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AGENDA
WORK SESSION
OF THE PERRY CITY COUNCIL
September 18, 2017
5:00 P.M.

1. Call to Order: Mayor Pro Tempore William Jackson

2. Roll:

3. Public Hearing: Mayor Pro Tempore William Jackson

The purpose of this Public Hearing is to provide any interested parties with an opportunity to express their views and concerns in accordance with O.C.G.A. Sec. 36-67A-3 (c).

3a. Consider establishing tax year 2017/fiscal year 2018 ad valorem millage rate for the City of Perry.

4. Items of Review/Discussion: Mayor Pro Tempore William Jackson

4a. Leisure Services Department

1. Presentation of the Perry Arts Master Plan – Mr. K. Dye.

4b. Economic Development Department

1. Perry Visitors Guide/Map – Mr. R. Smith.

2. Discussion of Brownfield Grant – Mr. R. Smith.

3. Site360 Proposal – Mr. R. Smith.

4. Georgia/Florida Tailgate Party – Mr. R. Smith.

4c. Community Development Department

1. Status of dealing with vehicles – Mr. B. Wood.

4d. Administration

1. Hotel/Motel tax review analysis – Ms. B. King.

2. Discussion of Clean Air Coalition project – Mr. L. Gilmour.

3. Consider adjustment to ESG Operations Inc. contract to add additional employees – Mr. L. Gilmour.
4. Consider possible names for Third Street and Jaycees park sites – Mr. L. Gilmour.

5. Council Member Items:

6. Department Head Items:

7. Adjourn.



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OFFICE OF THE CITY MANAGER

MEMORANDUM

TO: Mayor/Council
FROM: Lee Gilmour, City Manager *LG*
DATE: August 25, 2017
REFERENCE: FY 2018 Millage Rate

The City has received its tax year 2017/fiscal year 2018 ad valorem tax digest figures. The comparison is listed below.

Item	Budget	Digest
Real Property	\$5,081,500	\$5,283,400
Personal Property	853,700	1,023,000
Motor Vehicles	407,900	157,500
Mobile Homes	1,200	9,800
Timber	-	500
Heavy Equipment	-	<u>300</u>
Total	\$6,344,300	\$6,474,500

Projected \$130,200 increase over budget. Major issue is significant decline in motor vehicle property tax income. While title tax was supposed to address this loss, the below chart shows the actual situation.

Fiscal Year	Title Tax Amount
2014	\$152,604
2015	93,990
2016	80,053
2017	64,223

This is just what was projected to occur by the Georgia Municipal Association.

City of Perry

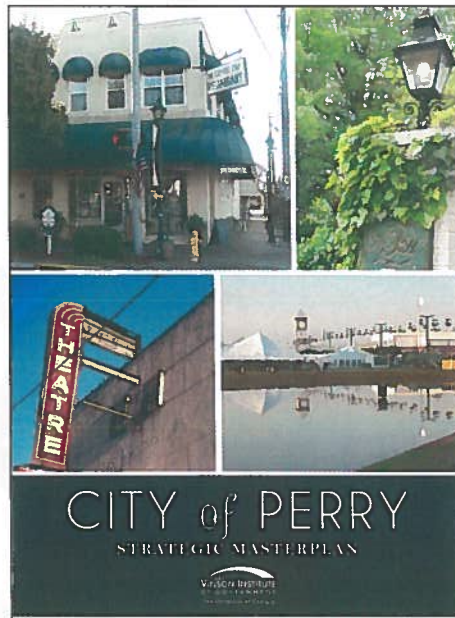
Public Arts Master Plan



Executive Summary

Perry began its public art initiative in 2015 by creating a Public Arts Commission (PAC). On February 3, the City Council adopted an ordinance tasking the Commission with expansion, development, and nurturing of cultural arts within the community. Seven Commissioners were appointed, all of whom were stewards of the community with an interest and background equipping them for the job that lay ahead.

Perry is a community with a beautiful historic downtown that is considered one of the best in Georgia. The community is experiencing steady growth without any indication of slowing down. Located adjacent to the I-75 corridor with four interstate interchanges in the city limits, Perry has opportunities that other communities of its size do not. In addition, the Georgia National Fairgrounds and Agricenter host an estimated 1 million visitors annually. Perry has capitalized on all opportunities to diversify and grow its high standards for quality of life for all residents. The public arts initiative will serve as a cornerstone in the City's community services initiatives.



In 2014 Perry established a Strategic Master Plan (SMP) laying the roadmap for the future development and growth of the City. This Public Art Master Plan (PAMP) will follow its direction while capitalizing on current and future opportunities for expanding cultural arts in Perry. Always thinking progressively, the City of Perry wishes to not only strengthen the arts, but to exceed the community's expectations of its application within leisure services, economic growth, property beautification, and community pride.

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Public Arts Survey Results



I. Introduction

With the creation of the PAC there were clear objectives provided by City Council within the adopted ordinance.

- Develop art master plan, policies, and other program elements.
- Expand community awareness and appreciation of the value of art.
- Advise the City Council and staff on art-related issues.
- Assist the City, other organizations, and businesses in the commission and selection of public works of art.
- Serve in an advisory capacity to other organizations and businesses pursuing public art projects.
- Hold predevelopment meetings with applicants seeking development permits from the City in order to encourage and assist the creation of public art projects.
- Solicit temporary and/or permanent displays of art for City facilities.
- Commission public arts projects and assist with other public arts initiatives.

Following these objectives, the PAC immediately went to work developing plans for the future Public Arts Master Plan (PAMP). This included a thorough review of different cities throughout the state recognized as excellent service providers in cultural arts. Upon this review, the PAC found that Perry had several of the same attributes as those cities including some unique qualities the other cities lacked. For example, Perry has a thriving downtown recognized throughout the state as one of Georgia’s best. There is a strong presence of local artists who are contributing their time and work to public art. The City is experiencing steady growth in residence, business, and community development at an unprecedented level that shows no signs of slowing down. In 2016 the City approved building several new parks/green spaces with designated public art spaces included. When finished, these new facilities will represent a five million dollar investment into the community’s quality of life experience.



Visionary Ideas for Public Art

Perry's Public Art Master Plan (PAMP) will support the City by:

- Displaying Perry's appeal as a close-knit, family-friendly community with undeniable "small town" feeling and beauty.
- Embracing opportunities for community engagement through arts and culture, and enabling a sense of unity and pride.
- Provide a pathway for arts and culture to be key components of growth and development throughout the City's rapid expansion trends.
- Establish structure for ensuring the care and maintenance of community treasures for future generations, new residents, and frequent visitors.

From these ideas three foundations emerge: *Public Arts = Engagement*, *Public Arts = Community Image* and *Public Arts = Evolution*.

Why Public Art?

Perry is taking advantage of its tremendous growth. The City Council, administrators, businesses, and community want to maximize its current momentum of growth for all future generations to come. Public Art is considered an essential asset to be included within these plans. This was clearly demonstrated throughout the City's adopted 2014 Strategic Master Plan.

From the adopted Strategic Master Plan (SMP) came a *Strategic Plan Implementation Program*. One of the first steps taken was changing the Parks and Recreation Department into a Leisure Services Department. Perry leaders were eager to begin including cultural arts into the other quality of life services being offered to City residents. Leisure Services would continue providing traditional athletics programs and facilities while also including/adding passive recreation areas, green spaces, nature trails, community special events, and most importantly cultural arts.

The following goals and strategies are included within Perry's 2014 strategic plan implementation program for Leisure Services:

Goal 1.2 – Define Recreation and Leisure needs; Research Best Practices and Organizations.

Strategy 1.2.2 – Study successful cultural and recreational departments in comparable communities, programs and organizational structures; implement as appropriate.

Goal 1.4 – Enhance Community Facilities and Parks.

Strategy 1.4.1 – Complete improvements at Perry Arts Center.

Strategy 1.4.2 – Develop capital improvement program for Perry Arts Center.

Strategy 1.4.3 – Assess the current use of space at the Perry Arts Center, specifically classroom space.

Strategy 1.4.5 – Establish permanent art gallery at the Perry Arts Center.

Strategy 1.4.7 – Develop Perry greenway, sculpture walk, and trail networks connecting existing City parks to Georgia National Fairgrounds and Agricenter, Flat Creek State Park, etc.

Perry's Cultural Arts History

The City has been embracing the concepts of cultural arts programming for quite some time. Various activities, sculptures, special events, classes, volunteers, and performance groups have been a part of the community for years. The City has allocated funding, manpower, staff, and resources to foster these activities as well. In return, the community has shown support through participation, volunteerism, fundraising, and “sense of pride” in the arts initiatives. We can categorize these initiatives as: *Special Events*, *Arts/Sculpture*, and the *Perry Arts Center*.

Special Events

Perry has annually sponsored three major special events, *The Perry Music Festival*, *Perry Buzzard Drop*, and *Perry Dogwood Festival*. These events host live music and celebration for all citizens free of charge. In addition, throughout the year smaller special events (art/crafts, vendor shows, pet-friendly events, store fronts, etc.) also take place in the downtown district. Though smaller in size these events are a reflection of Perry’s enthusiasm for cultural arts. These events are often sponsored by local businesses, artists, and community volunteers that are strong advocates for Perry’s cultural arts.

The Perry Music Festival has hosted numerous bands from all genres for the past eight years. Local business man and community activist Carl Lumpkin works in conjunction with other volunteers and city staff to sponsor this event that has evolved into a local treasure. As summer comes to an end this festival takes place throughout the day and night every September.



The *Perry Buzzard Drop* is a newer event that has taken place for four years. While Perry takes pride in its “small town” beauty and charm, the community is always thinking progressively. The Buzzard Drop evolved from a rather unpleasant fact. The City sits in the middle of the migratory patterns of Turkey Buzzard (*Cathartes aura*) which have been a nuisance

for many years. The simple solution of hanging a buzzard carcass from each of the City's water towers alleviates the nesting of thousands of buzzards during the migration period. The Buzzard Drop is a New Year's Eve concert celebrating this non-conventional solution to a serious problem. From the beginning, the name and festival have been a huge hit and are receiving statewide recognition.



The *Perry Dogwood Festival* has been a Perry tradition for twenty nine-years! This spring (April) festival is a two day celebration with thousands of visitors. Festivities include an arts and crafts show with over one hundred vendors in historic downtown. A hot air balloon

glow held at the Georgia National Fairgrounds and Agricenter is a Saturday night fan favorite. This long standing community event is made possible through the Perry Chamber of Commerce.



Lids for Artists

The Lids for Artists program was a volunteer program created to allow public artistic expression of the community's interests, hopes, and character. The program used city manhole covers to be utilized as works of art shared throughout the community. It was envisioned as a possible economic development tool bringing attention to the City, highlighting its uniqueness and livability. Since 2012, thirteen pieces of local art have been displayed along city streets, parks, and recreation trails.



Sculpture

Over the past few years local/regional artists have made significant contributions to Perry's cultural arts through sculpture, paintings, and exhibits. Four permanent sculptures are on display and will reside within the city for many years to come. "Autumn Trotter" by Donnie Wright has established itself as a prominent fixture on the Perry Arts Center grounds. The life size modern sculpture of a horse is quickly found on any internet search for Perry Arts. The "Contankerfish" by Matthew Wright is equally prominent and can be seen greeting visitors to the Perry Welcome Center which houses the Convention and Visitors Bureau, Chamber of Commerce, and Artisan Center. "The Girl, The Tree, and the Journey" by Brandon McCullar is a masterpiece of metal fabrication inspiring imagination and other worldly adventures on the grounds of the Perry Arts Center. The "Chain Crane" by Bob Taylor can be seen stoically standing guard by the flag pole welcoming guests to the main entrance of the Perry Arts Center.



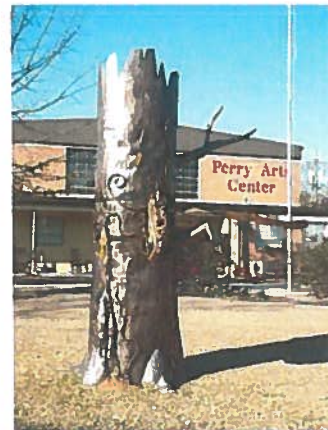
Autumn Trotter



Contankerfish



Chain Crane



The Girl, the tree, and the Journey

Perry Arts Center

In November 2003 the Uptown Perry Partnership Incorporated (501c3) entered into agreement with the City of Perry to transform the General Courtney Hodges National Guard Armory into the Perry Arts Center. Uptown Perry Partnership (UPP) is a nonprofit charitable organization focused on economic development and community improvement. The Perry Arts Center Project was envisioned with a broad-based regional appeal for the community, local artists, and visitors. In 2003 the Perry Arts Center was the only one of its kind in Middle Georgia. The facility provided an additional destination stop to the Georgia National Fair Grounds while also complementing a beautiful downtown. The group envisioned a facility with hands-on arts education classes, music performances, public meeting spaces, and art gallery exhibits. Over the course of thirteen years the Perry Arts Center has hosted numerous special events, arts courses, music performances, exhibits, and cultural activities. The facility is in constant demand for rentals by the community for a multitude of activities and provides a steady revenue base for support of operations.





Why a Public Arts Master Plan?

Cities all over the world gain value by weaving arts and culture into their physical, social, and economic fabric. Public Art is a unique way of expressing a community's beauty and vitality. Glimpses of Perry's distinctive history and culture can be revealed through the experiences Public Art provides. This experience provides a unique attachment to Perry for citizens and visitors that can never be duplicated once seen for the first time.

While Public Art is highly desirable for the experience alone, it also enhances Perry's opportunities for economic growth and development. While celebrating Perry's rich history and aspirations, it provides a reflection of how the outside world will see the community. This Public Arts Master Plan will assist in the growth of a very unique city into an even more distinction for years to come.

The Public Arts Master Plan provides a solid foundation and "road map" for connecting the Arts with the City's adopted Strategic Master Plan *guiding principles*:

- Provide direction for the location, themes, scope, and scale of Public Art displays throughout the city assisting with "curb appeal" improvement in all areas of the city, including the I-75 corridor.
- Enhance beauty, distinction, and character of Perry's small town feel. Public Art naturally entices visitors and residents to experience the environment around them. This in turn assists the development and attractiveness for existing businesses and enhances prospects for future business growth.
- Gives more character and flair to recreational events such as festivals, street fairs, outdoor special events, etc. Public Art puts another "stamp" on the memories of those who participate in Perry's many social activities.
- The natural beauty experience of public art when combined with Perry's existing charms takes advantage of the tourist draw to the Georgia National Fairgrounds and Agricenter. Making Public Art part of the city's plans of improvement for the gateway corridors adds to Perry's impression as unique and beautiful to anyone visiting.

