

Perry Downtown Development Authority

City of Perry, Georgia

June 21, 2016

5:00 pm

Perry City Hall – 2nd floor Conference room in City Manager's Office

Regular Meeting

AGENDA

1. Call to Order
2. Invocation
3. Guests/Speakers
4. Old Business
 - a. Update on Perry Downtown Development Plan – Robert Smith
 - b. Update on BOOST recruitment – DDA board members
 - c. Update on tram advertising sales – DDA board members
 - d. Follow-up on Dan McRae presentation – Steve Aydelott
5. New Business
 - a. Approve May 24, 2016 minutes
 - b. Approve May 2016 financials
 - c. Set budget for FY 17
 - d. Consider BOOST revisions
 - e. Approve BOOST logo and addition to DDA logo
 - f. Discuss agenda and attendance for joint DDA-Council work session on July 21
6. 2016 Work Plan review
7. Chairman Items
8. Main Street Coordinator's Report
9. Update on Main Street Board Advisory Board
10. Certificates of Appropriateness issued
11. Adjourn

BOOST Recruitment List and Potential Project Partners

- | | | | |
|---|--|---|---|
| <p>1. Perry Downtown Merchants Assoc.</p> <p>2. Perry Chamber</p> <p>3. Perry Rotary Club</p> <p>4. Perry Exchange Club</p> <p>5. Perry Lions Club</p> <p>6. Perry Pilot Club</p> <p>7. Perry Civitan Club</p> <p>8. Georgia Power</p> <p>9. CB&T</p> <p>10. State Bank & Trust</p> <p>11. Planters First</p> <p>12. Robins Federal CU</p> <p>13. Georgia Power</p> <p>14. Windstream Communications</p> <p>15. ComSouth</p> <p>16. ESG</p> <p>17. Advanced Disposal</p> <p>18. Utility Service Co.</p> <p>19. Flint Energies</p> <p>20. Ga Web Services - We Got That</p> <p>21. Cherokee Pines</p> <p>22. Houston Lake Country Club</p> <p>23. McNair, McLemore, Middlebrooks</p> <p>24. Liberty Tax Service</p> <p>25. Cary Baxter CPA</p> | <p>26. Bill Amos CPA</p> <p>27. Office Monkeys.com</p> <p>28. B & V Printing</p> <p>29. Image Tag & Label</p> <p>30. Shirts Like Mine</p> <p>31. James Farmer</p> <p>32. Cindy Lynn Dunaway Interiors</p> <p>33. Choo Choo Build It</p> <p>34. Warner Robins Supply</p> <p>35. Conner's Flooring</p> <p>36. International City Builders</p> <p>37. Parrish Construction</p> <p>38. Interfor</p> <p>39. A & A Contractors</p> <p>40. City Supply</p> <p>41. Kerri Moore Interiors</p> <p>42. Southeast Electrical Supply</p> <p>43. CLS Insulators</p> <p>44. Howell Galleries</p> <p>45. Sullivan Heat & Air</p> <p>46. Frito-Lay Inc.</p> <p>47. Perdue Farms</p> <p>48. Sam Nunn Farms</p> <p>49. Cemex Inc.</p> <p>50. Beckham Brothers Distributors</p> <p>51. Hye Precision</p> | <p>52. Wal-mart</p> <p>53. Travelodge</p> <p>54. Hampton Inn</p> <p>55. Holiday Inn Express</p> <p>56. Days Inn</p> <p>57. Jameson Inn</p> <p>58. Econo Lodge</p> <p>59. Ramada Inn</p> <p>60. Comfort Inn & Suites</p> <p>61. Best Western</p> <p>62. Microtel Inn & Suites</p> <p>63. Relax Inn</p> <p>64. WBML</p> <p>65. Houston Home Journal</p> <p>66. Smith Animal Hospital</p> <p>67. Westmoreland & Slapney Animal Hospital</p> <p>68. Canine Clubhouse</p> <p>69. Hamby Automotive</p> <p>70. Jeff Smith Auto</p> <p>71. David Ragan Ford</p> <p>72. Enterprise RentACar</p> <p>73. Lumpkin Shell</p> <p>74. Cochran Coachworks</p> <p>75. Walker, Hulbert, Gray & Moore</p> <p>76. Walker & Walker</p> | <p>77. Daniel, Lawson, Tuggle & Jerles</p> <p>78. Walker-Rhoades Tractor Co.</p> <p>79. EMICC</p> <p>80. Graphic Packaging International</p> <p>81. Advanced Drainage Systems</p> <p>82. Bearings & Drives</p> <p>83. Gilmer Warehouse & Logistics</p> <p>84. Landmark Realty</p> <p>85. Summerhill</p> <p>86. Houston Springs</p> <p>87. Grillmasters</p> <p>88. The Swanson</p> <p>89. Rusty's</p> <p>90. Simply Southern Sweets</p> <p>91. Perfect Pear</p> <p>92. Oil Lamp</p> <p>93. Jones Surveying</p> <p>94. Kroger</p> <p>95. Publix</p> <p>Steve – 9-20</p> <p>Bryan – 21-32</p> <p>Kelly – 33-44</p> <p>Tish – 45-56</p> <p>Brian – 57-68</p> <p>Carl – 69-80</p> <p>Lee – 81-93</p> |
|---|--|---|---|

