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May 25, 2021

CALLED MEETING AGENDA

5:00 PM

PERRY EVENTS CENTER
1121 MACON ROAD, PERRY, GA 31069

To join the meeting by Facebook: Use this URL - facebook.com/cityofperryga
This will allow you to view and hear the meeting.

1. Call to Order: Mayor Randall Walker, Presiding Officer.
2. Roll:
3. Items of Review/Discussion: Mayor Randall Walker
 - 3a. FY 2022 Operating Budget
 1. 21st Century Partnership
 2. Middle Georgia Clean Air Coalition – Mr. G. Boike
 3. Perry-Houston County Airport Authority – Mr. J. Marquardt
 4. Perry Area Chamber of Commerce – Ms. E. Palmer
 5. Perry Area Convention and Visitors Bureau Authority – Ms. A. Hamsley
 6. Perry Area Historical Society – Ms. E. Loudermilk
 7. Development Authority of the City of Perry – Ms. J. Thomas
 8. Houston County Land Bank Authority
 9. Main Street Advisory Board – Ms. J. Thomas
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.



804 Park Drive
Warner Robins, GA 31088

Mr. Lee Gilmour
City Manager of Perry
P.O. Box 2030
Perry, GA 31069

2 April 2021

Dear Mr. Gilmour,

The 21st Century Partnership values and appreciates the continued support of Perry as we work to support the long-term viability and sustainability of Robins Air Force Base and the Middle Georgia Region. With an annual economic impact of \$3.38 billion and 23,967 personnel, supporting Robins AFB is at the forefront of our efforts in ensuring the health and well-being of Middle Georgia's economy, now and into the future. Despite impacts from COVID, we had a successful year in 2020 and look forward to the same in 2021. Our success could never be realized without the support and assistance of the local cities and counties throughout the region.

Below are just a few of the highlights for 2020:

- Influenced the creation of five Innovation centers throughout Middle Georgia helping to build the center of the Georgia Technology through STEM.
- Partnered across the region for the Middle Georgia Innovation Project and are supporting the Sustainability Plan for Robins Air Force Base.
- Supported our rural communities through the Rural Prosperity Summits presented by the Georgia Chamber; these communities surround our military bases and provide the workforce needed for the future.
- Provided support for our STEM Outreach & Workforce Coordinator to work with local schools preparing the workforce of the future and to assist with the workforce pipeline at Robins AFB.
- We have continued to work behind the scenes in support of Joint Surveillance and Target Attack Radar System (JSTARS) and as an advocate for the new Air Battle Management System (ABMS), working across Central Georgia to prepare the community for this high-tech mission, as well as other legislative effort.

These are just a few of the projects that the Partnership is working. We are continually engaged with our State and Federal Legislators, local officials, and the Senior Leadership on Robins AFB on issues as they arise.

As you can see, your dollars are hard at work in supporting our economic engine. We greatly appreciate and need the support of the city of Perry. Your assessment for 2021-2022, based on the number of personnel in your county that work or are retired from Robins AFB, is \$12,562.98. Attached is the invoice from the Middle Georgia Regional Commission. If you have any questions or would like to meet with myself or members of the Partnership, please contact me at 478-225-9005, extension 3.

Very Respectfully,



John C. Kubinec, Brigadier General
USAF, Retired
President/CEO
21st Century Partnership

Atch
MGRC Invoice



TAKING ACTION TO IMPROVE AIR QUALITY IN MIDDLE GEORGIA

Chairman · Greg Tapley Vice-Chair · Ed Barbee
175 Emery Highway, Suite C · Macon, Georgia 31217
www.middlegeacleanair.org · 478-751-6160 · 478-751-6517 (Fax)

March 16, 2021

Mr. Lee Gilmour
City of Perry
1211 Washington Street
Perry, GA 31069

Re: FY 2022 Budget Requests

Dear Mr. Gilmour:

At the regularly scheduled March meeting of the Middle Georgia Clean Air Coalition, the Executive Board voted to keep the FY 2022 dues rate for members steady at a rate of \$0.25 per capita, as measured by the 2010 Decennial Census. For the City of Perry, this amount will be equal to **\$3,459.75**. This may be paid in one lump sum, or in regular installations. The amount will be projected to change next year with the release of the 2020 Decennial Census population counts.