While using the adopted Strategic Master Plan as the core foundation for the Public Arts Master Plan there are several goals that evolve from the process that are complementary to the vision and principles of the SMP. These goals are:

- Evaluate the accomplishments, operations, and policies/procedures of the Public Art program to date.
- Set a vision and develop a ten year plan that includes locations, priorities, and timelines for the future of Public Art in Perry.
- Outline goals for Public Art programs in Perry while identifying relevant themes and priorities for projects.
- Provide ongoing program direction, management, and development while looking for partnerships, alternative sources of funding, and processes for maintenance and care of existing/future collections.
- Seek out and address opportunities for ongoing public engagement.

Master Plan Process

On October 1, 2015 the Perry Public Arts Commission began detailed research on several different communities who are operating exceptional Public Arts programs. These Georgia cities include Suwanee, Duluth, and Athens Clark County in particular. The commission's research involved exploratory site visits, internet research, and detailed outlining of the organizations Public Arts Master plans.

While researching other community's one thing was very clear, Perry has an excellent opportunity to do something very unique and original. During the research it was apparent that each community was different and played to their unique strengths. With that in mind the following goals evolved for creating the PAMP:

- Assess the city's cultural assets and opportunities.
- Engage stakeholders and the community at large.
- Develop a ten year plan for public art.
- Recommend action steps for implementing the plan and estimate costs where appropriate.
- Deliver public outreach materials to communicate the values, vision and process of the final master plan.

From these goals a community survey was developed in an effort to engage the community and get as much feedback as possible. Once complete that information will be the second key component of the PAMP along with the SMP. When adopted the PAMP will be the guiding document for the City Council, Public Arts Commission, City Staff, and Perry businesses and citizens who are working to advance the public arts programs. The recommendations will be implemented over a number of years as resources, funding, and capital improvement projects take place.

Master Plan Obstacles

When taking on any new endeavor obstacles are expected. However, the Perry Arts Commission embraced this opportunity as a chance to create something unique with hopes of building a strong foundation for future of Perry arts and culture. Through the PAMP creative process the Commission identified the following:

- City does not have an established process for acquiring pieces of art including donations.
- Lack of existing Sculpture Walk. Perry is in an excellent position to add a “Sculpture Walk” to the community. Fortunately, most of the infrastructure is in place making the goal easily attainable.
- The City will need to create/adopt a plan involving developers to include artworks into their projects in designated zones established in the PAMP. Either through working with the Perry Arts Commission or through contributing funds into Public Arts projects.
- Lack of existing guidelines for commissioning new works of art, and de-commissioning pieces as time passes.
- Need for establishing stable funding sources to grow the arts along with future developments, city projects, and grants. The public grant pool is very limited and not a reliable source for spurring growth.

Master Plan Fundamentals

The master plan fundamentals are organized into three main sections.

1st section: “Public Arts Vision” addresses the issue of why Perry should pursue public arts and how it impacts the community. The PAMP envisions public art as direct influence building on the city’s identity, character, and charm. It recommends projects that inspire connectivity and play, complements the city’s future plans of design and infrastructure, and establishes a pathway for evolving public art into the future.

2nd section: “Public Arts Locations” describes possible locations and zones where public arts should be considered, including the types of projects suitable for the area.

3rd section: “Public Arts Pathway” provides direction for the City moving forward in pursuit of a thriving public arts program. These sections detail policies, processes, and guidelines addressing acquisition of artworks within the City. It also includes the creation of a Sculpture Walk, developer contribution plan, and recommendations for staffing/funding.

In its completion, the PAMP provides Perry with a grand vision with attainable projects and direction to accomplish the city’s public art goals. The commission strived for a plan that is focused, clear, and flexible in order to allow Perry to grow and evolve the Arts while obtaining any available opportunities in the future.

II. The Vision for Public Art

Perry's public art will reflect the citizen's view of their community's identity and its future perception. The foundational documents supporting this vision are the Strategic Master Plan (along with its Implementation Program), *2017 Public Arts Community Survey*, and the City's Alternate Transportation Plan. Within the contents of the SMP the community acknowledged their vision of Perry's future as: "*Perry being an economically robust, continually growing, unique area that attracts families and people of all ages with its variety of recreational and leisure services. Perry will be viewed as a unique Middle Georgia destination.*"

Perry's Public Arts Master Plan will reflect these ideas utilizing three foundations developed from the SMP guiding principles.

1. Public Arts = Engagement

Perry's public art should inspire community engagement. The City should focus on commissioning projects that are engaging, memorable, and distinctive. These projects will embrace the character of Perry within its public spaces, inviting activities that are family friendly while also creating a sense of excitement and pride for the local community. These spaces need to be easily accessible, highly visible, and unique. Being connective to people of all ages and abilities is a priority. Projects should embrace different varieties of creative approaches that encourage people to use all of their senses during the viewing experience. In total, the art should be the kinds of works that people will make a point to come and see, think about long after they leave, and have curiosity as to what comes next.

2. Public Arts = Community Image

Public Art exhibits need to be consistent with the goals outlined within the SMP addressing the top issues given from the community input information. Some of these issues include improvement of the following areas: downtown alleys, downtown gateways and corridors, I-75 interchanges, wayfaring signage, cleanup/ site improvements for dilapidated areas, and creating business incentives for improvement of façade, signage, and landscaping.

Perry's Public Art Program can address these issues and others. Through the use of Public Art these goals can define Perry's community image in creative ways, setting high standards while also adding culture. The PAMP will provide a roadmap for achieving these goals in addition to enriching the lives of citizens and visitors.

Within the PAMP several Art Zones will be established. Art works placed in gateway areas should promote a sense of arrival into the city and be bold in order to stand out in memory. Other zones require art that will help people make connections between various parts of the city. The focus of these projects should enhance the experience of pedestrians while rewarding them for exploring the city.

These community image projects will require coordinated efforts to planning/urban design with public art integrated in order for the future development of community infrastructure to complement one another. The City is already taking major steps in these efforts by including public art sites within the design of three new parks (Heritage Park, Jaycees Park, and Third Street Park).

3. *Public Arts = Evolution*

As time progresses, Perry's Public Arts program will evolve. Some art works may remain permanent while many others will be reassigned, removed, or become seasonal. In order for the City to remain unique, it is important that agreements are made with the understanding of art works being mobile and temporary. These practices emphasize that public art is consistently about creativity and exploration within the community.

Evolution projects should involve unique commissions for special events, times of the season, and locations. Perry offers a wide variety of special events and has been creating more as the community experiences unprecedented growth. Examples include: interactive projects during festivals, seasonal lighting projects on the facades of bridges and prominent buildings, and environmental projects along city assets surrounded by nature (greenways, lakes, etc.).

A major goal of the City and the Perry Arts Commission is the creation of a "Sculpture Walk". Perry has been a strong supporter of alternate transportation plans and has been very progressive in growing its network of trails, sidewalks, and bike lanes wherever feasible. Sculpture Walks are characterized by the evolution principles of this master plan. Perry is in a unique and advantageous position granted by the City's successes in its alternate transportation planning. The City could have more than one sculpture walk site with changing routes throughout the years. The City is also beginning the construction of a new major Park (Heritage Park) that will be heavily arts themed. The Park will have a large walking trail surrounded by green space, a large amphitheater, and an arts playground. An evolutionary sculpture walk that changes periodically would be perfect in this Park setting. In addition, Perry could also have sculpture walks within the City taking patrons through different art zones over periods of time throughout the years.

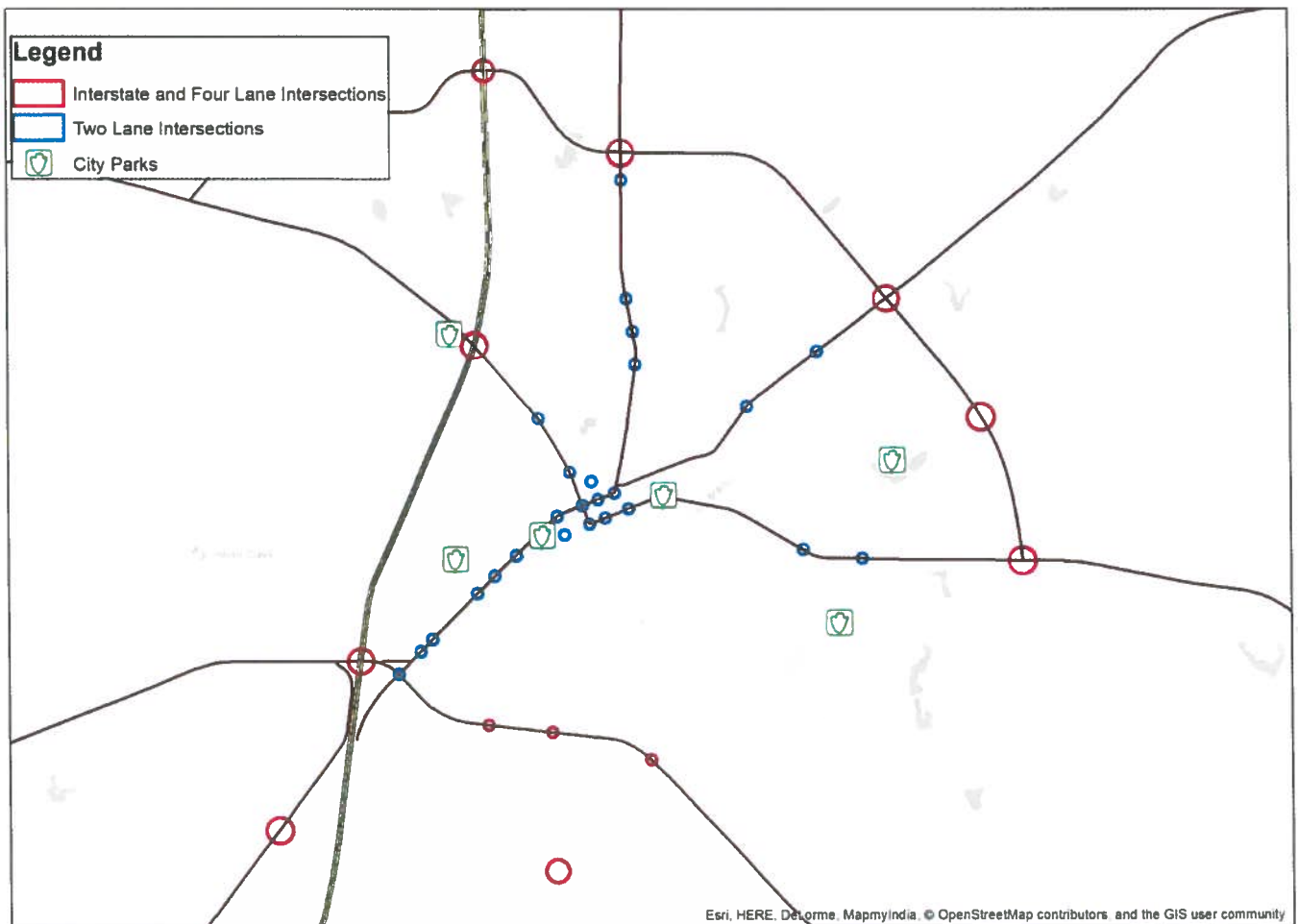


III. Potential Public Art Zones

Following is a listing of potential zones within the City of Perry where public art projects should be considered over the next decade. These zones are based on the community input from the 2017 Public Arts Survey (See Appendix A). Several additional considerations were accounted for in the selection of these sites including, land ownership, site visibility, and feasibility issues.

During the Public Arts Commission tour of the possible zone sites it was quickly realized that Perry has several key components already in place. It was also noted that the City's Alternate Transportation Plan coincides with many site locations. Sidewalks are already in place addressing visibility/feasibility issues and laying out a natural pathway for exploration of art throughout the City.

Perry Public Arts Zones



Central Zone

The central zone focuses on the geographical area beginning at the Ball Street/Washington Street convergence, downtown area, and Jaycee's Park to Third Street Park. Within this area are numerous intersections, public buildings, dilapidated property, and bare areas without trees/landscaping. While in addition, the area is home to Perry's famous downtown with beautiful architecture and landscaping. Sidewalks connect every area within this zone and public art integration is already included within the 2014 SMP. This zone is suited for an extreme variety of Public Art styles. Including but not limited to, murals, traditional sculpture, floral sculpture, landscape art, and interactive sculpture.



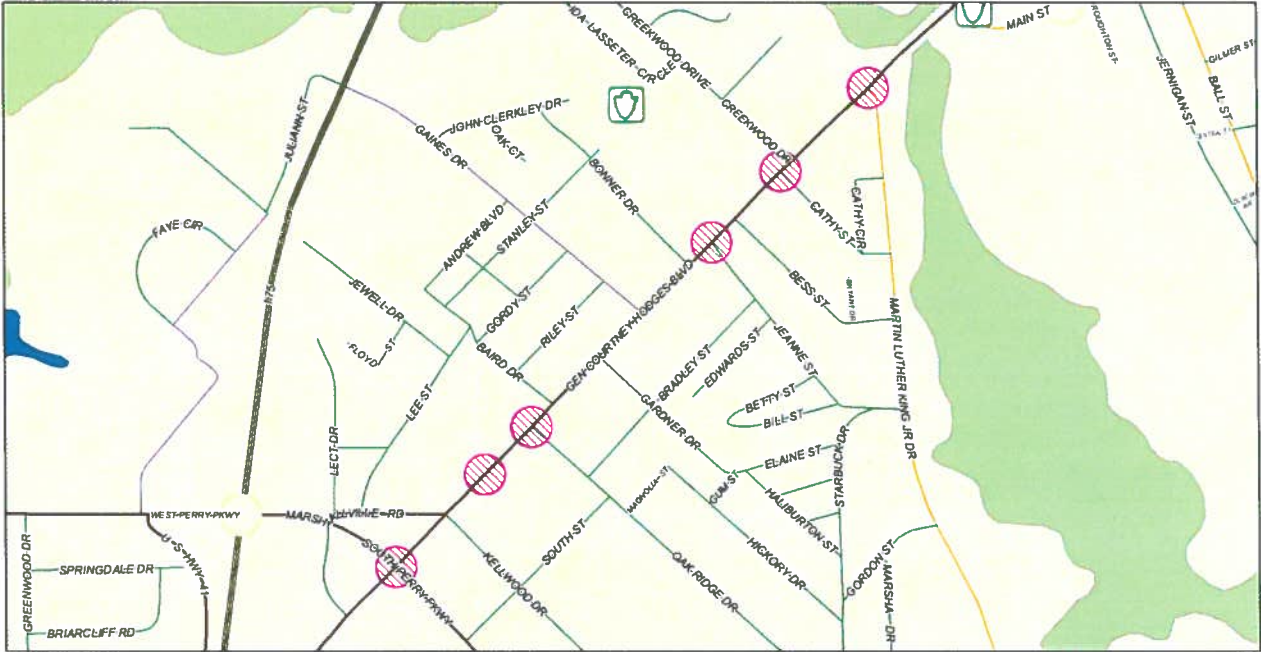
Central Zone



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Courtney Hodges Zone

Courtney Hodges Boulevard presents a great opportunity for public art to be used as an aesthetic beautification strategy. Beautification of this area is one of the major goals noted in the 2014 SMP. Public art could serve as a key component in achieving this goal while making a strong statement for Perry’s love of the arts. Types of suggested artworks include floral sculpture, murals, interactive sculpture, and landscape art. Traditional sculpture may be viable but should be considered with caution due to traffic speeds and limited space.



