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June 1, 2020

WORK SESSION AGENDA

5:00 PM

PERRY ARTS CENTER

1121 MACON ROAD, PERRY, GA 31069

*** Pursuant to O.C.G.A. § 50-14-1(g), this meeting is available to the public via teleconference and Facebook live streaming.**

To join the meeting by phone: Dial 425-436-6367 Access Code: 850369#
If you choose this option, you will need to mute your phone until public comment.

To join the meeting by Facebook: Use this URL - facebook.com/cityofperryga
This will allow you to view and hear the meeting and be able to participate in the public comments. Your questions will be read to the Mayor and Council by the Host.

1. Call to Order: Mayor Randall Walker, Presiding Officer.
2. Roll:
3. Items of Review/Discussion: Mayor Randall Walker
 - 3a. FY 2021 Operating Budget
 1. Perry Main Street Advisory Board – Ms. T. Cossart.
 2. Perry Downtown Development Authority – Mr. D. Palmer.
 3. Perry Area Convention and Visitors Bureau Authority – Ms. A. Hamsley.
 4. Perry Area Chamber of Commerce – Ms. E. Palmer.
 5. Perry Public Arts Commission – Mr. B. O’Neal.
 6. Middle Georgia Clean Air Coalition
 7. 21st Century Partnership – Ms. C. Miner.
 8. Perry – Houston County Airport Authority – Mr. J. Marquardt.
 - 3b. Office of the City Manager
 1. Opportunity Zone Revision – Ms. A. Hardin.
 2. Claim settlement – Mr. R. Smith.

3c. Department of Community Development

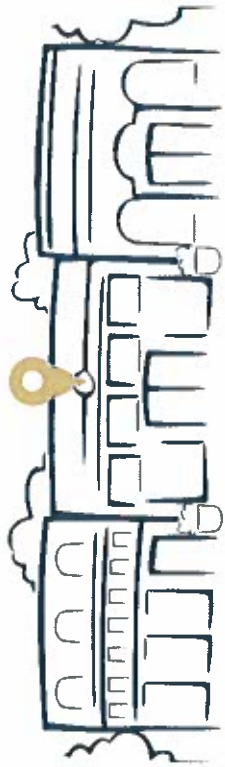
1. Speed bump petition – Mr. B. Wood.

4. Council Member Items:

5. Department Head/Staff Items:

6. Adjourn.

In accordance with the Americans with Disabilities Act, accommodations are available for those who are hearing impaired and/or in need of a wheelchair. The Perry City Council Agenda and supporting material for each item is available on-line through the City's website at www.perry-ga.gov.