To coordinate payment of dues for FY2022, please contact Sheryl Edwards with the Middle Georgia Regional Commission at (478) 751-6160 or sedwards@mg-rc.org. The Middle Georgia Clean Air Coalition thanks Perry for your continued membership and support of our initiatives to improve air quality throughout the region.

Sincerely,


Greg Bojke
Project Manager

March 4, 2021

Mr. Lee Gilmore (City Manager)
PO Box 2030
Perry GA, 31069

Dear Mr. Gilmore,

The Airport continues to grow both in tenants, businesses, and traffic. With the increased demands comes an increase in requirement which increases costs. This year will mark the single biggest growth year to date for the Airport requiring considerable financial input from the airport. This year we undertake a new apron project, new terminal building, new corporate hangar, and a complete resurfacing of the runway. The terminal will be the economic development gateway to the City of Perry and to Houston County. The Corporate hangar will allow the airport to attract much larger jet aircraft increasing revenue and economic impact. The runway resurfacing will require a closure of the airport's runway for up to 2 months which will severely impact revenue. While we are receiving several grants for all four of these projects there is still a portion that the airport must pay. Additionally, maintaining the current hangars, runway lighting, grounds and marketing to expand business all remain priorities for the airport. With the lost revenue from the 2 months runway closure the city's continued financial support remains a critical part of the airport's expansion. I am confident that the city will receive back, in economic development, more than it spends.

The Airport Authority is requesting \$44,600.00 from each sponsor for the upcoming fiscal year. A copy of the budget is attached.

Your support will allow the airport to weather the economic impact of a runway closure during the 2 months resurface project.

Should you have any questions, please call me at (478) 987-3713. I will be happy to appear in person to answer any questions and provide an update on the airport's financials.

Thank you so kindly for your continued support of the airport, it is greatly appreciated.

Sincerely,



James Marquardt
Airport Manager
Perry-Houston County Airport



To: Lee Gilmour, City Manager

From: Ellen Palmer, President/CEO

Date: March 23, 2021

Subject: FY2022 Budget Request

FY 2022 Perry Area Chamber of Commerce Budget Request

We hold our partnership with the City of Perry at a high level and appreciate your support throughout the year. We are part of such a special community and are so fortunate to have strong leadership moving Perry forward. Below is the Perry Area Chamber of Commerce's FY2022 Budget Request which is consistent with the approved amount for FY2021.

- I. **Membership Dues**- The foundation of the Perry Chamber of Commerce is its members. The funds generated from our membership dues supports our large program of work so we can provide member services, benefits and events.

The FY2021 funding request for a renewal of the City of Perry's Membership Dues is to continue at **\$350**.

- II. **Perry Dogwood Festival**- The Perry Dogwood Festival is the largest event put on by the Chamber. It brings over 12,000 people to Perry over a two-day period. During normal circumstances (outside COVID-19 years), this festival showcases our beautiful historic Downtown Perry and boosts our local economy. We also have many vendors that line the streets during the festival.

Ellen Palmer, President/CEO
900 Carroll Street, Perry, GA 31069 - (478) 987-1234
ellen@perrygachamber.com
www.PerryGACHamber.com



We plan to bring the Perry Dogwood Festival back to Downtown Perry for 2022 if it is safe to do so concerning the pandemic.

We have close to 200 vendors planned for 2021 that will be here for two days, including out-of-state vendors, who are staying at hotels, buying gas and groceries, and eating out.

We market the Perry Dogwood Festival through a multi-media marketing plan which includes online marketing, T.V., billboard, radio, and print.

(Total amount of our multi-media trade marketing value for our events is summarized below in Section VI, Marketing.)

The FY2022 funding request for the Perry Dogwood Festival is to continue at **\$8,000** (which includes \$3,000 administration support).

- III. **Freedom Fireworks Event-** The Perry Chamber holds the only fireworks show in Perry to celebrate Independence Day with our Freedom Fireworks event. Several years ago, we were able to increase the shells fired and extend the length of the fireworks show. We are proud to tell the community it was our partnership with the City of Perry and their support that we were able to do this. We plan to include a special formation of our military and celebrate our Hometown Hero at the Fireworks event. We also plan to have the Silver Wings Jump Team if available as part of the show, live music and more participation from our members to enhance this event. For this event we promote through TV, radio, print, billboards and online marketing. (Total amount of our multi-media marketing trade value is summarized below in Section VI, Marketing.)