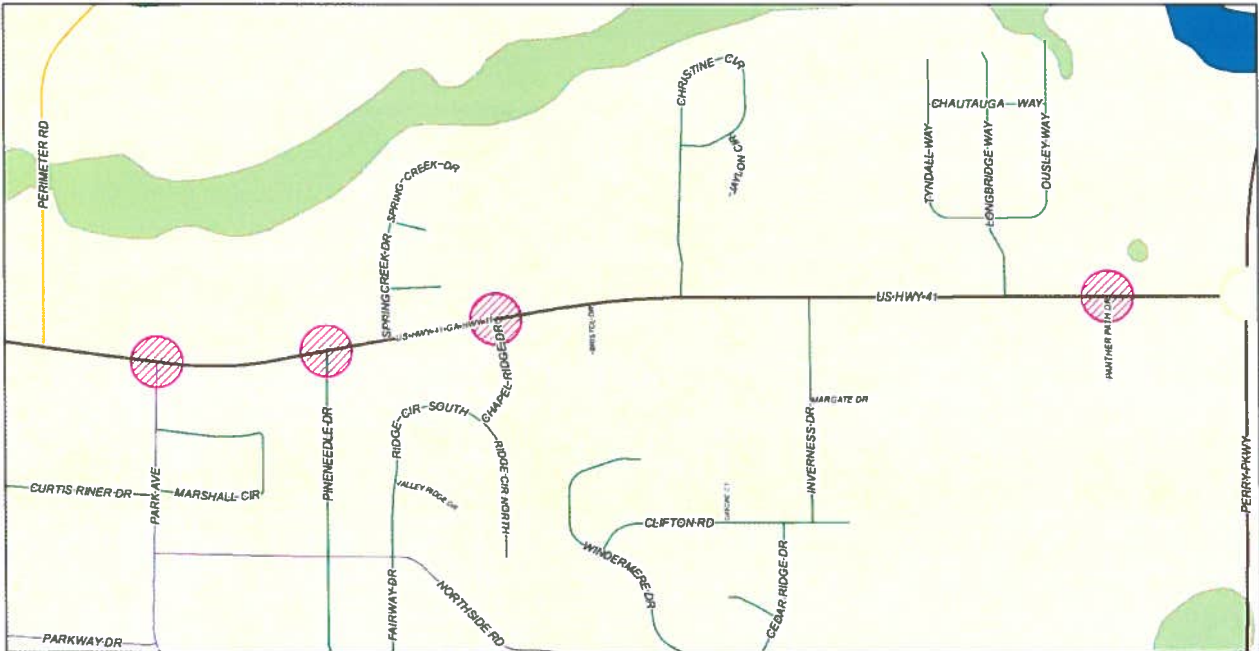
Courtney Hodges Boulevard



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Macon Road Zone

Macon Road presents an opportunity for public art in the areas of floral sculpture, landscape art, and traditional sculpture. The two lane road connects downtown, Perry Parkway, and the High/Middle Schools. There are areas with significant green space connected by sidewalks. Premium visibility is abundant in this zone, public art should be lively and full of color when being considered in this area.

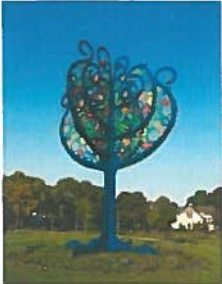
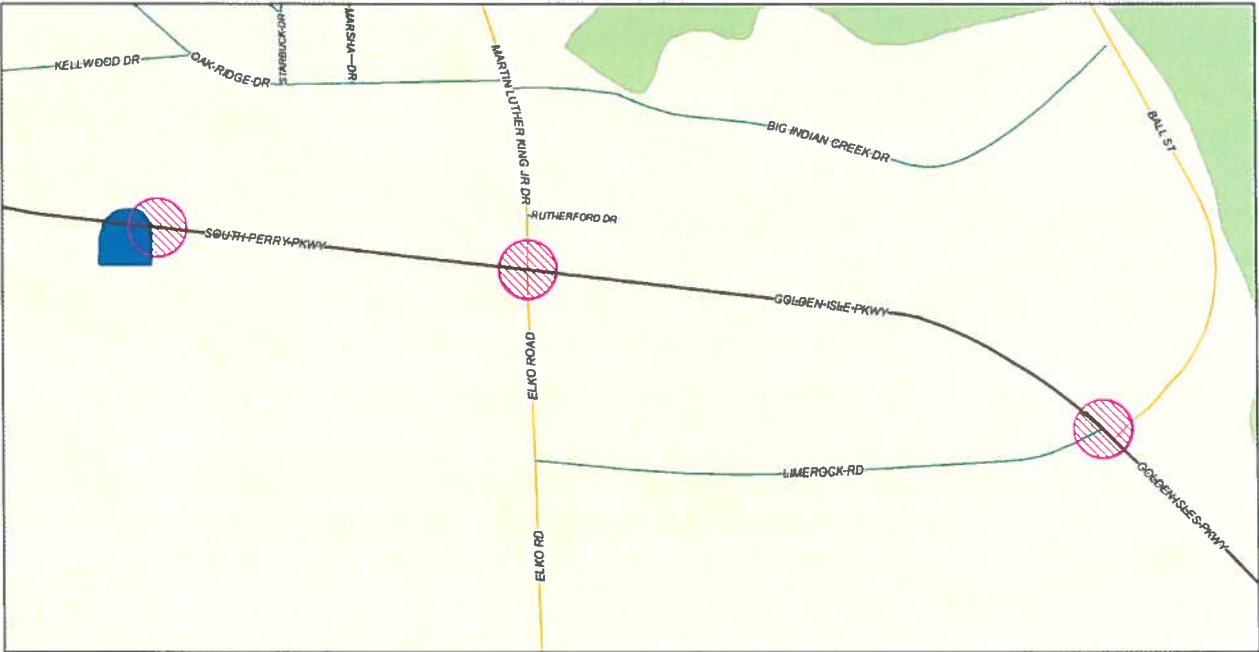


Macon Road Zone



Golden Isles Parkway Zone

The Golden Isles Parkway is a large four lane highway on the south end of Perry adjacent to the Georgia National Fair Grounds. This is a heavily traveled roadway with highly visible abundant space. Millions of visitors travel this road annually to take part in the various fairgrounds activities. There are opportunities for all types of artistic expression depending on the size and scope. Public art in this zone will have to be large in order to be seen and would be experienced by automobile. This zone has the ability to make a powerful impression when considering the high volume of traffic and visitors.

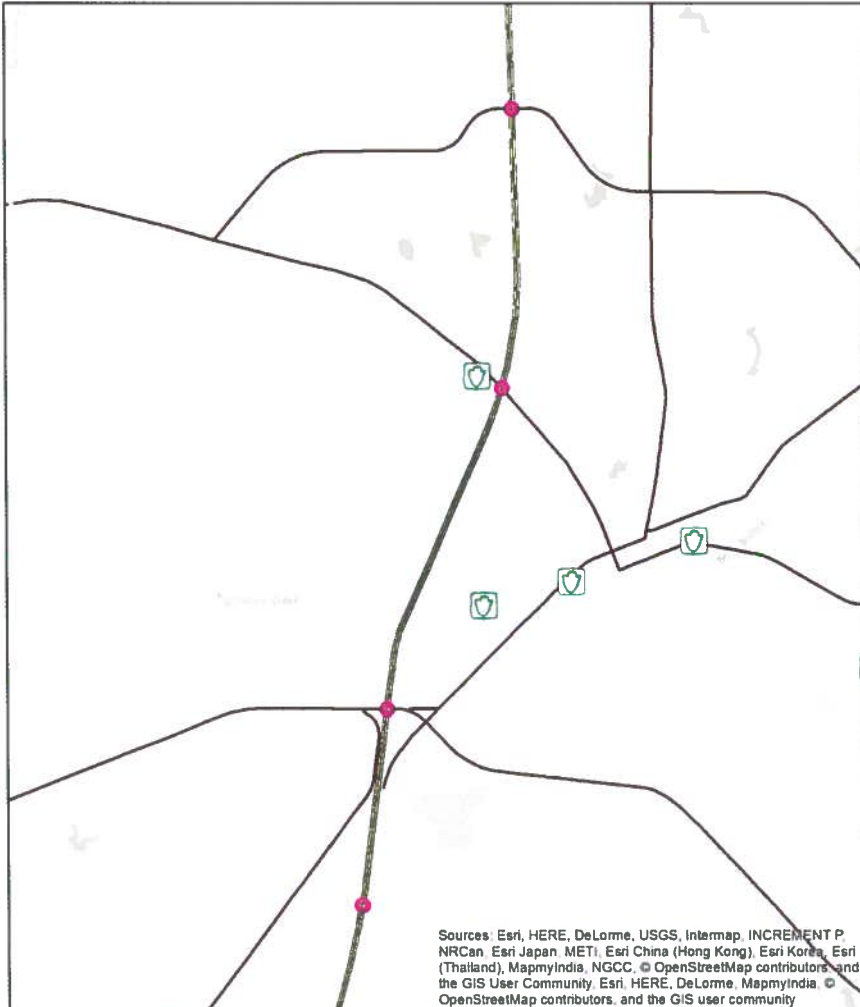


Golden Isles Zone



Perry Interstate Zone

This Zone focuses on the four I-75 interchanges within the Perry city limits. Similar to the Golden Isles Parkway Zone, public art will have to be large in size and scope. However, the geography and landscape is limited. Taking advantage of the opportunities to incorporate public art within these interchanges is highly recommended. Careful planning and consideration will be required with multiple agencies in order to achieve the optimum level of distinction for Perry. When considering the volume of traffic along I-75 the possibilities are extraordinary.

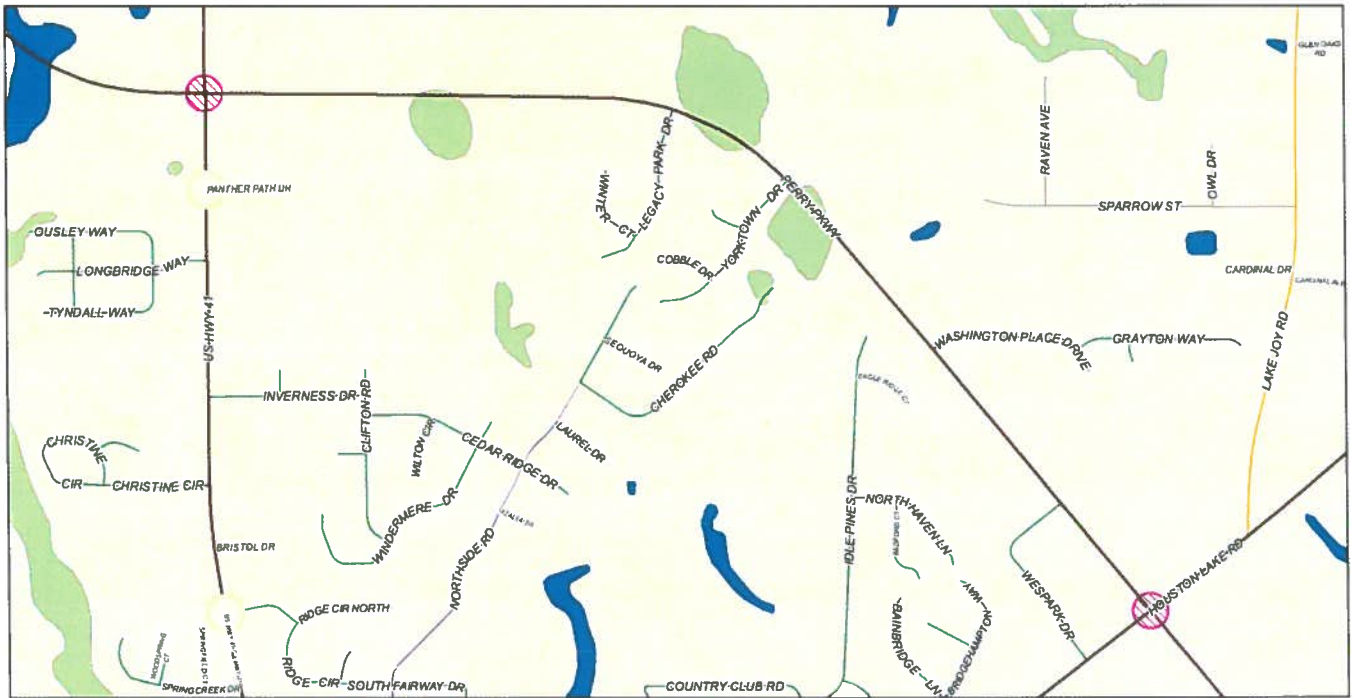


Interstate Zone



Perry Parkway Zone

The Parkway offers similar geography to the Golden Isles Parkway Zone. However, the volumes of traffic utilizing the road are predominantly local commuters. This needs to be considered when selecting the various types of public art to include. The works would need to be large in scope and scale. The areas within the Zone include retail shopping, school, grass medians, and government buildings. The choices of public art to include are very broad for this zone and could contain a mixture of different sized pieces.