HISTORIC DOWNTOWN

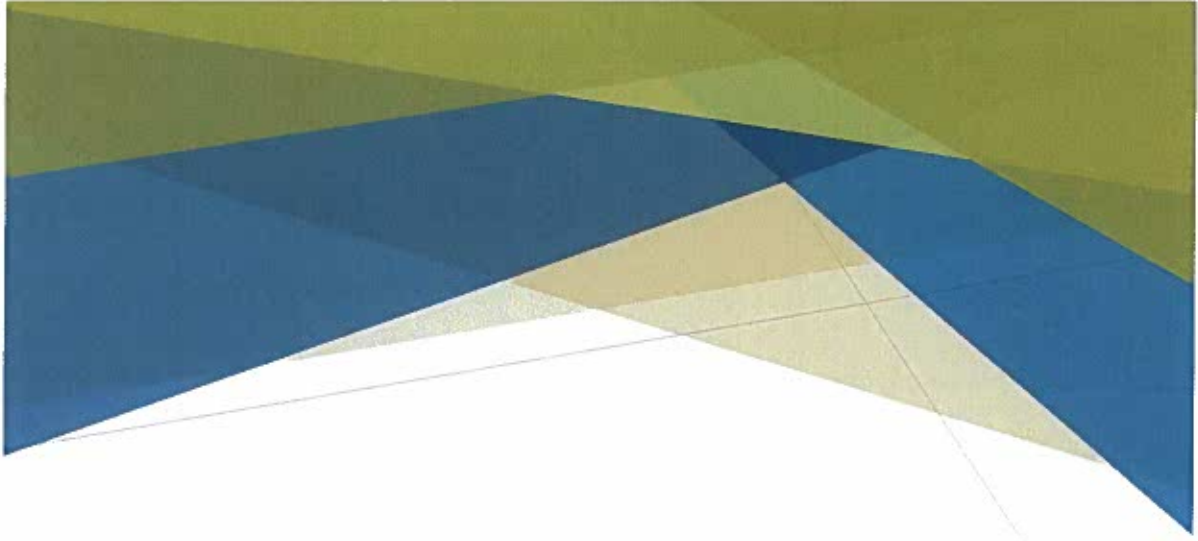
Perry

•CHOOSE LOCAL•

Classic Main Street Program Budget Hearing

Presented by:

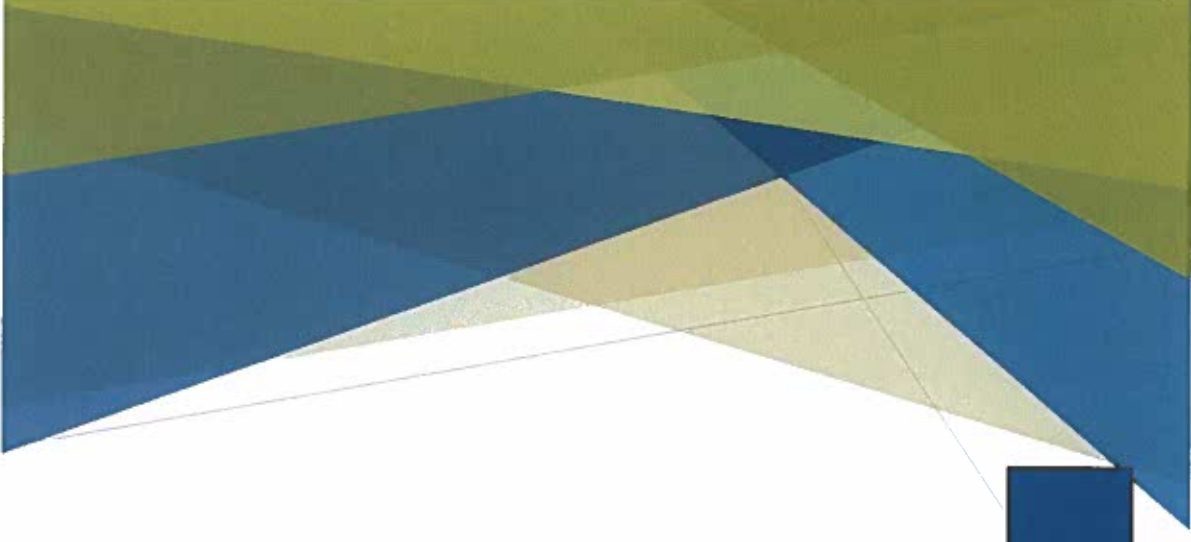
Trish Cossart, Advisory Board Chair



About the Perry Main Street Program



The mission of Perry Main Street Advisory Board is to promote a thriving downtown business district while preserving Perry's historic resources and character.



Community Impact Summary

For Calendar Year 2019

- ▶ Around 44,000 visitors were in attendance for promotional events in calendar year 2019
- 16 Downtown Events were hosted in 2019
- ▶ \$2,217,013 was captured for both Public and Private Investment within the Downtown District in Calendar year 2019
- ▶ 32 Net Jobs were added within the Downtown District in 2019
- For comparison, only 7 Net Jobs were recorded in 2017