We bring together close to 8,000 people from the community to honor our military and celebrate our independence.

The FY2022 funding request for the Freedom Fireworks is to continue at **\$15,000** (which includes \$3,000 administration support).



- IV. Marketing Overview – The Perry Chamber is reaching our businesses, residents, and visitors through our multi-media marketing and showcasing Perry as a city of growth and a place that values a good quality of life.

Traditional marketing and trade values are listed below for our special events. These values are not all inclusive because we receive additional exposure through these outlets through stories, features, interviews and more.

Radio (2 stations) = \$32,390

Print = \$5,600

TV (2 stations) = \$11,000

Billboard = \$3000

Total Value = \$52,000

Generally, media has changed in the past several years, so we are focusing our marketing efforts online and providing heightened exposure for Perry and the Chamber through these digital efforts. We currently have 13,500 followers between our 2 Facebook pages and our reach was over 140,000 in 2020. We have very active Facebook events and groups that engage our community and people from all over that are invested and interested in Perry and the Perry Chamber. Our last held Dogwood Festival in 2019, with just our Dogwood Festival Facebook event, we reached over 119,000 people. We also reach a vast audience through our website, www.perrygachamber.com. We had over 16,000 page views for the Perry Dogwood Festival and Freedom Fireworks event pages in 2019. For 2020, we had 34,000 users and over 70,000 page views on our website.

In summary, our communication and marketing efforts bring attention and people to Perry. And in return, people spend money in Perry, move to Perry, open businesses in Perry and visit Perry.

- V. Closing – The **Total Request** is **\$23,350**.

Ellen Palmer, President/CEO
900 Carroll Street, Perry, GA 31069 - (478) 987-1234
ellen@perrygachamber.com
www.PerryGACHamber.com



Thank you again for your consideration of this request. We do not take it lightly. Our Board appreciates the opportunity to represent our community and believes in the Chamber's program of work, ROI and impact we have made through your investment. Thank you for your continued support of the Perry Chamber as an organization and the growing membership.

A handwritten signature in black ink that reads 'Ellen Palmer'.

Ellen Palmer
President/CEO

A handwritten signature in black ink that reads 'Scott Cox'.

Scott Cox
Chairman

Ellen Palmer, President/CEO
900 Carroll Street, Perry, GA 31069 - (478) 987-1234
ellen@perrygachamber.com
www.PerryGACHamber.com



To: Mr. Gilmour, City Manager
Mayor and Council

Re: Perry CVB FY 22 Budget

The Convention and Visitors Bureau greatly appreciates all the support given by the city. This past year has been a very challenging one for the tourism industry, as it has been for all other community partners and industries. We have had to somewhat alter the focus of our marketing and promotional efforts, as well as develop and implement new strategies to help navigate us during the pandemic.

Within the past year, we adjusted the Visit Perry marketing plan to reflect our messaging of Perry is open and safe and ready for visitors. We implemented a COVID safety page on our website with updates, links and resources specific to our area, with the goal that when people are looking at our website for somewhere to visit, they will see we are the perfect place; We have all the amenities of a large city but with the small town feel. That we are not overly crowded and have safety protocols put into place to ensure visitors feel comfortable. We have found that leisure travel will be the first to pick back up and most will be looking for places that have outdoor options. We began hosting "COVID safety" videos of different places around downtown and the city for people to see first-hand all our amenities and safety practices. Like most DMOs, we have pivoted from sales/marketing to orchestrators of community growth through travel and tourism and encouraging a community belief in travel/tourism as a driver of economic and community growth and development. Our goal in our marketing efforts is to bring awareness to travelers and visitors of what all our charming, great town has to offer, both outdoors and indoors, with the objective of increasing the hotel stays and in- turn, increasing the economic impact to the local economy.

There are several projects the CVB has worked on this past year, in partnership with the Chamber of Commerce and the City of Perry. Including the Perry's Got Heart campaign, the Special Events Calendar magnets, a photography project of Perry's outdoor attributes to help assist in our marketing and advertising campaigns. We really appreciate the partnerships and support given to each other within the community stakeholders and partners and look forward to it continuing and growing stronger.