*Perry Parkway
North Zone*



Key Considerations for Zones

Several considerations were given when selecting the various art zones. The Public Arts Commission toured, discussed, and reviewed several different areas within Perry. From these efforts the zones were formed while individual sites within each zone were eliminated. What remains are potential areas where public art should be considered for implementation. When creating the zones the following priorities were considered:

- Is the zone compliant to the citizens input and desires for public art?
- Will the public art zone serve a need or goal within the City's SMP?
- Would public art be logistically feasible within the zone?
- Can public art in the zone provide the desired quality of life experience while also improving the aesthetic beauty of Perry?

New City Parks

A. Heritage Park

Heritage Park is a major park that will feature a large amphitheater, open green space, paved walking trail, dog park, fountain, and public art spaces. The vision behind this park is to have a place suited for large concerts, outdoor theater, festivals, and other community special events. When not hosting large venues, the park will serve as a quiet place to enjoy Perry's natural beauty including cultural arts. Already having community arts/special events planning implemented within its design, this park would provide the perfect setting for a sculpture walk.

Heritage Park Sculpture Walk



B. Jaycee's Park

Jaycee's Park is a new gateway park located on a major intersection leading into downtown. This park will transform a dilapidated area into a tranquil green space that will greet visitors while making a lasting impression about Perry's natural beauty. The park design includes three dedicated sculpture sites, a veteran's monument, memorial brick walk, reflective pool, green space, restored land mark, and seating area for visitors. The park site is surrounded by connecting sidewalks allowing for easy access and exploration to all users.

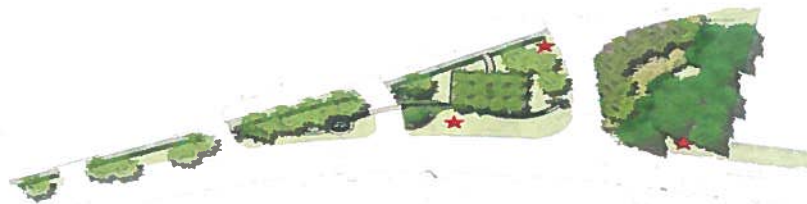
Jaycee's Park



C. Third Street Park

The second gateway park being built in Perry includes dedicated space for sculpture. This park will feature three public art spaces, water fountain, and green space. The site is currently bare of trees or park features of any kind. Smaller in scale than Jaycee's, this park will also serve as a gateway greeting space for visitors and tranquil green space for park users. Connected by sidewalks to the downtown and surrounding neighborhoods, Third Street Park's public art pieces will be prominently displayed and easy to experience.

Third Street Park



Existing City Parks

A. Rotary Centennial Park

This linear park sits along Big Indian Creek and has approximately two miles of paved trails. In 2015 Perry received a one hundred thousand dollar grant from the Department of Georgia Natural Resources to expand the trail one mile along the creek connecting to Larry Walker Parkway. Following the grant award City Council unanimously voted on February 7, 2017 to extend another mile of paving in the opposite direction along the creek giving the trail four miles of concrete walking surface. Rotary Centennial Park is not recommended as a site for traditional fixed art sculpture due to frequent flooding. However, artistic expression is strongly encouraged in this park. There are many opportunities available, examples include Lids for Artists, concrete culvert paintings, and future tree carvings.



B. Rozar Park

Rozar Park is Perry's largest park. It includes fishing ponds, large picnic pavilion, walking trails, soccer and baseball fields, disk golf course, community center, playground, and outdoor basketball courts. With established youth sports programs, playground programs, and leisure service activities, Rozar Park should be considered for public art displays and activities. With ample space and a strong community presence, public art would be enjoyed by all patrons. It would also provide a quality non-sports related experience for young people who frequently visit the park and consider it a second home. Types of recommended artwork should include mural walls, floral sculpture, landscape art, Lids for Artists, and sculpture.



C. Creekwood Park

Creekwood Park features softball fields, playground, picnic pavilion, trail head, and swimming pool. The pool will be turned into a splash pad in the very near future. The White Tail trail head leads approximately two hundred yards downhill to the planned paved surface recently approved by City Council. White Tail trail is part of the Rotary Centennial Park liner trail network. This large community park is experiencing a revitalization period with additional facility upgrades planned, public art should be included within the aesthetic enhancements. Types of recommended artwork should include mural walls, floral sculpture, landscape art, Lids for Artists, and sculpture.



D. Barbara Calhoun Park

This community park features tennis courts, playground, and large green space. The park sits underneath one of the City’s iconic water towers and is also used by a local archery club as a practice range. Families can easily walk to this park which is connected by sidewalks leading to the local elementary school and downtown. When considering the volume of visitors and close neighborhoods, public art should be considered. Similar to Creekwood Park, these works should include mural walls, floral sculpture, landscape art, and traditional sculpture.



IV. Guidelines for the Future

The PAMP creates a vision to guide Perry public arts for the next decade. Projects being pursued by the City are recommended to be funded primarily through donations, grants, sponsorships, and partnerships with developers. However, the City should also be prepared to fund opportunities that arise unexpectedly, while also considering public arts funding for future planned projects wherever feasible.

Available Opportunities

These include any public art opportunities to consider within the City's current available infrastructure. Parks projects, City owned properties, existing easements, and established partnerships. Examples would include the placement of public art works within the confines of City parks. The incorporation of public art to any restoration projects within City owned infrastructures. Establishing a public arts "presence" within currently schedule special events. Several of these opportunities are already being taken advantage of and the PAMP recommends a continuation of this strategy whenever possible.

Planned Opportunities

There are additional opportunities that Perry can pursue as it expands its current infrastructure of Parks, residential developments, commercial developments, and small businesses. As the City is experiencing rapid growth opportunities within its current infrastructure plans are suggested to include public art when feasible. New partnerships with developers, industry, and small businesses are expected to continue. With the adoption of the PAMP, public art should be given an opportunity to grow and thrive into the future.

Future Opportunities

As future capital improvement plans are developed the opportunity for public art to be incorporated within those designs is highly recommended. As the city has experienced unprecedented growth within the last decade, the continuation of this trend is also expected for the next 10 years. Future projects and opportunities cannot be predicted, however, public art should continue to thrive and be nurtured throughout the process. This would also include factoring in funding mechanisms within future capital improvement projects and partnerships.



V. Governance of the Public Art Program

Public Arts Commission Ordinance

Perry City Council passed ordinance creating the Perry Public Arts Commission on February 3, 2015. The ordinance organizes the Commission, establishes membership and gives direction to administrative responsibilities. It authorizes City staff to alter local permitting procedures in order to require participation with the Commission prior to the issuance of a Development Permit.

Public Art Master Plan

Perry's Public Art Master plan sets goals, objectives, and provides organization for the arts within the City. The plan also outlines strategies and objectives, offers staffing recommendations, and addresses opportunities for ongoing public engagement. In addition, the PAMP suggests various themes, identifies strategic partnerships, possible funding sources, and gives direction for ongoing program development.

Public Art Project Plans

The project plan describes the basic details of a project before the work of selecting an artist begins. Project plans will include a site condition study, project goals, community participation process, recommended artist, and proposed budget with timeline. A project plan assists with ensuring that the multiple parties involved in a public art project have a mutual understanding of how it is going to work. In addition, the project plan goals can serve as guideposts that all parties can use for evaluation of the projects progress.



VI. Processes for Public Art

Public artworks can come to Perry in a variety of ways including loaned artworks, donations, and purchased commissions. The City is recommended to build on other approaches proven successful in other Cities, these processes include the following.

- The City should commission new artworks when the time and location are right, primarily in conjunction with new capital improvement projects such as Jaycee’s and Third Street Parks.
- The City should consider exhibiting loaned artworks within the future planned Sculpture Walk.
- The City should urge developers to support the projects within this plan through collaborative commissions on their properties or through contributions of funds to projects outlined within the PAMP.
- The City should urge civic donors to support public art projects within this plan through monetary donations. If donors prefer to donate artworks, the City should only accept artworks that are applicable to sites identified within the PAMP.
- The City should seek partnerships with non-profit arts groups and independent arts curators and professionals who provide expertise in public art professional services in project implementation on a consulting basis.

Permanent Commissions

When considering permanent pieces of artworks it is recommended for the City to use a direct commission process. This allows the City to facilitate unique, site-specific pieces of art within the project. The City can set specific goals for projects, establish the artist recruitment/selection process best suited for projects, and organize the desired approach for community involvement which will ultimately guide the artist during the creative process. The City and the Public Arts Commission should develop the policies, procedures, and professional expertise necessary to manage these projects as they become available.

Sculpture Walk

According to the Public Survey Data, the participants strongly indicated the desire for public art to be included within City Parks, along walking trails, and City sidewalks. These requests all come together within design of Heritage Park, making it the prime location for a dedicated Sculpture Walk experience. The park is envisioned to become a centerpiece for Perry’s music festivals, cultural special events, and other “non-sports” related recreational activities. The following strategies are recommended to ensure the successful design and future development of the Sculpture Walk.

Curated Approaches

The City should consider a curated approach to the Sculpture Walk. The curated approach allows for developing a specific focus for each exhibition and recruiting/selecting artists with interests and practices that align with that focus. This

could allow the City to attract artists who may not normally consider submitting their works to a sculpture walk.

There are several variations for a curated focus to support Perry's public art vision, and build on community interests and assets while appealing to residents and visitors. As exhibits cycle out of display, each new round of sculpture can focus on different aspects of Perry. For example, one artist might focus on Perry's natural environment while another uses the City's history for inspiration, or any other element of what makes Perry unique.

Process

Curated Exhibits: The Public Arts Commission could select a curator to put together the exhibition. The curator would select the artists and artwork, subject to the approval of the PAC and the City.

Guest Juror: A high profile arts professional could help attract new artists and bring an additional, professional level of review for candidates.

Honorarium: Perry's honorarium for its sculpture walk will need to be competitive with other similar types of exhibits. It will be expected for fees to fluctuate as the exhibition modes change throughout the years and the City should be prepared to adjust accordingly.

Temporary Commissions

Temporary commissions are recommended for the sculpture walk but should also be considered within other key zones throughout the City. This approach will keep the arts "fresh" while also enticing citizens and visitors to look forward to "what is coming next" as time progresses.

This approach can also involve media strategies that are not always possible with permanent projects. Temporary public art can generate new ideas within the city and help Perry further establish itself as a creative and innovative place.

This approach could be a useful strategy for a variety of different future projects planned in the City. Examples would include Heritage, Jaycees, and Third Street Parks, planned annual special events, various annual parks programs, and high traffic areas within the downtown district.

As with the permanent commissions, the PAC and the City should develop the policies, procedures, and staff infrastructure needed to manage these projects. The strategies for commissioning temporary art projects would be the same as those for permanent artworks.

Donations

Donations can have the potential to assist in the building of the City’s public art collection. Perry should encourage donations through the guidance of the priorities established within the PAMP.

- Civic donors should be encouraged to provide funds to support new projects that are recommended in the PAMP
- When donors wish to acquire or give artwork to the City, the donation should be given with the intention of locating the artwork within one of the zones or project sites specified in the PAMP. The evaluation of appropriateness of the artwork and site location will be determined by the City and Public Arts Commission.
- When appropriate, the City should consider the exhibition of artwork through “long term loans” rather than purchase. This allows the owner or the City to remove the artwork after an agreed timeframe and process.



VII. Public Art Program Administration

Staffing

In order to execute the ambitious goals of the PAMP, Perry will require the services of public art professionals. Some services could be provided by consultants, part-time staff, and fulltime staff depending on the City's preferences. Examples of staff functions and needs would be:

- *Project Implementation.* This includes creating projects plans, writing RFQ's, managing artist recruitment, selection and contracting, managing concept approval and project development, monitoring fabrication, installation and removal, managing community engagement and developing public outreach materials.
- *Daily program activities.* This includes coordinating the Public Arts Commission meetings, business, and agendas, coordination with various City Departments, advising on donations and arts dedications, and monitoring the maintenance and conservation of artworks.
- *Incorporating public art recommendations into future planning and design projects.* This involves interacting with City staff and consultants who are working on long-range planning or capital project development.
- *Managing public marketing, communications and documentation.* This includes developing written and visual content that can be used to promote the project and inform the public. The content should include photography, blogging and other forms as appropriate to document the development of the project.
- *Fundraising.* This includes preparing applications for funding from various sources, identifying funding opportunities, and organizing fundraising events and activities.

Funding

Funding will need to be derived from a variety of sources. Opportunities may arise for some projects where others will not depending on unpredictable circumstances. The City will need to be creative in order to reach certain goals.

- The creation of "Major Donor" campaigns could assist in the financing of major projects, especially projects in locations that generate community excitement.
- Business sponsorships of public artworks/exhibits should be explored as opportunities to provide recognition for the donor and is applicable to several projects within this plan.
- The City should encourage financial donation support for projects outlined within the PAMP.
- The City should accept private donations of artwork conditional to the appropriateness of the locations identified in the PAMP.
- The City should seek grants when they are applicable to projects within the PAMP.

Possible Funding Sources

Capital Funds

It is common practice for cities to adopt policy to set aside a small percentage of funds from capital projects to be allocated to public arts. For example, Suwanee GA adopted a policy to set aside 1% of capital projects budgets to fund public arts. SPLOST funds can also be applicable to public art projects and the city should consider using future SPLOST requests to fund public art projects. Some cities have also used a “pay as you go” strategy with general revenue funds for public art projects, citing the flexibility of this source of funding being advantageous to their project development goals.

Donations

Cities with a diverse public arts program have also shown to have a strong donation program. Perry should consider an approach to private fundraising as an ongoing campaign into the future. The following are various types to be considered:

Major Donors

As Perry continues to grow and build upon its already thriving business community the City should consider establishing a major donor campaign with the guidance of a professional fundraising consultant.

Sponsors

In addition to a major donors campaign the City should also seek business sponsors directed toward commissioning projects.

Memberships

Perry is recommended to establish enticing paths of giving towards families and other key demographics. This could involve a membership-based approach that generates revenue from small contributions while providing experiential benefits aimed towards families. The monies from this are not expected to generate large revenues but could cultivate major donors in the future.

Crowdfunding

“Crowdfunding” is an approach to funding a project by raising many small amounts of money from a large number of people via the internet. Cities have found that this practice reaches beyond the major donations while also getting people used to the idea of giving to public arts projects.

Grants

Perry should seek grants to support public arts initiatives where available, keeping in mind that the pool of potential grants is becoming limited. In April 2017 it was released that the President’s FY2018 budget proposed the elimination of the

National Endowment for the Arts which is considered a major granting entity. It has also been stated that the focus of grant-makers is constantly in flux, therefore, the City should check in on these funders frequently while also monitoring for other avenues.