Recent Accomplishments

MAIN STREET DOLLARS AT WORK

- ▶ Provided Facade Grants to 7 businesses in the FY20 Fiscal Year, which contributed to over \$130,000 in Private Investment within the Downtown District
- ▶ Partnered with various Community Organizations and businesses to increase awareness and support for quality of life efforts such as: Perry Area Chamber of Commerce, CVB, Historical Society & Museum, and the Samaritan's Closet
- Assisted with Leadership Georgia's Visit, Perry's Got Heart, National Historic Preservation Month Initiatives, 2 Fall Historic Tram Tours, Holiday 2 Historic Tram Tours, Downtown Event Promotions, Received a \$5,000 Donation for future Beautification and Small Business Support from Samaritan's Closet
- ▶ Named Georgia Main Street of the Month in February 2020
- ▶ Distributed 19 Small Business Resiliency Grants in effort to combat COVID-19's impact on our Downtown Businesses
- ▶ Increased promotion of our Downtown business district through new events and media platforms
- Sidewalk Sales, New Small Business Saturday Layout, Partnership with WALB News Station, which strategically targeted the lower 44 counties to help drive Tourism and Economic Impact

FY 2021 Goals

- ▶ Continue to support existing businesses through grant programs, new promotion and marketing initiatives, and special events
- ▶ Support all efforts to recruit new businesses that enhance the vibrancy and quality of life in our Downtown Main Street District
- ▶ Continue to grow our Historic Preservation efforts while influencing growth and progression through our partnership with the Perry Area Historical Society and the state's Historic Preservation guidance and training
- ▶ Work alongside our DDA and other Community Partners to develop and revitalize our program's strategic and master plan to better serve our downtown district in alignment with Council's vision
- ▶ Focus on the following Transformation Strategies: Beautification, Diversification and Public Downtown Development Projects



DESIGN & DEVELOPMENT

TRAINING & EDUCATION
FACADE GRANT FUNDING
STREET & LANDSCAPE
PUBLIC ART

EVENTS & PROMOTIONS

ADVERTISING
DOWNTOWN EVENTS
COMMUNITY OUTREACH
HISTORIC PRESERVATION



PERRY CHAMBER

FY 2021 Budget

PERRY DOGWOOD FESTIVAL

- 2019 attendance: 12,000 over 2 days
- 2019 vendors: 150
- Marketing Plan:
 - Online Marketing
 - T.V.
 - Billboard
 - Radio
 - Print
 - 6,000 Brochures



FREEDOM FIREWORKS

- Celebration of Military
- 2019 attendance: 8,000
- Marketing Plan:
 - T.V.
 - Radio
 - Print
 - Billboard
 - Online Marketing