TRAM ADVERTISING

Advertiser is responsible for paying the cost to produce the sign or providing one already produced. Rates below are for advertising space on city tram only. The tram is used in the Independence Day, Farm Day and Christmas parades, in May for tours of historic downtown and during events throughout the year, such as the Perry Music Festival and Georgia National Fair.

Sign #	Size	Price	Advertiser	Sign cost	Subtotal
Front					
1)	3x1.5	\$30			
2)	4x1.5	\$40	Split Endz	\$0	\$40*
Left					
3) front	4x3	\$70	ComSouth	\$0	\$70
4) middle	4.5x2	\$55	Lumpkin Shell	\$0	\$55*
5) back	2.75x3	\$50	Chick-fil-A	\$0	\$50
Right					
6)	3x3	\$55	Bank of Perry	\$0	\$55*
7)	6.75x3	\$105	ComSouth	\$0	\$105*
8)	5.5x2.25	\$70			
9)	2x1.5	\$25	Shirts Like Mine		\$25
TOTAL		\$500			

Steve – Coffee Cup (5.5x2.25)

Brian B. – Hoke’s Heating and Air (3x1.5)

Bryan F. – Shirts Like Mine (2x1.5) or could have 2x3 for \$50

* Paid

Perry Downtown Development Authority
Minutes – May 24, 2016

1. Call to Order: Chairman Fountain called the meeting to order at 5:06 p.m.

Present: Chairman Bryan Fountain; Directors Brian Burnham, Kelly Hillis, and Steve Aydelott were present.

Absent: Directors Carl Lumpkin and Tish Hayward

Staff: Catherine Edgemon – Main Street Coordinator, Robert Smith – Economic Development Director, and Cyndi Houser – Recording Clerk

2. Invocation – was given by Director Burnham

3. Guests/Speakers – Ms. Terre Walker

4. Old Business

- a. Update on adoption of form-based codes.

Ms. Edgemon advised the form based codes ordinance had been adopted by Council.

- b. Update on removal of Courtney Hodges Boulevard from downtown district.

Ms. Edgemon advised the recommendation for removal was given by the Planning Commission and adopted by Council. A short discussion regarding what this would mean for the future of businesses along Courtney Hodges. Members were advised that plans are already underway for landscaping, current businesses would be grandfathered and irrigation in the Department of Transportation (DOT) rights-of-way is not allowed per the DOT.

- c. Update on alley project.

The Authority would like to move forward with the alley project, which involves about 44 properties, but felt it was a good idea to have a work session meeting with Council to determine a strategy and a master plan. Ms. Edgemon will coordinate with staff for a meeting date.

- d. Discuss plans for Jaycees property.

After some discussion of possible uses, the Authority added this item to the agenda in meeting with City Council.

5. Public Hearing on FY 17 budget

Chairman Fountain explained the purpose of the hearing was to allow the public to comment on the proposed budget for FY17.

Chairman Fountain opened the Public Hearing at 5:29 pm.

No one spoke for or against the proposed budget.

The Public Hearing regarding the FY17 budget was closed at 5:34 p.m.

6. New Business

a. April 24, 2016 minutes

Director Hillis moved to approve the April 24, 2016 minutes as submitted; Director Burnham seconded the motion, and it carried unanimously.

b. April 2016 Financials

After review by the Director Hillis, Director Aydelott moved to approve the financial statement as submitted; Director Burnham seconded, and the motion carried unanimously.

c. BOOST application window and available funding

Ms. Edgemon advised the Authority has \$2,500 available and inquired when the next round should be opened, the application criteria, the timeframe for applying, the maximum amount of funding and then review applications. The timeframe will be June 1-30th, review in early part of July, and then presentation to the awardees.