Fundraising Tools and Tactics

Fundraising Consultant

Perry should consider hiring a fundraising consultant to create the foundation of its fundraising strategies, in particular major donor campaign, fundraising events, and “friends” organization. The consultant can assist with the campaign, identify appropriate giving levels, recognizing potential donors, and crafting the strategies for approaching them. The consultant can also assess the viability of creating an ongoing organization to support fundraising for public art including a broader range of cultural activities.

Major Donor Campaign

The major donor campaign should focus on businesses and individuals in Perry and its immediate surroundings. When considering that organizations are more likely to contribute to specific projects than to a general campaign, the campaign should focus on creating support for specific projects or larger civic initiatives. Specific projects could include the sculpture walk at Heritage Park. Civic initiatives could include Perry projects connecting to public art with special events, festivals, and special interest programs. Whatever the opportunity there should be a near-term result for the donor’s support.

“Friends of Public Art”

Some cities have experienced success with the creation of a “friends” group to facilitate ongoing fundraising activities. The responsibilities of an ongoing committee would be to help plan and organize fundraising events as well as to identify and assist the City in reaching out to potential donors and sponsors.

Fundraising Event

The City may want to consider the creation of an annual public arts fundraising event to support the public arts program. Events like this can generate revenues from a variety of sources such as, ticket sales, in-kind donations, and silent auctions. The goal for the first year should be realistic, with the strategy of progressive growth each year. The roles for the committee and support staff organizing the event should be clearly defined.

Branding

The City should develop a logo as an extension of the City’s new brand strategy for the public arts program that will be used in print materials, websites, project signage, and digital communications.

Website

Cities with successful public arts programs have shown their use of website strategies vary. However, they are all consistent with creating a strong presence with their internet footprints. Most connect with the City website but also establish separate websites for fundraising, friends organization, or other program components. Perry should be progressive with its website strategies in relation to new public art projects and activities.

Online Donation Tools and Campaigns

Tools such as *power2give* are generally housed within a local arts agency and utilized by its members. These tools provide a way to promote a fundraising campaign and provide an easy way for people to give.

Government vs. Nonprofit Status

The legal status of the entity that manages the public art fund will impact the City's ability to raise funds through grants and contributions. The tax-deductible status of the organization that manages the fund can be an important consideration for those who are donating. Private donations to a public art fund can be tax-deductible. The City should state its tax deductible status in any communications related to fundraising. In addition, donor acknowledgement letters should confirm the amount of tax-deductible contribution.

A common concern of private donors who are asked to contribute to government entities is that the contribution will go into a general fund and not be used for the specific project, program, or purpose being supported. For this reason, the City should create a funding mechanism to accept monies given to the "City of Perry Public Art Fund" to give donors assurance that their funds will put into a specific account.

Community Engagement

The City should encourage artists to include the community in creating projects whenever appropriate. It is important that the community is left feeling they have contributed to the completion of a project they are connected to. This act within itself can be part of stories people share about Perry. Community engagement can be facilitated by the Public Arts Commission or other project affiliated organizations.

Maintenance and Conservation

Public art displays should be cared for by the processes and protocols established by the City and should follow standard art protocols in regard to maintenance and conservation. The City should also establish internal processes which would include the Leisure Services and Public Works Departments to include:

- Public arts sites should be evaluated for considerations related to installation, maintenance, and conservation. This includes environmental factors (sun, flooding, slopes, etc.). adjacent public activities, underground structures, and

nearby infrastructure. These considerations should all be factored into plans for projects.

- Artworks being commissioned by the City should be reviewed in the initial phases in regards to materials and fabrication processes required in order to anticipate maintenance and conservation concerns. Loaned and donated artwork should be reviewed with the same considerations to maintenance and conservation. For major artworks the City should retain the services of a conservator to evaluate the artworks prior to acceptance.
- Artists who are creating new commissions or loaning art works to the City for display should provide a statement of materials used in the artwork, the sources of the materials and instructions for cleaning the artwork.

Marketing and Outreach

The City should focus on the following groups and goals when developing its marketing, education, and communication strategies.

- Elected, appointed, and staff leadership should have timely access regarding the status of projects including periodic overviews and accomplishments. The objective is to keep leadership focused on the goals and strategies outlined within the PAMP.
- The general public should have information regarding ways to engage with public art in Perry. This includes an opportunity to share their stories and experiences on social media. The goal is to give the public opportunities to engage and have dialogue about public art.
- Developers should have information that EXCITES them about participating in the public art program. The information should include clear guidance for Perry's goals and objectives. The focus should be to encourage developers to voluntarily incorporate public art into their projects.
- Artists should have information about upcoming projects and the existing collection. The goal should be for artists to know that Perry is a great place to do a project and to be on the lookout for future opportunities right for them and their talents.
- Visitors should have information about the City's art collection and how to experience it. The objective is for visitors to know that Perry's public art experience is a major reason for them to include a visit within their travel plans.

Tools for Marketing, Education, and Communications

Annual Report

The City should produce an annual report regarding public art projects outlining project accomplishments. The recommended format would be a digital slide show that

could be distributed through Perry's e-resources and utilized by staff for various public presentations.

Road Show

The city should produce a standard presentation packet that staff can use when called to make presentations for their various civic groups and organizations. The presentations should be tailored to various audiences, developers, and general public.

Map/Booklet/Brochure

The City is recommended to produce these items in traditional format but also ensuring that the materials are viewable through electronic mobile devices.

E-Resources

Website – The City's public art website should be the hub for all materials available. This includes reports, plans, background to the collections and links to project webpages.

Social Media – The City should have a strong presence in social media and use it as a primary mechanism to promote public art project activities.

Video – Are useful tools when launching projects. Videos should be accessible from the City's websites and social media.

Press/Media

Press Announcements – The City should send out media releases announcing new projects, community engagement events, and project dedications.

Press Featured Stories – The City should cultivate across all regional media featuring stories that focus on the major themes in Perry's public arts programs.



VIII. Guidelines for the Public Art Program

Project Development Process

A carefully planned project development process will be key to determining Perry's successful execution of public arts projects. Careful planning process will allow the City to search for Artists possessing skill sets for a variety of different projects while creating productive working relationships with those individuals. The following processes should be used when seeking public art commissions.

Develop and approve a project plan - A project plan sets out the basic framework of any given project. Information within the plan should include its goals and location, the projects relation to PAMP, management approach, budget/funding sources, timeline, marketing plan, list of stake holders, and collaboration protocols with partners. The plans should be developed by the project coordinator, PAC, City staff, and other stakeholders. These plans are subject to the approval of the PAC before being official.

Establish a selection panel – The composition of the Panel depends on the needs of the project. In most situations the PAC will serve as the selection panel but can choose from a separate selection panel based on the project plan and scope whenever necessary.

Recruit and select an artist – The project coordinator should issue a call to artists, curators and/or cultural organizations according to the process outlined in the project plan. The project coordinator should facilitate the selection process, the selection panel should facilitate the selection process, and the PAC should approve the artist concept selection. If the project is managed through a curator or non-profit cultural organization, then that entity would be responsible for artist selection subject to approval by the PAC.

Artist Contract – The contract should include the scope of work, fees, schedule, and relevant terms and conditions. The scope of work will vary depending on the project. It should generally include final design and engineering with fabrication and installation processes of the project. Contracts are approved according to the contract authority for the City Council and City Manager in accordance with City policy.

Concept Design – If the artist is selected through an interview process, the first step under contract should be to develop a concept design. The concept design is presented to the selection committee for review and recommendation to the PAC for its approval.

Final Design – Once the concept designed is approved, the artist will develop final design and construction drawings, which must be approved by the PAC, appropriate City Departments, and City Council before proceeding with fabrication. Any significant modifications will also require same approval throughout the projects development.

Fabrication – Once final design has been approved by the PAC and City, the artist may proceed with fabrication of artwork. The project coordinator may

request a studio visit, photographs, and written updates from the artist throughout the process.

Installation – In most cases the artist should be responsible for delivery and installation of the art work. The project coordinator should coordinate installation with the artist, the appropriate City departments, and necessary contractors.

Communications, submittal of project documentation and project closeout – The overall communications strategy should be planned and implemented by the project coordinator. The artist should be required to submit all required paperwork, including all drawings and conservation/maintenance worksheets prior to the project closeout and final payment.

Artist Solicitation Process

The artist selection process can range from an “open call” to a focused “invitation call” (direct selection). Selections are based on either the artist’s project proposal or their previous body of work. The City should factor in as much flexibility as possible into the artist selection process and is advised to work with knowledgeable professionals to recruit artists with the right skill sets for each project. The artist selection process should be uniquely designed to meet the conditions of the project. The methods of selecting artists for projects should be determined in the approved public art project plan. Some of the basic selection practices are described below.

Open Competition – Is a call to artists for a specific project in which the artists are asked to respond through a Request for Qualification (RFQ) or Request for Proposals (RFP) process. Any artist may respond within the limitations established in the project plan. Calls for artists in open competitions need to be adequately detailed in order for artists to determine if their skill set and body of work is sufficient for the project.

Limited or Invitational Competition – Is a call to a small number of artists who are invited to participate in response to a specific RFQ or RFP. Artists would be invited based on their past work and abilities to meet the conditions required for the project. In order to organize a limited competition the City would need to draw on someone with expertise (consultant / curator) in public art field to identify artists for consideration.

Direct Selection – At certain times the PAC or project coordinator may recommend the direct selection of a specific artist for a particular project. This would generally occur when an Open or Limited Competitions are impractical. Such as in the case of short-term, temporary installations in which the artist is selected based on their past history.

Artist Selection Process

Request for Qualifications - RFQ / Qualifications-Based Process – Generally artists will be asked to submit samples of work, a resume with letter of interest, and their portfolio. These will be evaluated in regards to the artist’s creative output, technical abilities, credentials, and grasp of the project being considered.

Finalists should be invited to interview with a selection panel which recommends one of the following outcomes to the PAC: Approval of an individual artist based on their qualifications and interviews, or declining all artists and going back for review and new solicitation.

Request for Proposals - RFP / Proposal-Based Process – Generally should only be used in a limited competition or 2nd phase of an open competition. It is not advisable to use the RFP process with the first phase of an open competition. The project coordinator along with the PAC should develop the RFP that provides background on the project, outlines the expectations for the artists' responses, and establishes an honorarium for the artist's time and expenses. The RFP would then be provided to the short list of artists under consideration. The artists would then be invited to interview with the selection panel which would then make a recommendation to the PAC for the selection of an artist or declining of all applicants.

Curator Selection Process

When the City is interested in commissioning a public art project, it may consider issuing an RFQ or RFP to non-profit organizations or retain curators as an alternative to issuing a RFQ or RFP directly to artists. Retaining a non-profit or curator enables the City to expand its project management capacity while drawing on a specialized expertise that the City does not have in house. The calls to non-profits and curators should be competitive and structured in the same way as the artist selection process including final review by the PAC. The following criteria should be considered when selecting a curator or non-profit:

- Shows interest and capability working with artists to create public artworks.
- Demonstrates general ability to identify, select, and manage artists to produce public art of superior quality.
- Understands the major aspects of the project and the City's goals for it.
- Demonstrates interest and capability in identifying, selecting and managing artists whose work (media, concepts, community engagement approaches, and fabrication) are appropriate to the project goals and site.
- Has experience completing works of similar scope, scale, budget, and complexity, or can articulate how they are able to bring the required technical skills to the project.
- Is available to complete the project in a professional timely manner.
- Demonstrates successful business and project management experience.

Donations Policy

Perry is recommended to adopt a policy for donations. This policy would cover all donations and gifts to the City including but not limited to public art. The policy would also include any special provisions for "dedications" or artworks that honor or memorialize an individual or event.

Priorities for Donations

Donations of public art are should be welcomed as a useful way of building the City's public art collection and serving the social needs of the community. However the City must act with the broad public interest in mind when considering donations. This includes fiscal impact of the donation, public's general use and enjoyment, and the overall aesthetics of the City.

The City's preference should be for donated funds that can be applied to the commissioning of artworks recommended in the PAMP. The PAMP shall be a key guide for the acceptance of donations of public art. The donations of artworks should remain consistent with the recommendations within the PAMP about preferred donations, and goals for public art in those locations.

Submission Requirements

When the possibility of a donated piece of artwork, commemorative artwork or memorial is being considered, the donor will be asked to submit an application initiating a review process that includes:

- Consultation with the appropriate City agencies.
- PAC review and recommendation.
- Final approval of the proposed action by the City Manager and Mayor/Council as appropriate.

An application for the donation of an artwork, memorial or commemorative piece shall include:

- Written and graphic descriptions of the proposed art project, including information about materials, dimensions, etc. and the artist's statement about the work.
- Artists resume, credentials, and photos of past work.
- Site plan indicating the location of the art.
- Cost estimate of the artwork, if it is newly commissioned or an independent appraisal of an existing piece to be donated.
- An estimate of any site preparation, installation, and routine maintenance costs.
- Depending on design and fabrication of the piece certain necessary certifications will be required. Ex. Georgia registered Architect, Landscape Architect, Professional Engineer in regard to the stability and durability of the artwork, and any other City agencies involved with project.

In addition for commemorative artworks or memorials, the application shall include:

- An explanation of why the piece should be displayed on public property and how the display of such serves a purpose appropriate to the interests of the public.
- Evidence of community outreach and support for the project.
- Statement of how the project meets the criteria for commemorative artworks or memorials in accordance to the PAMP.

Evaluation Criteria for Donations of Public Art

All artwork proposed for donation to the City, including commemorative artworks and memorials, should be evaluated using the following criteria. The failure of a proposal to meet any of these criteria will be sufficient for denying the proposal, seeking revisions to the proposal, or recommending that the artwork be accepted as a time-limited loan rather than a permanent donation.