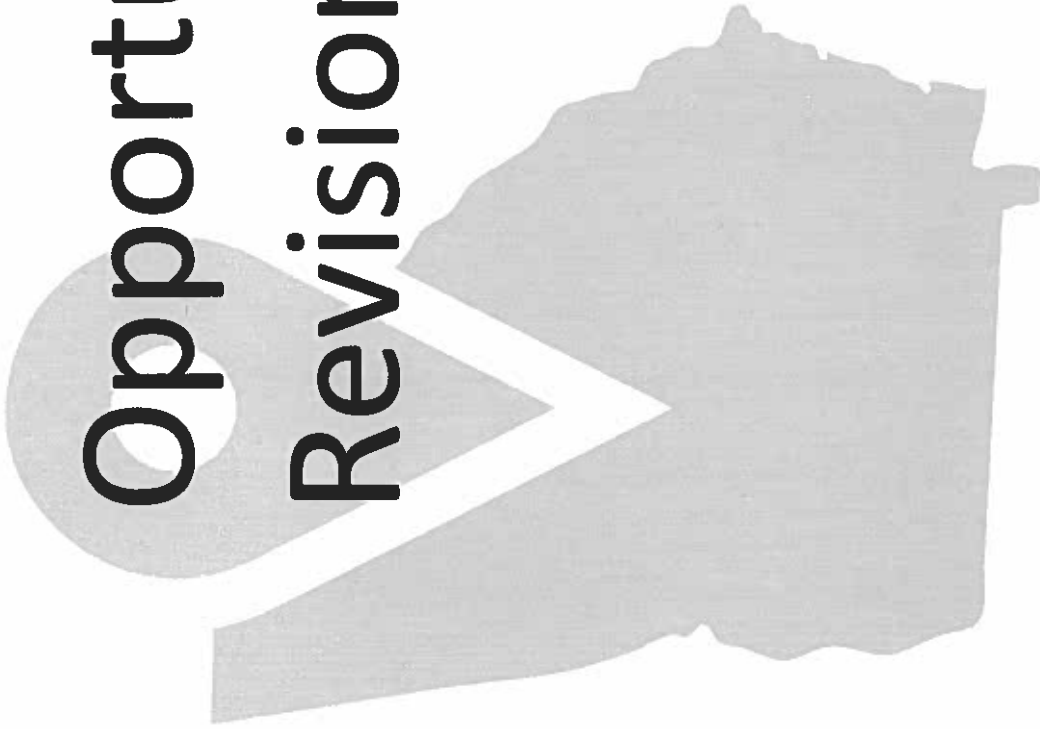
MARKETING OVERVIEW

- Marketing Values
 - Radio (2 stations) = \$32,390
 - Print = \$5,600
 - TV (2 stations) = \$11,000
 - Billboard = \$3000
 - Total Value = \$52,000
- Digital Impact
 - 12,500 Followers on Social
 - Dogwood Social Reach: 119K
 - 2019 Website Impressions: 63K
 - Events Impressions: 16K
 - 2020 Website Impressions: Average 4K Impressions/Month