Other items: Homework was assigned for Directors to contact businesses on the list. Updates were provided. Director Aydelott asked about an auto-pay online. Currently BOOSTers must pay by check. It was felt this could be a good avenue to pursue.

d. "Little things" to improve the appearance downtown

Ms. Edgemon and Mr. Smith provided examples of items the staff/public can do to improve the looks downtown or anywhere in Perry (i.e. crooked sign, trash in a flower bed, etc.) using a special application or using your phone to take a picture and send to the appropriate department (i.e. public works). The City has the capacity to do these items, but it must be notified.

e. Future improvement recommendations

Lighting along the 900 block of Carroll was discussed and how it can be improved. A survey is being conducted, a replacement tree plan is in the works and up-lighting the trees could help make the downtown area even more attractive. Signage could also be used as a photo op (post-card type sign).

f. Mock redevelopment training project – Robert Smith and Steve Aydelott

Director Aydelott and Mr. Smith discussed having Mr. Dan McRae, an attorney specializing in assisting DDAs, attend a meeting to provide the rest of the directors with ideas that could be used locally. Director Aydelott will e-mail a link for the power point presentation; after reviewing, other members will send suggestions on the issues they would like addressed by Mr. McRae that would pertain to this city.

7. 2016 Work Plan review/Perry Downtown Development Plan

- a. Approve CY-FY2017 work plan.

Ms. Edgemon advised that the Authority has not formally approved the work plan. Director Hillis moved to approve the CY-FY2017 work plan of the Downtown Development Authority; Director Burnham seconded and it carried unanimously.

8. Chairman items: None

9. Main Street Coordinator's Report.

Ms. Edgemon provided data on her activities for the month of April.

10. Update on Main Street Advisory Board

Information on projects in other cities was reviewed and how similar projects can be economically viable for Perry. Several properties and the possibilities for usage were discussed. Advertising space for signage on the trams is being conducted. The price is reasonable and prior sponsors, who have existing signage, are being contacted. New sponsors would be responsible for the cost of a sign in addition to the charge for the advertising space.

The Authority was advised the monies in the restricted account can be used for any capital improvement project as long as it is approved by Council.

11. Certificates of Appropriateness issued – report was reviewed.

12. Adjourn- There being no further business to come before the board, the meeting was adjourned at 6:41 p.m.

**Downtown Development Authority
Balance Sheet
May 31, 2016**

	General Fund	Capital Projects Fund	Total Governmental Funds
Assets			
Cash & Cash Equivalents	46,344.99	\$ -	\$ 46,344.99
Interest Receivable		-	-
Rent Receivable	-	-	-
Receivable	-	-	-
Due from Other Funds	-	-	-
Total Assets	\$ 46,344.99	\$ -	\$ 46,344.99
Liabilities and Fund Balances			
Liabilities			
Accounts Payable	\$ -	\$ -	\$ -
Due to City of Perry	-	-	-
Due to Other Funds	-	-	-
Total Liabilities	\$ -	\$ -	\$ -
Fund Balances			
Reserved for			
Capital Outlay	\$ -	\$ -	\$ -
Uptown Perry Partnership	-	-	-
BOOST	2,500.00	-	2,500.00
Benches	-	-	-
Unreserved	43,844.99	-	43,844.99
Total Fund Balances	\$ 46,344.99	\$ -	\$ 46,344.99
Total Liabilities and Fund Balances	\$ 46,344.99	\$ -	\$ 46,344.99