- The location should be consistent with the PAMP, City’s Strategic Plan, and any other plans that have been officially adopted by Perry.
- Placement should not cause any “oversaturation” of public art within any areas of the city. “Oversaturation” means a concentration of public art beyond that recommended in the PAMP or the location of pieces in proximity to each other so as to detract from the visual setting and enjoyment of other pieces and the overall landscape.
- The artwork should be appropriate in size and scale while taking advantage of any special features associated with the site. Such as landscape, light, and view shed.
- The siting of the artwork should not interfere with existing or proposed future site uses of the space.
- The artwork should be created from durable construction materials suitable for permanent location in an outdoor environment. It should be possible to clean, maintain, and repair with easily available materials and techniques.
- The artwork should be an exemplar of the artist’s body of work, and of work in the genre in general. It should be unique and not derived from other artists work.
- The artwork shall be of a genre or media that complements the other works on view within the City, and cannot result in a dominance of artwork in one genre or another.
- The artwork must be of a high level of quality reflecting the City’s desire for excellence in its visual appearance.
- Must be up to community standards and not advocate any particular political or specific religious point of views. Nor shall it promote disparaging, hateful, or be offensive in nature.

Criteria for Commemorative Artworks and Memorials

In addition to the criteria above the following should be considered when reviewing proposed donations for commemorative artworks and memorials. These criteria should be used by City staff, PAC, and City Council. The failure of a proposal to meet any of these criteria will be sufficient for denying the proposal or to seek revisions.

- Must have significance to general public and not just one individual or an interest group. The subject will be commemorated only if it's generally accepted that its long term impact has uniquely shaped Perry's history.
- Must concern subjects that have been directly associated with Perry. In the case of contributions of an individual or a particular group of people, the strongest consideration will be given to those who have had an impact on the overall history of Perry, the state, or the nation.
- Artwork/memorial recognizing individuals should not be considered until at least 5 years after their death. Proposed donations of artworks or memorials commemorating events should not be considered until at least 10 years after the occurrence of the event. Where an overwhelming and undisputed community consensus exists, proposals may be considered before these periods have passed.
- Donations recognizing organizations in general, specific topics (historic events, disasters, or health related themes) should not normally be considered. Unless it can be demonstrated that the circumstances are unique to Perry and the event or topic has significantly shaped Perry's history.
- Should not duplicate existing themes or subject matter of already existing memorials in Perry.
- Should not depict trademarked or commercially licensed products in any circumstance, this includes any acknowledgments, places, logos, or other commercial graphics.

Criteria for Dedications

A dedication is an artwork or other object that is given in memory of a person or an event, but unlike a commemorative artwork does not literally commemorate that person or event. An example would be the donation of an artwork for the sculpture walk in honor of a family member. Items proposed for dedication shall meet the following criteria.

- The recognized individual should have a direct connection to City (resident, employee of a City of Perry local business, etc.) and has been deceased for at least 5 years.

- Should not be for an event or individual already commemorated.
- The designs of any plaques that interpret the dedication must meet city standards and PAMP criteria.

Deaccessioning Policy

There may be times when the City should find it necessary to consider relocating or deaccessioning of any artwork from its collection, or move it to another location. This may occur for various reasons and the City should retain the right to relocate or deaccession any artwork in its collection regardless of the funding source or method of acquisition.

- Consultation with artist, as provided for in the Visual Artists Rights Act and the artist's contract.
- Consultation with appropriate City agencies.
- Reappraisal of artwork if necessary.
- Review and recommendation of proposed action by the PAC.
- Final approval and recommendation by the City Manager or City Council as appropriate.

Criteria for Deaccessioning Public Art

The City may relocate or deaccession a work of public art in the City's collection subject to any of the following findings:

- The City is unable to continue to preserve or care for the work properly, including but not limited to the following circumstances.
- The site is being eliminated.
- The site is being altered in such a way that it is no longer compatible for artwork.
- The security for the artwork can no longer be guaranteed at the site.
- The artwork has become a danger to public safety.
- The maintenance of piece has become cost prohibitive.
- The artwork is found to be no longer keeping with the current goals of the PAMP.
- The disposition of the artwork, whether by exchange or through the use of proceeds from its sale, will permit the City to upgrade or refine its collection.
- The artwork has been found fraudulent in some way.
- The artist or donor has failed to comply with any terms of the City contract.
- The deaccessioning of the artwork would otherwise be in the best interest of the City.

IX. Roles and Responsibilities

City Council

The Perry City Council should provide overall oversight for the City's public art program.

- Appoint members to the Public Arts Commission.
- Review and approve the public art master plan, project plans, artist selections and artist concepts for City-sponsored projects.
- Review and approve acquisitions, loans, donations and deaccessions when referred by City Manager.
- Review and approve budgets for public art within overall budgets for City capital projects.

City Staff

City staff should provide coordination for the day-to-day operations of Perry's public art program. City staff should:

- Convene and guide the Public Arts Commission.
- Provide public art professional services described above or secure consulting assistance as necessary.
- Coordinate public art activities among City Manager's office, economic development, public works, planning and finance departments.
- Coordinate review of public art commissions, loans, donations and deaccessions.
- Serve as liaison between the public art program and members of the City Council, members of the civic, cultural and business communities; and the public at large.

Public Art Professional Services

The following professional services will be necessary to implement the public art program. These could be fulfilled by City staff, consultants, curators or others as determined by the City.

- Facilitate all aspects of project implementation, including permanent commissions, temporary commissions and Sculpture Walk.
- Act as liaison with developers.
- Incorporate public art recommendations into future planning and design projects.
- Manage public marketing, communications and documentation.

Public Arts Commission

Perry's Public Arts Commission is a body appointed by City Council that has the roles described below. Each year, the PAC will establish its own goals and work plan, including an annual report of the previous year's activities.

- Expand community awareness and appreciation of the value of public art.
- Advise the City Council and staff on public art-related issues.
- Assist in the development of art master plans, project plans, public art policies and other program elements.
- Serve in an advisory capacity to other organizations and businesses in pursuing public art projects.
- Hold pre-development meetings with applicants seeking a development permit from the City, to encourage and assist in the creation of public art projects.
- Prepare an annual report to the City Council on the commission's activities.
- Solicit temporary and/or permanent displays of art in City facilities.
- Assist with other public art activities, as appropriate.

In addition, the Commission and its members should:

- Review and recommend the Public Art Master Plan.
- Review and recommend project plans developed by the staff.
- Serve as selection panel, or on selection panels, for commissions and exhibitions.
- Review and recommend the approval of artist selections and artist concepts.
- Review and recommend the approval of gifts, loans and deaccessions.

Selection Panels

Selection panels may be established by the PAC to provide guidance in the development of public art projects. For smaller projects, the PAC may serve as the selection panel. The panel's responsibilities are to:

- Select one or more artists, cultural organizations or curators, based upon the process outlined in the public art project plan, and recommend to the PAC for approval.
- Review project concepts based upon the goals outlined in the public art project plan, and recommend to the PAC for approval.

Acknowledgements

City Council

James Faircloth, Mayor
William Jackson, Mayor Pro Tem
Phyllis Bynum-Grace
Willie King
Randall Walker
Robert Jones
Riley Hunt

Perry Public Arts Commission

Bill O'Neal, Chairman
Becky Wilson
Yetoria DeShazier
Peggy Jerles
Joy Peterson
Gail Albrecht
Kanetra Simmons

Several Georgia municipalities were researched and studied in preparation of creating Perry's public arts master plan. These agencies have exceptional plans and were considered the highest standards to benchmark for Perry's Public Arts Program. These public documents include:

*City of Perry – **Strategic Master Plan** – by the Carl Vinson Institute of Government*

*City of Suwanee – **Public Art Master Plan (Draft)** – by Todd W. Bressi
Urban Design*Place Planning*Public Art
Meridith C. McKinley - VIA Partnership*

*City of Duluth – **Duluth Defined: Art is Duluth. Duluth is Art. – A Strategic Public Art Master Plan for Enhancing Economic Growth and Community Character**
– by Amanda Golden, Josh Lapp and Kyle Ezell – Designing Local*

*Athens-Clarke County – **Athens Public Art Master Plan (Draft)** - by Todd W. Bressi –
Urban Design*Place Planning*Public Art*



Appendix A

Public Art Survey Results

On February 14, 2017 the Public Arts Survey went live on the web. In addition, hard copy surveys were mailed to all city residents on February 17, 2017. Over a months' time, 395 surveys were received. The following information is an analysis of the recorded data.

1. Have you gone to see public art in Perry or another city?

Of those surveyed **290 (74%)** replied having an art experience in Perry or another City. **104 (26%)** responded no.

2. Which of these benefits of Public Art would be helpful for Perry?

Increased livability and attractiveness of the City – **247 - 63%**
Increase visitors, shoppers, and investors – **242 – 62%**
Increase public involvement in the arts – **222 – 57%**
Increase local revenue through tourism – **212 – 54%**

Of the Perry citizens surveyed they expressed livability and attractiveness as the highest benefit to public art. The 4 benefits categorized above equal a strong percentage of those surveyed see public art as a beneficial means to increase the beauty, experience, and vitality of Perry.

3. What types of public art would you favor?

Fountains - **234 – 60%**
Themed Gardens – **230 - 59%**
Free standing sculpture – **227 – 58%**
Street Furniture “benches, wastes receptacles, lights, etc.” – **222 – 57%**

The desired types of public arts all score extremely close with those surveyed. It also illustrates that Perry Citizens like what they see, they just want more of it. Fountains and Street Furniture have already been integrated into different areas of town, with more areas planned. Perry has some free standing sculpture in place and the data supports that the public wants to see more. Themed gardens received high marks and could be a distinct way to establish a theme for Perry. Our reputation for being green and full of natural beauty is already part of the culture, our weather supports themed gardens with artistic flair which could be a possible endeavor to plan for the future.

4. How would you like to be involved with public art?

Attend a public art performance: theater, dance, concert - **245 – 63%**
Attend a public art walk or unveiling - **175 – 45%**
Observe a one day outdoor event in which others create art – **173 - 44%**

Our respondents' highest rated involvement activity was attending public art performances. This was the only activity of the 13 options listed to receive a percentile in the 60's. The other activities receiving decent scores were attending a public art walk or unveiling and observing an

outdoor event that creates public art. These findings indicate that the majority of Perry art enthusiasts participating in the survey would rather attend an activity or visit art works at their leisure. The data does not indicate support of any types of creation, fundraising, or “hands on activities.”

5. Would you like to see public art in the following places?

- The Downtown District – **309 – 79%**
- In City Parks – **258 – 66%**
- Along City Walking Trails - **220 – 56%**
- Along City Sidewalks – **208 – 53%**

The overwhelming majority of those surveyed indicated the downtown district as their top choice for the inclusion of public art, at **309-79%** It was the highest received score of the entire survey. Not far behind were Perry’s City Parks. Trails and Sidewalks received positive scores in the 50 percentile range. In addition, this data indicates that Perry loves its downtown district and it complements the work that has already been done. Comments made by those who participated in the survey indicate they are ready for more public art to be included within their favorite area.

6. Do you consider public arts projects relevant and support the City’s involvement?

- Yes – **349 – 89%**
- No – **30 – 8%**

Among those surveyed, the vast majorities consider public art projects relevant and support the City’s involvement. Of the **30 – 8%** of **those** who responded “no” the greatest concern stated was opposition to any “increase in taxes” for public arts projects.

The Perry Public Arts Commission would like to thank all of those who participated in this survey. Your participation will help guide the creation of Perry’s Public Arts Master Plan.





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OFFICE OF THE CITY MANAGER

MEMORANDUM

TO: Mayor/Council
FROM: Lee Gilmour, City Manager
DATE: August 24, 2017
REFERENCE: Hotel/Motel Tax Review

Enclosed is your copy of the hotel/motel tax review analysis. Please review and be ready to discuss at your September 14, 2017 work session.



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E-mail Bryan.Whitford@TRPGroup.US
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J. Bryan Whitford
Alcohol & Lodging Tax

July 12, 2017

Brenda L. King
Director of Administration
City of Perry
1211 Washington Street
Perry, Georgia 31069

Re: Hotel-Motel Tax Review

Dear Ms. King:

In this report we present our analysis of the Hotel-Motel Tax returns and remittances made to the City for the Tax months of March 2014 through February 2017, as well as other relevant information; and proffer certain recommendations as to possible, enhanced administration and other action. Presented in Appendix A are schedules and graphics that reflect the rents and Tax returned. That presentation constitutes the basis of our analysis and recommendations. Schedule D forms the core of our analysis. We have endeavored to render such presentation in a manner to enable you to easily recognize what we have deduced; possibly even more, as you have other knowledge specific to the operation of the lodging providers and the City's past administration of the Tax.

Presented in Appendix B are our model ordinance, and return and registration forms to assist the City in enhancing its administration of the Tax. You are using earlier variants of these, but there has been one notable change in statute and some enhancements otherwise made.

Presented in Appendix C is information on our *Flash File* web-based system for Hotel-Motel Tax registration, return, remittance and reporting which we are offering to you to use for one year free of any charge from us. *Flash File* is an integral part of our full revenue management service respecting the Hotel-Motel Tax provided to cities in Georgia through the Georgia Municipal Association. This system would permit Perry's lodging providers to register return and remit the Tax via the Internet 24-7, and furnish the City with real-time reporting and an historical database to aid in administration,

analysis and projection. Remittances can be made by either ACH or credit card (with the payer charged the credit card's merchant fee so that the full Tax amount is credited to the bank account you specify); and the system automatically assesses late charges as appropriate. *Flash File* also serves as a resource to the lodging providers on proper collection of the Tax. Since we maintain the system, there is no software involved with this offer that the City will need to install and maintain. We keep *Flash File* updated with regards to law changes, and are continually working to enhance its use. But, already designed into the system is methodology intended to discourage delinquency, and a wealth of reporting on the market in general, the revenue stream, and the performance of individual lodging properties and their ownership and other background information pertinent to operation. The regular cost of use of the system is only one-third of that of the full revenue management service.

Auditing will entail additional expense to the City and, of equal importance, constitute inconvenience to the local hospitality industry, especially to those lodging providers who are appropriately collecting, returning and remitting the Tax. It should not be undertaken unless both cost-effective and necessary, or the City believes that individual instruction of certain providers may yield more timely and appropriate return and remittance of the Tax from them.

However, a periodic review, such as this, can be of benefit to determine if there exists any reason for an audit or if the administration of the Tax might be enhanced. We do that based upon our knowledge of the hospitality industry and tax law. Consequential in this is the consideration of such variables as rent earnings and extent of non-taxable rent reflected by the returns, payment problems and anomalies, etc. Through analysis we believe that we can identify many of the principal problems that may exist; limiting expense, time and aggravation to all involved by not having to conduct unnecessary auditing. However, there may be factors that cannot be detected through analysis, especially where defalcation may be involved. For example, analysis alone could not detect if a lodging provider had been charging Tax rates in excess of that levied by the City, but returning to the City the Tax at only the appropriate rate. Furthermore, although we employ extraordinary measures to insure that the return and other data is captured and employed correctly, there still exists the possibility of human error in dealing with hundreds of entries. Nevertheless, if there is error here, we believe it to be so minimal as to have no affect upon our conclusions.