Within the past year, the CVB created and launched a Tourism Reimbursement Grant Program that is taking the place of the previous Event Promotion Assistance program. This program is designed to enhance visitor and tourism promotion in the Perry area by financially assisting applicants with the marketing and promotion of the event. The key factors of this new program are that the project or event must clearly demonstrate a tourism or destination marketing mission. They will have to provide number of attendees, number of Perry hotel rooms booked, estimated economic impact for Perry, things of that nature that will give us a better understanding of if it was something that truly draws tourists and visitors. It is important for the CVB funds to be used efficiently and this reimbursement grant program will help in assisting us with the tracking of that.

Though this past year has been challenging, the CVB has had some great accomplishments. The new Perry Visitor's Guide won a Gold International Davewy Award for Design and Print and the new Visit Perry website won a Gold MarCom Award for Website Redesign. We are very proud of both of these awards as they are given by elite professionals in the tourism industry and reflect the hard work put in on both of these projects in the last year.

The CVB is constantly focused on growing our knowledge and continuing education opportunities. We have, and continue to, participate in many industry webinars and zoom meetings, both locally and

regionally, hosted by various industry leaders including the US Travel Association, Destinations International, Southeast Tourism Society, GA Association of CVBs, GA Chamber of Commerce, American Hotel Owners Association, etc. We were an active participant in the advocacy for legislation to include relief funding for 501c6, 501c3, and quasi-governmental DMO's. We also continue to be active in the advocacy of the taxing short term rentals. We continue to participate with US Travel's #TravelConfidently program that encourages safe travel.

In FY22, we plan to use the money allocated to the CVB, to continue all the marketing efforts and campaigns that were put into motion within the last year, focusing more on the digital opportunities. For the tourism and travel industry, it is imperative that we keep up with the growing trend and know what our audience's wants and needs are. We will be moving away from print advertising and using the allocated money to focus on paid digital advertisements as well as other paid marketing resources, such as radio, podcasts, etc. The primary focus is on taking advantage of all the avenues and resources that we can, to help with marketing and promoting tourism and getting visitors to Perry.

In addition to the hotel/motel tax money allocated, the CVB would like to request an additional \$20,000 for the Historical Tour. We are working with the same marketing firm that helped design the Visitors Guides, as well as the new Visit Perry brand and marketing campaign, and have completely restructured the tour. We are in the final stages of drafting up all the details. In efforts of keeping up with the growing trend of the tourism industry and tours, we find it to be both cost effect and beneficial to do away with the historical site signs and move towards a digital platform. The signs that are currently used for the tour are outdated and would need to be updated. This portion of the project alone would cost a lot and given the projected decline in our allocated funds, it is just not feasible. It also would not be the most beneficial use of our funds, as we would not have the leniency to add new sites or alter the tour, as we would on a digital platform. We have come up with some new site to add that have an interesting story to tell that we think will appeal to the visitors and peak the interest with anyone that is participating in the tour. The amount of money requested for this project includes the digital web platform creation for the historic homes/sites with both audio and visual, content and mapping, as well as the design and printing of rack cards , which will be designed as a sneak peak of what you can find on the tour. The amount requested also includes the design of web and social graphics to appropriately promote and market the tour. We know that leisure travel is slowly picking up and people are looking for things to do safely outside. This project is very exciting because it perfectly lines up with the evolving tourism traveling trends.

The CVB greatly appreciates your consideration of the request for the additional funds for this special project. We are proud to have the opportunity to be the Destination Marketing Organization for Perry and are very excited and hopeful for the direction we are moving in. We appreciate all the support and resources given to us to help make Perry a top destination for tourism and travel. On behalf of the CVB staff and the Authority Board members, thank you to the Mayor, City Council, City of Perry staff, and all the community partners for making Perry such a great place to live and work.