**DOWNTOWN DEVELOPMENT AUTHORITY
BUDGET TO ACTUAL SUMMARY
AS OF MAY 31, 2016**

General Fund

	<u>Total</u>	<u>Proposed Budget</u>	<u>Variance</u>
Revenue			
Intergovernmental	\$ 1,641.63	\$ 4,900.00	\$ 3,258.37
Donation	-		
Donation - BOOST	1,900.00		
Rent	-	-	-
Tram Ad	215.00		
Memorial Bench	-	-	-
Interest	168.84	200.00	31.16
Total Revenues	<u>\$ 3,925.47</u>	<u>\$ 5,100.00</u>	<u>\$ 1,174.53</u>
Expenditures			
Coordination	607.55	\$ 4,200.00	\$ 3,592.45
Environment	-	-	-
Economic Recruitment	2,400.00	25,700.00	23,300.00
Total Expenditures	<u>\$ 3,007.55</u>	<u>\$ 29,900.00</u>	
Excess (deficiency)	\$ 917.92	\$ (24,800.00)	
Transfer In			
Fund Balance - Beginning			
Fund Balance - Restricted	\$ 3,000.00	-	
Fund Balance - Unrestricted	42,427.07	\$ 44,200.00	
Total Fund Balance - Beginning	<u>\$ 45,427.07</u>	<u>\$ 44,200.00</u>	
Fund Balance - Ending			
Fund Balance - Restricted	\$ 2,500.00	-	
Fund Balance - Unrestricted	\$ 43,844.99	\$ 19,400.00	
Total Fund Balance - Ending	<u>\$ 46,344.99</u>	<u>\$ 19,400.00</u>	

DDA Operating

	<u>Jul-15</u>	<u>Aug-15</u>	<u>Sep-15</u>	<u>Oct-15</u>	<u>Nov-15</u>	<u>Dec-15</u>	<u>Jan-16</u>	<u>Feb-16</u>	<u>Mar-16</u>	<u>Apr-16</u>	<u>May-16</u>	<u>Jun-16</u>	<u>2016</u> <u>Total Expense</u>
Revenues													
Donation													-
Donation - BOOST	400.00					1,200.00	100.00	200.00					1,900.00
Rent													-
Tram Ad										55.00	160.00		215.00
Memorial Bench													-
Reimbursement from CVB & Chamber													-
Interest	16.57	14.57	15.07	16.09	14.59	15.59	15.56	14.58	15.57	15.58	15.09	-	168.84
Total Revenues	<u>416.57</u>	<u>14.57</u>	<u>15.07</u>	<u>16.09</u>	<u>14.59</u>	<u>1,215.59</u>	<u>115.56</u>	<u>214.56</u>	<u>15.57</u>	<u>70.58</u>	<u>175.09</u>	<u>-</u>	<u>2,283.84</u>
Expenditures													
Professional Services - Audit													-
Professional Services - Other													-
Telephone													-
Postage & Freight													-
Advertising													-
Promotions - Other													-
Printing and Binding													-
Travel													-
BOOST	-	1,000.00			1,000.00	250.00	150.00						2,400.00
Dues and Fees													-
Meetings									118.99				118.99
Training													-
Business District Education													-
Contracts - Landscaping													-
Contracts - Spring and Fall Events													-
Farmers Market													-
General Supplies & Materials	451.11	26.75				10.70							488.56
Matching Media Grant													-
Façade Grant													-
Water & Sewer Services	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Expenditures	<u>451.11</u>	<u>1,026.75</u>	<u>-</u>	<u>-</u>	<u>1,000.00</u>	<u>260.70</u>	<u>150.00</u>	<u>-</u>	<u>118.99</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>3,007.55</u>
Excess (deficiency)	<u>(34.54)</u>	<u>(1,012.18)</u>	<u>15.07</u>	<u>16.09</u>	<u>(985.41)</u>	<u>954.89</u>	<u>(34.44)</u>	<u>214.56</u>	<u>(103.42)</u>	<u>70.58</u>	<u>175.09</u>	<u>-</u>	<u>(723.71)</u>
Other Financing Sources													
Transfer In - City of Perry	58.33	58.33	58.33	58.33	58.33	58.33	58.33	1,058.33	58.33	58.33	58.33		1,841.83
Transfer In - Hotel/Motel	-	-	-	-	-	-	-	-	-	-	-	-	-
Transfer In - Capital Projects	-	-	-	-	-	-	-	-	-	-	-	-	-
	<u>58.33</u>	<u>58.33</u>	<u>58.33</u>	<u>58.33</u>	<u>58.33</u>	<u>58.33</u>	<u>58.33</u>	<u>1,058.33</u>	<u>58.33</u>	<u>58.33</u>	<u>58.33</u>	<u>-</u>	<u>1,841.83</u>
Fund Balance - Beginning	45,427.07	45,450.86	44,497.01	44,570.41	44,644.83	43,717.75	44,730.97	44,754.86	46,027.75	45,982.86	46,111.57	46,344.99	
Fund Balance - Ending	45,450.86	44,497.01	44,570.41	44,644.83	43,717.75	44,730.97	44,754.86	46,027.75	45,982.86	46,111.57	46,344.99	46,344.99	