In reviewing the data findings summarized hereinafter, it is important to refer to the schedules and graphics presented at Appendix A. Being more familiar with the local operations of these providers, you may discern there reasons for concern that we have not.

Market Findings

The return data presented at Appendix A reveals essentially a market of opportunity with some seasonally destinational attributes. That market has flattened in recent years, and many of the lodging providers individually experienced minimal growth or a decline in earnings. But, in reviewing the returns of the lodging providers, there is little to

suggest any under-reporting. Probably, the room inventory has simply reached the point that for most months the City is overbuilt, and only the newer branded properties are consistently enjoying earnings growth.

Administration of the Tax

The City's administration of the Tax continues to be superb, certainly one the best we have encountered in the state; and because of that an extraordinarily high compliance ethic appears to be maintained among the lodging providers. That was earlier confirmed by audits conducted, and is apparent from the City's ability to account for every remittance having been made in the past thirty-six months, and almost all were made timely.

The City is using variants of earlier editions of our model ordinance and return forms. There is nothing really wrong with those except that both need to be revised to correctly state the interest to be charged now stipulated by statute:

OCGA 48-2-40. Except as otherwise expressly provided by law, taxes owed the state or any local taxing jurisdiction shall bear interest at an annual rate equal to the bank prime loan rate as posted by the Board of Governors of the Federal Reserve System in statistical release H. 15 or any publication that may supersede it, plus 3 percent, to accrue monthly. Such annual interest rate shall be determined for each calendar year based on the first weekly posting of statistical release H. 15 on or after January 1 of each calendar year. Interest shall begin to accrue from the date the tax is due until the date the tax is paid. For the purposes of this Code section, any period of less than one month shall be considered to be one month. This Code section shall also apply to alcoholic beverage taxes

Nevertheless, we have included at Appendix B the latest edition of our model Hotel-Motel Tax ordinance. It offers enhancements from the edition that you are now using as well as makes the needed correction for the interest. As you know, our models have been adopted in whole or part by many local governments throughout the state during the past three decades, and in no instance have they been successfully challenged. However, models are but *models*, and you may well find provisions contained therein that are not wanted for Perry. And, we have included a new return form that contains the 2017 interest multipliers for remitters to self-assess.

To promote improved knowledge among the providers and the capabilities of the City, we have presented at Appendix B various other informational materials and forms which the City can disseminate and/or utilize. Such will assist in guiding the providers as to the exceptions to the Tax; while appropriately registering the providers will insure that the City will have details on who has its money; etc.

These materials are being furnished to you as consulting services related to revenue enhancement, and not as legal advice. Before making any changes to your Hotel-Motel Tax ordinance, or in consequential administrative practice, you should consult with the City Attorney. And, when you should revise your ordinance, be advised that the GA DCA expects you to provide that agency with a copy. You should also be sure to do that with any future change in the rate, as certain resellers will not collect a new rate until that information is made available from the GA DCA.

We revise the model ordinance and return, Tax Guide, interest rate table and our other materials whenever there are applicable changes in law or circumstances are encountered that warrant elaboration. The City should inquire of us annually to ascertain if any revision has been made. We will always be happy to provide such to you without charge.

Analysis and Prospective Audit Candidates

The returns produced engender no general concern about the appropriateness of the rent earnings reported or the Tax remitted. The reported rent earnings of all follow the same general trend, and the rent dichotomy of most is within expected tolerances.

That said, we did detect from the data certain anomalies that could bear further scrutiny. Although we know from past experience at Perry that certain of the distressed properties have devolved into principally non-transient facilities, that does not explain the consistent amounts of non-taxable rent being reported month after month by the Scottish Inn. For example, while it might be believable that the same non-transients resided at the property consistently for ten months, it is not likely that no additional stays achieved the term exclusion in that period or that, if they did, that always coincided exactly with an earlier terminating. The levels of non-taxable rent reported by the Econolodge and the Executive Inn are also concerning. And, with respect to the former, there are two months in 2014 (now close to the statute of limitations) that the reporting involves a level of personal-status exemptions that warrants explanation.

The Holiday Inn Express is another matter, although its levels of non-taxable rent too are beyond the tolerance for the type of property. From its reporting, it is not discernible whether that rent was earned through the term exclusion or the personal-status exemptions, as it is obvious that there was no care taken with dichotomizing the rent – that is, all non-taxable rent was reported as one class or another in each month, and that is not credible.

Lastly, as with our 2013 report, we remain skeptical of the levels of non-taxable rent reported by the RV parks. Our experience with such operations is that persons traveling in such vehicles are not likely to stay longer than thirty days in non-resort locales, at least not consistently throughout the year.

Being more familiar with the operations of the local providers, you may otherwise discern in the presentation of the data at Appendix A reasons for greater concern than we have at the moment that suggest immediate auditing, or have another reason.

Recommendations

Additional to the suggestions for affording further scrutiny presented above, we believe that revenue generation can now best be enhanced comprehensively and prospectively through ever-better administration and education, rather than individually and retrospectively through auditing. To that end, we recommend that the City consider:

- Adoption of the model ordinance and return form, or at least revise those existing to reflect the interest rate now mandated by statute; and use of other materials presented at Appendix B; and
- Accept our offer for free use of *Flash File* to enhance administration, reduce City labor and promote convenience.

Conclusion

Actually, this is only the end of the beginning of your report. We believe it more productive to first show you what we think that you should know, and give you what we think that you need, rather than merely furnish you with a narrative. Appendix A that follows is the *showing*, and Appendices B and C constitute the *giving*. Once you have had an opportunity to ponder such materials yourself, then comes the time for us to not only *tell*, but *listen*. We term that phase the *interactive review*, and are convinced that it can be beneficial to you.

Consequently, we stand ready to arrange a time to review this report with you in detail interactively via the Internet. You may invite others at Perry to join in this review from their offices or homes. Their participation will require only a broadband connection and any operating environment on the computer.

...

We appreciate this opportunity to again be of service to the City of Perry. Should you desire any immediate, further elaboration as to the explanations, recommendations and materials presented herein, please do not hesitate to contact the undersigned. But, we would very much like to review this report with you and others of your choosing interactively via the Internet.

Respectfully submitted,

J. Bryan Whitford

For The Resource Professionals Group

Appendices A - C

Contributors: Tom Manning
Brian Gordon



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OFFICE OF THE CITY MANAGER

MEMORANDUM

TO: Mayor/Council
FROM: Lee Gilmour, City Manager *lkg*
DATE: August 23, 2017
REFERENCE: Clean Air Coalition Project

Following up on our August 14, 2017 work session discussion, attached are:

- List of potential projects with air quality benefits.
- MGCAC Policy Memorandum

Of the potential projects listed,

- The City has completed three (3) energy audits and no firm has found any significant savings.
- Some of the City's fleet has been converted to natural gas and hybrid. No option is cost effective for the City operations.
- Approximately 80% of the city's street lights have been converted to LED by Georgia Power.
- The City has used cooking oil to operate mowing tractors when available.

If Council desires to proceed, Administration recommends electric vehicle chargers located downtown. Each unit costs approximately \$10,800 to construct and \$600/year to operate.

cc: Mr. R. Smith/attachments

POTENTIAL PROJECTS WITH AIR QUALITY BENEFITS

- Solar
 - Heating water for government buildings
 - Using solar at water plants to pump water
 - Community solar projects
 - Solar parking canopy
- Energy Audits
 - Develop energy audits and develop Energy Savings Performance Contracts
- Mobile
 - Convert administrative vehicles to hybrid, electric, or natural gas
 - Install Electric Vehicle charger
- Lighting
 - Converting all street lights to LED
 - Assess the feasibility of solar inside government office buildings
- Off Road
 - Retrofit diesel equipment with Diesel filters
 - Convert lawnmowers to natural propane or natural gas



TAKING ACTION TO IMPROVE AIR QUALITY IN MIDDLE GEORGIA

POLICY MEMORANDUM

From: Daylon Martin, Chairman *DM*
Subject: Partnership for Clean Air Projects

I. PURPOSE

This policy memorandum is to incentivize clean air projects throughout the Middle Georgia region. This policy also outlines the manner in which the MGCAC will partner in a project.

The Middle Georgia Clean Air Coalition was established in 2003 and its purpose is to provide leadership to promote clean air in the region and to develop strategies to reduce air pollution emissions below the National Ambient Air Quality Standards (NAAQS) of the Clean Air Act. The MGCAC is composed of 12 cities and seven counties of the Middle Georgia region.

II. POLICY

The MGCAC will provide technical and financial support for clean air projects up to 50 percent of the cost of the project or \$5000, whichever is less.

1. Example Projects

- Electric vehicle charging station
- Segway vehicle that replaces an internal combustion engine that will no longer operate in any jurisdiction.
- A renewable energy project such as solar, geothermal, or other types of projects that will reduce electricity demand and/or improve air quality.

III. PROJECT APPROVAL AND REIMBURSEMENT

The sponsor of the project may be a private, educational, or governmental entity. The sponsor will brief the full MGCAC which meets the second Thursday of every month. The project must have at least 51 percent approval of the voting members present of the MGCAC by a roll call vote. Voting members must be in good standing. If there is no quorum (30 percent of members), the project will be placed on the next month's meeting.

Sponsors are encouraged to brief the MGCAC at the conceptual stage of a project.

Once approved, the sponsor may bill the MGCAC at 50 percent completion and 100 percent completion. The bill shall be addressed to the Chairman of the MGCAC, 175 Emery Hwy, Suite C, Macon, GA 31217.



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OFFICE OF THE CITY MANAGER

MEMORANDUM

TO: Mayor/Council
FROM: Lee Gilmour, ^{LG} City Manager
DATE: September 14, 2017
REFERENCE: Amending ESG Operations, Inc. Agreement

Attached is a copy of Mr. Bode's August 25, 2017 letter outlining the need for additional staffing. To give you a sense of the system growth, meter requests are outlined in Chart A.

Chart A
City of Perry
Water Meter Requests

A. Fiscal Year Comparison
FY 2016 487 requests
FY 2017 542 requests

Growth Rate 11.29%

B. July-August
FY 2016 56
FY 2017 169
FY 2018 69

The Administration recommends Council approve the addition of two more staff to be used for water meter installation/repair. These positions would not be used for natural gas or other ESG Operations, Inc. functions. There will be no need to increase the rates for this service.



August 25, 2017

Mr. Gilmour
City Manager
Perry, GA 31069

RE: Additional Employees Needed for Line Maintenance Crew

Dear Mr. Gilmour:

As you know the City of Perry has been growing at a rapid rate over the past few years. At this time the City has issued more building permits than Warner Robins and Houston County combined. This creates a large workload on the C&D department with tasks such as installing water meters, locating sewer taps and miscellaneous repairs due to contractor error, moving utilities in conflict, in addition to their normal daily work tasks.

Due to the large amount of growth and City Projects, we are struggling to keep up with water leaks and other day to day tasks. In previous years, our normal response time to repair a water leak was five to seven business days. At this time our response time is running around two to three weeks. This causes numerous problems such as customer complaint calls, loss of water and in some cases damage to the roadway.

We recommend that the City consider adding two additional employees in the C&D department. This would give us enough staff to create one (1) additional crew to handle the current workload. We currently have a total of nine (9) employees (including supervisor) who responds to all calls within one hour to determine priority of leak and make contact with the customer if available. See attached organizational chart.

During the contract year 2012-2013, we experienced a 250% increase in line maintenance work orders, as indicated on attached graph, Line Maintenance Work Orders from 2008 to current.

At this time, we are on track to exceed 400% increase in total work orders per year, in the line maintenance department. Our average annual work order count for the line maintenance department from 2008 to current is 4,675 work order per year.

Prior to ESG assuming responsibility for this department, the average annual work order count was 600-700 work orders per year. Last year our annual total work order count was 7,681 work orders per year. To date, we have the same number of staff the City had, as we have not added any additional staff to this department since we took responsibility in 2008.

In the past twelve months, July 1, 2016 to June 30, 2017, we have performed a total of 20,878 work orders. Of these total work orders, 9,264 were completed in line maintenance. We are really glad to see the economy picking back up, however this increased work load has affected our work order turnaround time.

In 2012, when the peak in work load started occurring, we were glad to see the economy coming back as it did in 2006. However, we felt the work would peak and settle out, and this has not been the case. Customer Service, City Hall, and Public Works, and Public Officials are receiving complaint calls due to our slower response time, and this has been very rare since we assumed operations of line maintenance department in 2008.

At this time we would appreciate the City's consideration of adding two (2) additional fulltime employees to the line maintenance department to manage existing work load for residential, commercial, and industrial growth. Please see attached graphs of Residential, and Commercial & Industrial permits issued from 2010 to current.

The associated costs for adding two (2) additional fulltime employees would be \$121,200.00, which is equivalent of \$10,100.00 per month. This cost would cover labor, benefits, training, uniforms, state licensing, cell phone for on-call, and tablets for closing work orders in the field to improve customer response time. These employees would be required to have CDL's and heavy equipment experience.

It would be our plan, if the economy does slow back down as in 2008, we would not refill these positions through attrition, and reduce the City's contract amount to reflect not refilling those positions if not needed. Our goal is not to increase staff, our goal is to meet customer service needs in a reliable satisfactory manner.

As indicated in your memo (attached dated July 18, 2016), you can actually see water and sewer calls have decreased, indicating repairs are holding and maintaining, and we are not going back to the same place over and over again.

Our increase in workload is directly due to growth. Due to this growth we have taken on some large jobs that has also put us behind in our workload. New water meter installs have increased from 167 per year to over 500 meters per year. This is an increase of almost 300%, in new water meters alone. Please see attached graph.

At this time, we still have many large jobs to complete

- Striplings is coming- will need gas
- Hawks nest gas main relocation
- Legacy park expansion
- Perry preserve coming on line
- The Farm subdivision expansion
- Heritage park upgrades
- Talton place subdivision 500 possible lots
- Remington Chase expansion
- Somerset subdivision expansion
- Dunkin Donuts
- Lemley's Pump Station Upgrade
- Upgrading eight additional Pump Stations due to capacity
- Upgrade one additional pump station due to age and repair issues
- Water Plant #3 engineering and construction assistance
- Wastewater Plant upgrade of Aeration Basin

Several of these big jobs require water, sewer and gas and these employees will be used to assist gas with completion of these jobs as well. Any consideration by the City would be greatly appreciated. We have used help from other ESG projects, approved overtime, and we cannot catch up with the work load at this time.

