	11	13.38K	111.71K
Discount & Dollar Stores	07	11.83K	03.83K

Leakage by Entity from Perry, GA

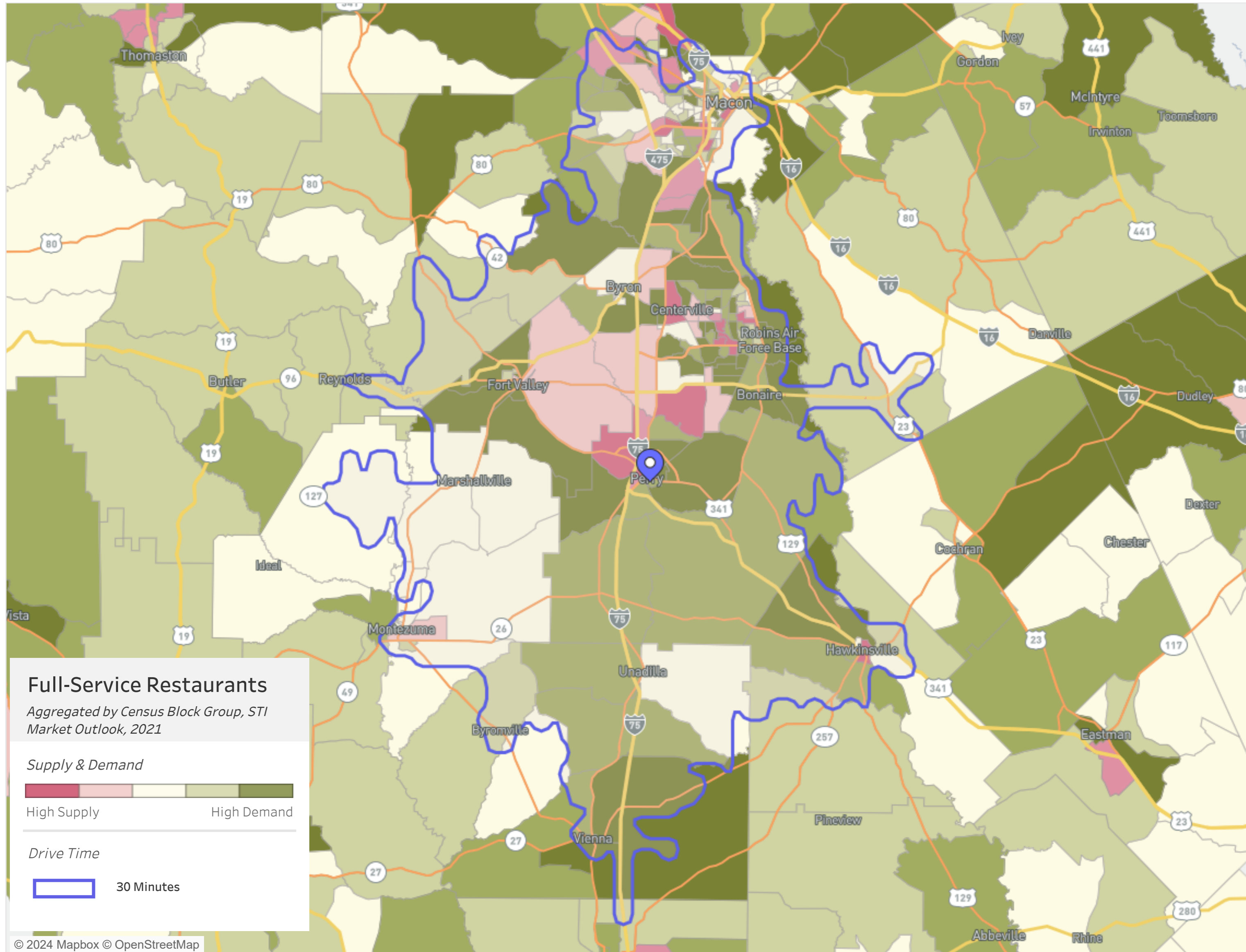
Category: All

Entity	Category	Residents	Visits	Avg. Spend (\$)	Avg. Home Distance (mi)	Avg. Work Distance (mi)
The Shoppes at Houston Lake 774 SR 96, Bonaire, GA, United Stat..	Community Shopping Centers	15.82K	243.91K	--	4.87	9.31
Warner Robins Place 2720 Watson Blvd, Warner Robins, ...	Community Shopping Centers	15.24K	132.37K	--	9.82	9.61
Kroger 774 SR 96, Bonaire	Groceries	11.18K	125.45K	55.41	4.58	9.26
Houston County Galleria 2922 Watson Blvd, Centerville, GA, ...	Community Shopping Centers	12.78K	119.32K	--	9.92	9.93
Paradise Shoppes of Warner Robins 1114 Ga Highway 96, Kathleen, GA, ...	Community Shopping Centers	11.75K	105.09K	--	4.27	9.00