Operating Account Summary

<u>Date</u>	<u>Activity Description</u>	<u>Check Number</u>	<u>Amount</u>
Beginning Balance			45,427.07
07/07/2015	City of Perry (BOOST big check reimbursement)	3164	(192.17)
07/17/2015	City of Perry July Allocation		58.33
07/20/2015	BOOST Donation - Ocmulgee Inc		400.00
07/27/2015	Sphinx Business Solutions		(258.94)
07/31/2015	July Interest		16.57
08/10/2015	City of Perry August Allocation		58.33
08/13/2015	City of Perry (BOOST celebration favors)	3165	(26.75)
08/26/2015	David Braun - Tumblecheer (Grant)	3166	(1,000.00)
08/31/2015	August Interest		14.57
09/03/2015	City of Perry September Allocation		58.33
09/30/2015	September Interest		15.07
10/13/2015	City of Perry October Allocation		58.33
10/30/2015	October Interest		16.09
11/05/2015	City of Perry November Allocation	3167	58.33
11/24/2015	Jamey McDaniel (BOOST - Davida's)		(1,000.00)
11/30/2015	November Interest		14.59
12/04/2015	City of Perry December Allocation		58.33
12/07/2015	Janet Thompson - BOOST Donation		100.00
12/17/2015	Donation for BOOST		1,000.00
12/17/2015	Davis Oil - BOOST Donation		100.00
12/18/2015	Dollar Tree (Boost supplies)	3168	(10.70)
12/18/2015	Pure Spa Direct (Boost Grant)	3170	(250.00)
12/31/2015	December Interest		15.59
01/11/2016	Impressions In Print (BOOST-Liberty Tax)	3171	(150.00)
01/20/2016	City of Perry January Allocation		58.33
01/20/2016	Donation for BOOST - Spherion		100.00
01/31/2016	January Interest		15.56
02/08/2016	City of Perry February Allocation		58.33
02/11/2016	City Additional Allocation (Audi Surplus)		1,000.00
02/19/2016	Donation for BOOST - Simpson		200.00
02/29/2016	February Interest		14.56
03/03/2016	City of Perry March Allocation		58.33
03/08/2016	City of Perry (Meal Reimbursement)	3172	(118.99)
03/31/2016	March Interest		15.57
04/07/2016	City of Perry April Allocatio		58.33
04/20/2016	Deposit - Lumpkin Shell Tram Ad		55.00
04/30/2016	April Interest		15.58
05/09/2016	City of Perry May Allocation		58.33
05/09/2016	Bank of Perry Tram Ad		55.00
05/10/2016	ComSouth Tram Ad		105.00
05/31/2016	May Interest		15.09
Balance as of 5/31/2016			46,344.99

Downtown Improvements Restricted Account

<u>Date</u>	<u>Activity Description</u>	<u>Amount</u>
07/01/2013	Beginning Balance	69,399.99
10/30/2013	Pavercraft Inc	7,033.00
	05/31/2016	62,366.99

**The City of Perry
Reconciliation of Bank Statement for
Downtown Development Authority Security Bank
As of May 31, 2016**

Brenda King

Balance per Bank Statement	9,452.48
Plus deposits not on statement	0.00
Less outstanding checks (Payables)	
Reconciled bank statement balance	9,452.48
Balance per transaction register	<u>9,452.48</u>
Difference	<u><u>0.00</u></u>

STATE BANK
& Trust Company

P.O. Box 4748
Macon, GA 31208-4748

Phone: 800.414.4177

www.stateBT.com

Member FDIC



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CITY OF PERRY
DOWNTOWN DEVELOPMENT AUTHORITY
P O BOX 2030
PERRY GA 31069

Page 1 of 2
Primary Account: 1000047009
Statement Period: 05/02/16 - 05/31/16
Number of Images 2

MICRO BUSINESS CHECKING

Account Number 1000047009
Previous Balance 9,234.15
2 Deposits/Credits 218.33
Checks/Debits .00
Service Charge .00
Interest Paid .00
Current Balance 9,452.48

Statement Dates 5/02/16 thru 5/31/16
Days in the statement period 30
Average Ledger 9,387.53
Average Collected 9,387.53