Should you have any questions or need additional information, please contact me at 478-952-3422

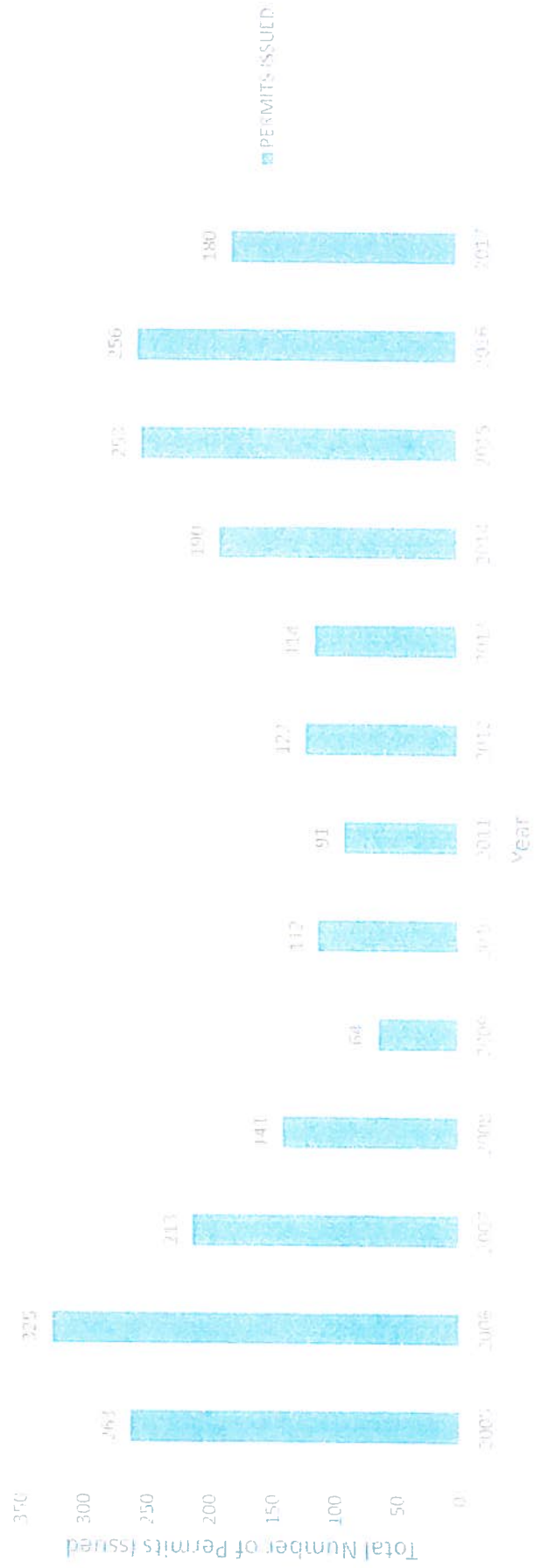
Sincerely,



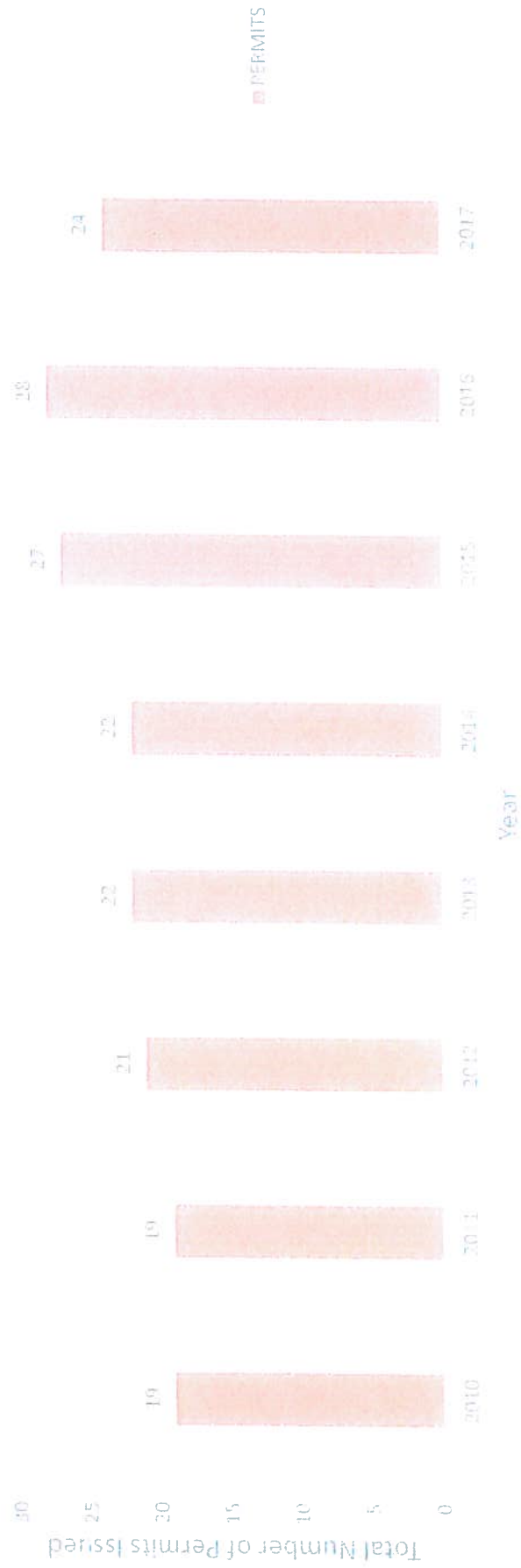
Ryan Bode
Project Manager

Attached: Line Maintenance Work Oder Graph
 Single Family Residential Permits Issued & Graph
 Commercial & Industrial Permits Graph
 New Water Meter Installed Graph
 Water/Sewer Line Repair Data
 Organizational Chart

CITY OF PERRY
SINGLE FAMILY DWELLING PERMITS ISSUED



CITY OF PERRY COMMERCIAL AND INDUSTRIAL PERMITS ISSUED



City of Perry New Water Meter Installs





Where Georgia comes together.

Department of Economic Development

TO: Mayor and Council

CC: Lee Gilmour, Robert Smith

FROM: Ellen Palmer

DATE: September 5, 2017

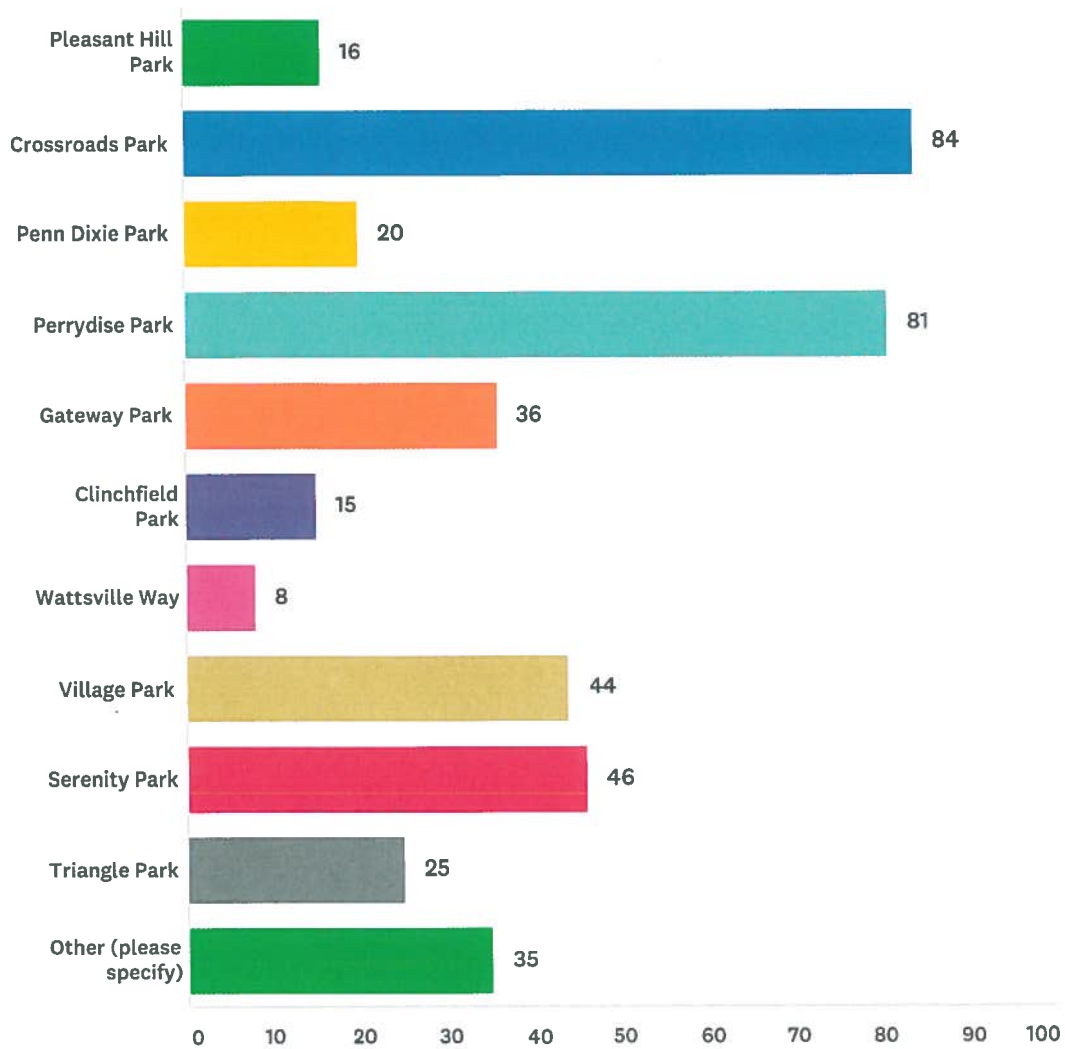
RE: Parks Survey

In response to Mayor and Council's request to ask the public for their input on naming the two new welcome parks in the downtown area of Perry, I created a 30 day online survey. The survey for the Third Street Park Site and Jaycees Park Site is complete. There were about 250 total responses. The respondents chose Crossroads Park for the Third Street Park Site with 84 votes, with Perrydise Park in close second with 81 votes. The respondents chose Memorial Park for the Jaycees Park Site with 92 votes.

I have attached a summary report for your review. Please let me know if you have any questions.

Q1 Name the Third Street Park Site. Choose your top three.

Answered: 233 Skipped: 14



ANSWER CHOICES	RESPONSES	
Pleasant Hill Park	6.87%	16
Crossroads Park	36.05%	84
Penn Dixie Park	8.58%	20
Perrydise Park	34.76%	81
Gateway Park	15.45%	36
Clinchfield Park	6.44%	15
Wattsville Way	3.43%	8
Village Park	18.88%	44
Serenity Park	19.74%	46
Triangle Park	10.73%	25

Other (please specify)

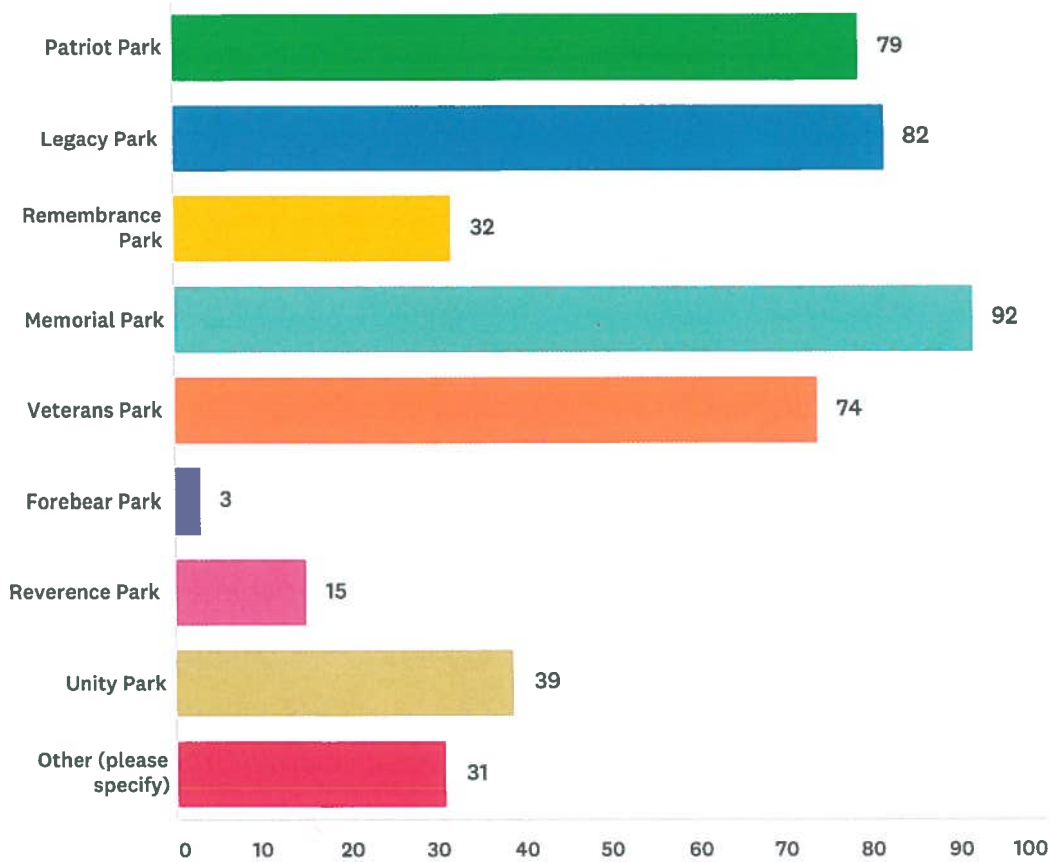
15.02%

35

Total Respondents: 233

Q2 Name the Jaycees Site Park. Choose your top three.

Answered: 242 Skipped: 5



ANSWER CHOICES	RESPONSES	
Patriot Park	32.64%	79
Legacy Park	33.88%	82
Remembrance Park	13.22%	32
Memorial Park	38.02%	92
Veterans Park	30.58%	74
Forebear Park	1.24%	3
Reverence Park	6.20%	15
Unity Park	16.12%	39
Other (please specify)	12.81%	31
Total Respondents: 242		