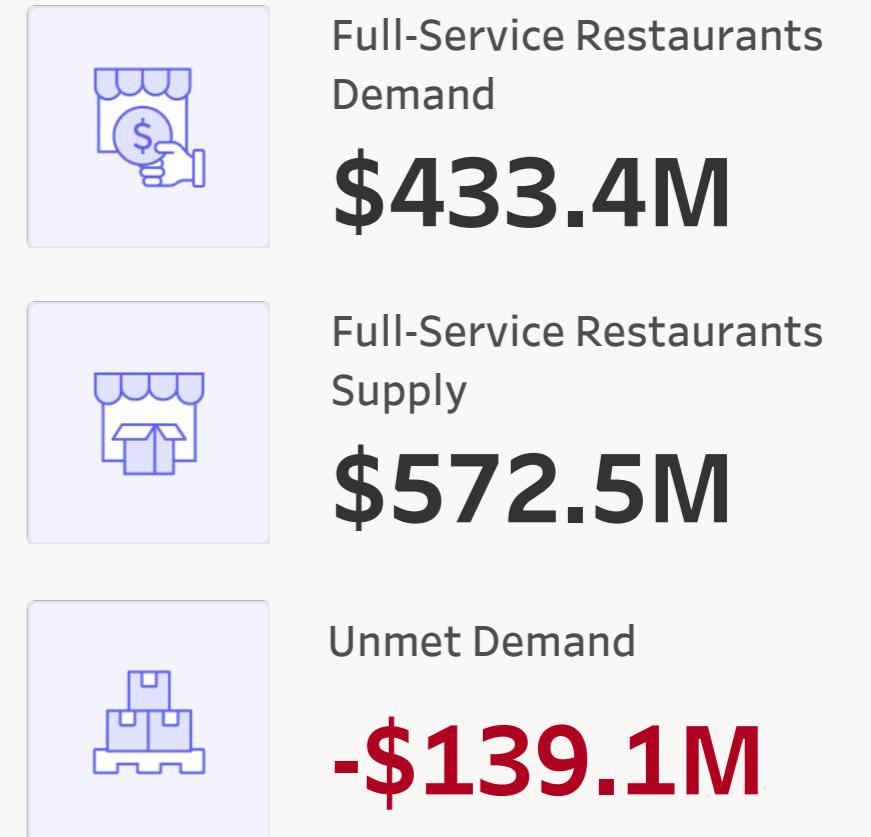
# Perry, GA

Perry, Georgia

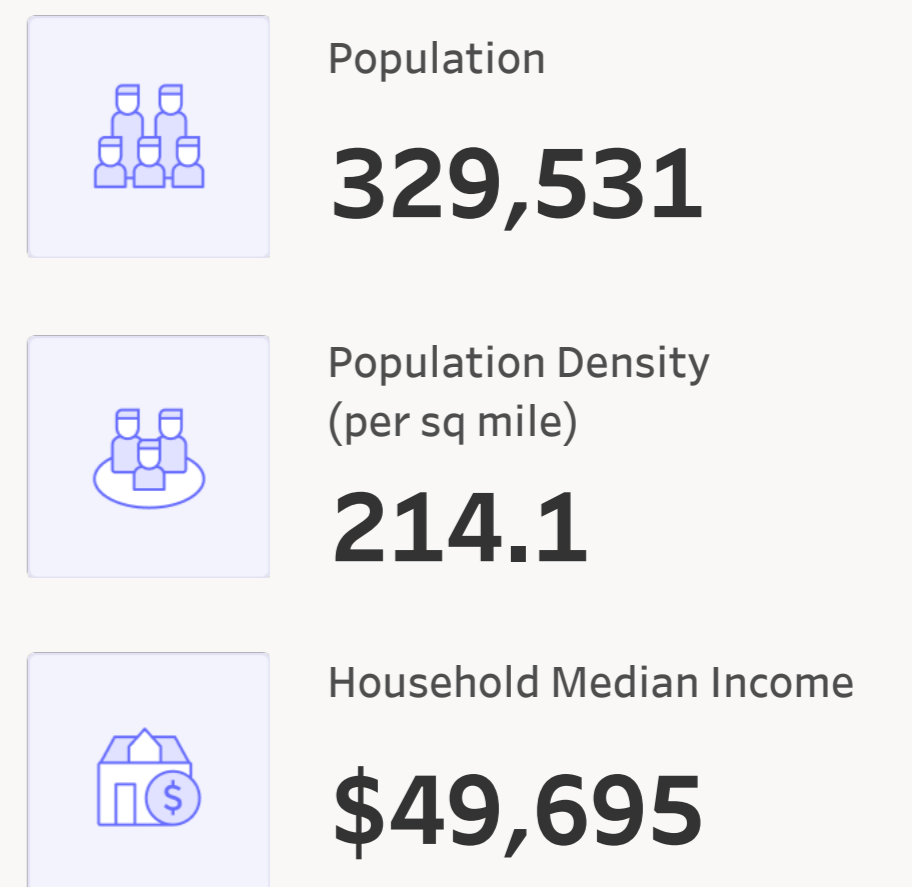
**Business Type:** Full-Service Restaurants



## Supply & Demand



## Demographics



\*Trade Area and data points are based on a 30 minute drive time from Perry, GA  
 \*Demographic Data is aggregated at the Census Block Group and based on Census 2019 (ACS).  
 \*Demand - Supply = Unmet Demand