Deposits and Additions

Date	Description	Serial	Amount
5/09	Regular Deposit		113.33
5/13	Regular Deposit		105.00

Daily Balance Information

Date	Balance	Date	Balance	Date	Balance
5/02	9,234.15	5/09	9,347.48	5/13	9,452.48

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**The City of Perry
Reconciliation of Bank Statement for
Downtown Development Authority Security Bank
As of May 31, 2016**

Brenda King

Balance per Bank Statement	36,892.51
Plus deposits not on statement	0.00

Reconciled bank statement balance	36,892.51
Balance per transaction register	<u>36,892.51</u>
Difference	<u><u>0.00</u></u>

STATE BANK
& Trust Company

P.O. Box 4748
Macon, GA 31208-4748

Phone: 800.414.4177
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Member FDIC



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CITY OF PERRY
DOWNTOWN DEVELOPMENT AUTHORITY
P O BOX 2030
PERRY GA 31069

Page **1 of 1**
Primary Account: 1000046993
Statement Period: 05/02/16 - 05/31/16
Number of Images 0

COMMERCIAL MONEY MARKET ACCT

Account Number	1000046993	Statement Dates	5/02/16 thru 5/31/16
Previous Balance	36,877.42	Days in the statement period	30
Deposits/Credits	.00	Average Ledger	36,877.42
Checks/Debits	.00	Average Collected	36,877.42
Service Charge	.00	Interest Earned	15.09
Interest Paid	15.09	Annual Percentage Yield Earned	0.50 %
Current Balance	36,892.51	2016 Interest Paid	76.36

Deposits and Additions

Date	Description	Serial	Amount
5/31	Interest Deposit		15.09

Daily Balance Information

Date	Balance	Date	Balance	Date	Balance
5/02	36,877.42	5/31	36,892.51		



City of Perry Downtown Development Authority (DDA)

Preliminary Proposed Operating Budget - FY17

May 23, 2016

	Proposed Budget
REVENUES	
Intergovernmental/City of Perry	
General Revenue Fund	\$ 15,800.00
Hotel/Motel Tax Special Revenue Fund Subtotal	\$ 15,800.00
Investment and Fundraising	
Bank Interest	\$ 200.00
Tram Advertising Sales	\$ 500.00
Locally-Funded Downtown Revolving Loan Fund	\$ 25,000.00
Investment Subtotal	\$ 25,700.00
Revenue Total	\$ 41,500.00
EXPENDITURES	
Operating	
Audit	\$ 3,200.00
DDA State-Required Training and Travel	\$ 600.00
Operating Subtotal	\$ 3,800.00
Environment	
Project Appropriation	\$ 12,000.00
Professional Services for Project	\$ 3,000.00
Environment Subtotal	\$ 15,000.00
Economic Restructuring	
Educational Outreach and BOOST Promotion	\$ 400.00
BOOST (Separate Fund/Grants From Donations)	\$ -
Locally-Funded Downtown Revolving Loan Fund	\$ 25,000.00
Economic Restructuring Subtotal	\$ 25,400.00
Expenditure Total	\$ 44,200.00
ANNUAL GAIN/LOSS	\$ (2,700.00)

Fund Balance - Beginning

Fund Balance - Restricted	\$ 62,400.00
Fund Balance - Unrestricted	\$ 17,500.00
Fund Balance - Earmarked revolving loan fund	\$ 25,000.00
Total Fund Balance - Beginning	\$ 104,900.00

Fund Balance - Ending

Fund Balance - Restricted	\$ 62,400.00
Fund Balance - Unrestricted	\$ 14,800.00
Fund Balance - Earmarked revolving loan fund	\$ -
Total Fund Balance - Ending	\$ 77,200.00



BOOST Downtown Perry Investment Group
Perry Downtown Development Authority Program

Perry Downtown Development Authority, the Economic Restructuring Committee of the Perry Main Street Program, is establishing BOOST, a downtown Perry investment group that provides grant funds to small-business owners ~~and entrepreneurs~~ in the downtown development district.

Investors are asked to chip in \$100 twice a year for two years, for a total of \$400, to help improve downtown and infuse much-needed capital into downtown businesses.

Group members ("investors") will vote on which requests to fund and for what amount. Grant awards will be in increments of at least \$50, with the maximum awarded being \$1,000.

One thousand dollars is the maximum total in grant funds an applicant may receive in any 12-month period. Payments are made directly to vendors, not to applicants.