Sincerely,

Allison Hamsley
President/CEO
Perry Convention & Visitors Bureau

PO Box 2174
Perry, GA 31069

info@perryhistoricalsociety.org



Perry Area
Historical Society

www.perryhistoricalsociety.org

February 10, 2021

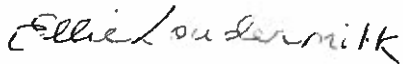
Mr. Lee Gilmour
City of Perry
P.O. Box 2030
Perry, Georgia 31069

Re: Budget Requests

The Perry Area Historical Society is pleased to be a city partner and requests that amount allocated in the previous years budget once again to allocated for fiscal year 2022. The museum continues to function as a resource for preservation of Perry's rich heritage.

The Society is grateful for the Council's consideration and appreciation of our efforts to 'Preserve the Past for the Present'.

Sincerely,



Ellie Loudermilk
President Perry Area Historical Society

Perry Area Historical Society 2020 President's Report

Even though the museum was closed for 3½ months in 2020, the Perry Area Historical Society was still active with research, publishing, and virtual tours. We used this time to publish *Henderson, Georgia: A Crossroads Community* and create six virtual movies which are posted on our website at www.perryhistoricalsociety.org. One of those movies was Black History in Perry, Georgia to be shared with local schools in support of Black History month. We researched genealogy and historical locations and delivered the results through social media. We updated our driving brochure and created a new walking brochure of Carroll Street. We installed a bronze plaque on the building at 1032 Ball Street where the first BlueBird bus was built in 1927. We completed Phase I Inventory Audit of Evergreen Cemetery and Phase I of the Sinclair Station Restoration Project which involved cleaning the inside of the building, renovating the floor and ceiling, and preparing the walls.

In the remaining six months, our visitors were mostly local, but we did host a few from South Dakota, Missouri, Florida, and Tennessee. We also hosted 30 members of Youth Leadership of Perry for a tour of Springhill School, the Museum, and a stroll on Carroll Street. Our most historical donation this year was an 1829 Andrew Jackson Presidential Campaign Button.

Other projects sponsored by the Perry Area Historical Society included the following:

- An article for publication was researched for the *Houston Home Journal Magazine*
- More artifacts, documents, and pictures were received into the museum
- Historical society members aided in research for genealogy and historical sites
- Information seeking requests were made by telephone, email, and texts from local and distant communities and responses were made for all requests
- Visits to several cemeteries by members of the society yielded more information for the museum library
- Eradication of weeds at Houston Lake continues as a historical site project
- A historical sketch of Hayneville is being researched in preparation for a new publication

The financial condition of PAHS is sound as of December 31, 2020. Fundraising efforts for this year included Peaches to Beaches, sales from the museum store, and our Patron Program.

Publicity for PAHS was printed in *The Houston Home Journal*, the Chamber of Commerce Calendar, *FYI Perry*, the PAHS website and Facebook, and the Perry CVB Calendar. Emails were sent to all members and other interested persons about all events and programs.

The only program provided by PAHS this year was a tour of the historic Wimberly house hosted by Monica Kennebrew. Other programs for the year were canceled because of the Covid Pandemic. We are looking forward to a more active year in 2021.

Thank you to all the officers, directors, and committee chairmen for their efforts on behalf of our Society.

Submitted by Ellie Loudermilk, President
February 15, 2021

MAIN ST ADVISORY - 100-75511

EXPENDITURES	FY 22 REQUESTED BUDGET	FY 22 Recommended Budget
100.75511.52.1200 PROFESSIONAL SERVICES	\$ -	\$ -
100.75511.52.2302 FEE WAIVER	\$ 300.00	\$ -
100.75511.52.3300 ADVERTISING	\$ 2,000.00	\$ -
100.75511.52.3600 DUES & FEES	\$ -	\$ 400.00
100.75511.52.3701 MANDATORY TRAINING	\$ 500.00	\$ 500.00
100.75511.52.3702 VOLUNTARY TRAINING	\$ 1,500.00	\$ -
100.75511.52.3950 CONTRACT LABOR	\$ -	\$ -
100.75511.52.3930 MEETINGS	\$ 400.00	\$ -
100.75511.53.1100 OPERATING SUPPLIES	\$ 1,500.00	\$ -
100.75511.57.3001 FAÇADE' GRANT	\$ 10,000.00	\$ 10,000.00
100.75511.57.7000 APPROPRIATIONS	\$ -	\$ -
	<u>\$ 16,200.00</u>	<u>\$ 10,900.00</u>