**PERRY
CHAMBER**

THANK YOU

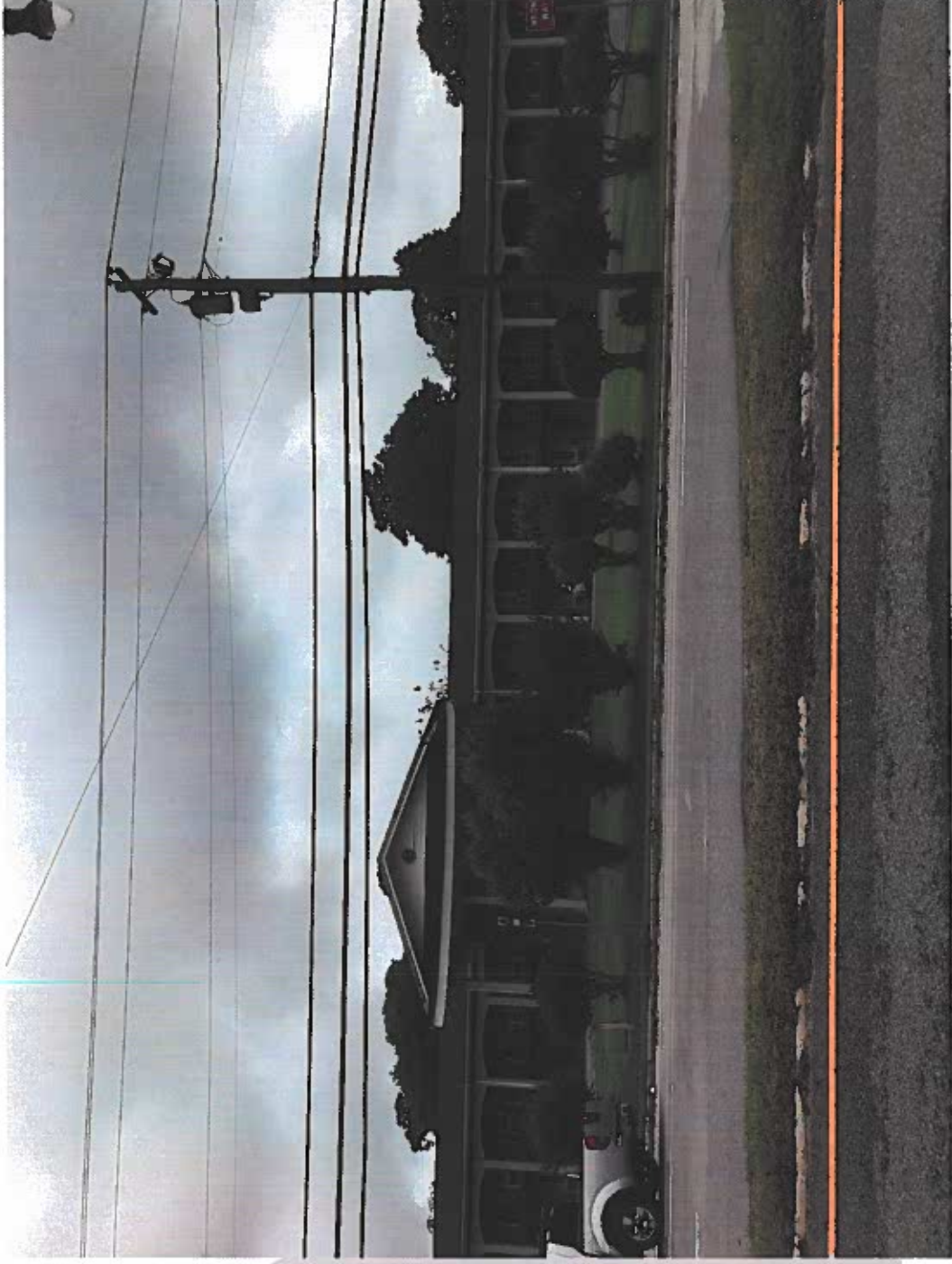


Opportunity Zone Revision Request

Purpose is to:

- Incentivize occupancy of vacant property
- Address blight and underdevelopment on Gen. Courtney Hodges Blvd.

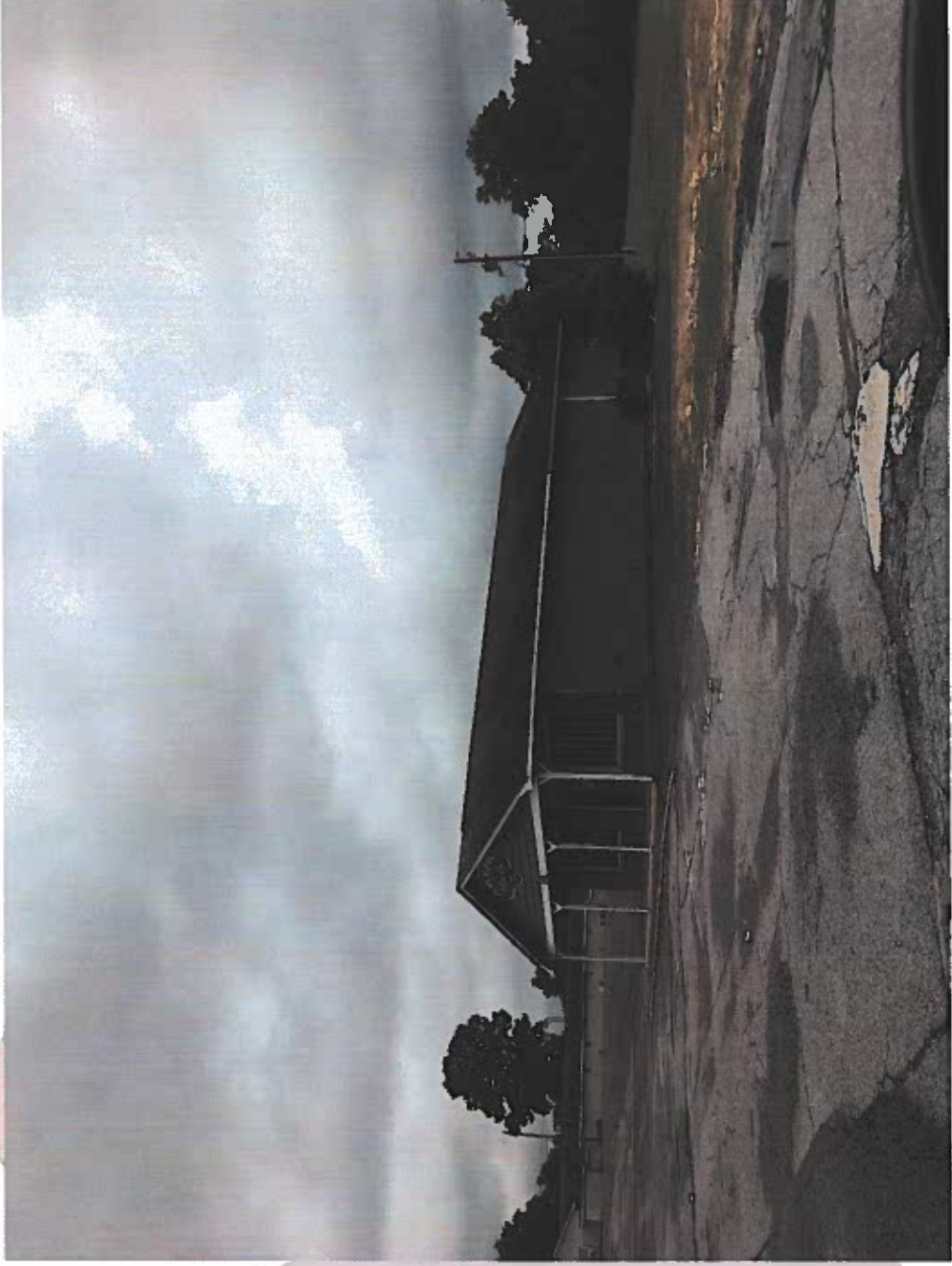




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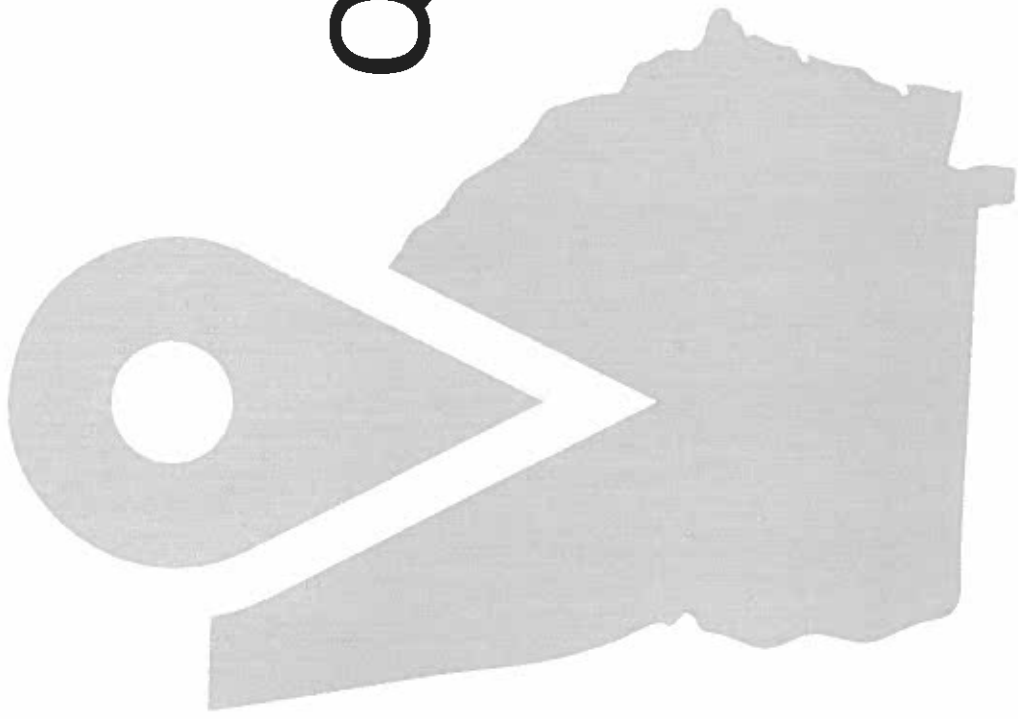
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Questions?