BOOST grants can be used together with other local incentives, such as façade and media grants, but do not reimburse work underway or completed before grant award announcements.

~~We will begin by awarding grants twice per year. We are confident we will soon have a large enough group of investors and pool of money to be able to award grants on a quarterly basis.~~
Grants are awarded twice annually and will be awarded quarterly once the pool of investors and funds permit.

Other than the ~~start-up meeting and the twice annual or quarterly~~ meetings to make grant decisions, investors do not make a huge time commitment. Investors would also have the ability to vote via email. They would not be required to attend the meetings in person.

Eligible: Supplies, business equipment, marketing and advertising, eligible interior renovations, security system and professional services associated with eligible purposes. Façade improvements are eligible for grant funding if the applicant business owner owns the building in which the business is located and the proposed renovations increase that business' viability. To be eligible, businesses must have been in operation for at least 12 continuous months before submitting an application.

Ineligible: Inventory, payment of rent, lease or mortgage, payment of rental deposits and utility bills, payment of late payments or fees, purchase of alcohol, tobacco or medicine, payment of salaries or debts, previously completed projects, subsidies for services offered by non-profit agencies, building maintenance and payment for grant-funded work directly to building or business owner. Grant funds may not be used as venture capital.

| For more information, please, contact Perry Main Street Coordinator Catherine Edgemon at (478) 988-2758 or catherine.edgemon@perry-ga.gov, or visit www.perry-ga.gov/economic-development/downtown-development-authority/boost-investment-group/.



BOOST Rules and Procedures

1. The Perry Downtown Development Authority (DDA) administers the BOOST program. Perry DDA is the Economic Restructuring Committee of the Perry Main Street Program.
2. Grant applicants do not have to be investors (BOOSTers) to apply for a BOOST grant.
3. Applicant businesses must be located in the downtown development district.
4. The PERRY DDA asks for at least a two-year commitment from the investment group members. Over the two-year period, each investor would donate \$400.
5. Each investor receives one vote, regardless of the dollar amount contributed.
6. The PERRY DDA/Main Street coordinator will review the applications for completeness and eligibility. Complete, eligible applications will go to investors to vote.
7. Grants will be awarded in \$50 increments, with a maximum grant award of \$1,000.
8. Grants will be awarded in descending order based on the number of votes received.
9. When an applicant requests more funds than are available, the PERRY DDA will offer the applicant the amount of funds available; if the applicant declines, the DDA reserves the right to offer the funds to the next highest vote recipient.
10. In case of a tie vote by Investors, the PERRY DDA will break the tie.
11. To start, BOOST grants will be awarded twice per year. The goal is to offer grants on a quarterly basis as program support grows.
12. There will be no limit on the number of investors accepted, and investors can join at any time, provided that they are willing to commit to the minimum two-year commitment.
13. Investors who make a minimum \$400 total investment commitment over two years may vote on grant applications. Investors cast their votes by attending meetings or by email. Investors may choose not to vote on applications or be included on general correspondence emails about the program.
14. Subsidies for services offered by non-profit agencies are ineligible for BOOST funds.

15. Grant funds may be used for purchasing supplies, business equipment, marketing and advertising, eligible interior renovations, a security system or professional services with eligible purposes. Façade improvements are eligible for grant funding if the applicant business owner owns the building in which the business is located and the proposed renovations increase that business' viability.
16. Grant funds may not be used for payment of rent, lease, mortgage, rental deposits, utility bills, late payments or fees, alcohol, tobacco, medicine, salaries or debts. Grant funds may not be used for purchase of inventory or for building maintenance. Grants do not reimburse work already underway or completed before grant award announcements. Grant funds may not be used for payment of work directly to building or business owner who perform the work themselves. Grant funds may not be used for venture capital.
17. Grant funds are paid directly to the vendor, not to the applicant.
18. Grant funds are paid based on satisfactory completion of the project, and grant recipients must submit a grant payment request form for the payment to be released.
19. The Main Street coordinator will request invoices and photos or inspect to ensure the project's completion. The coordinator will then present the payment request to the Perry DDA for authorization to release the funds.
20. Grant recipients agree to allow the Perry DDA to place an "I've been BOOSTed!" sign or window cling in their front window for one month.
21. Grant recipients allow Perry DDA to use photos and information about the business and project in promotional materials, advertising, etc., for the BOOST program.
22. One thousand dollars is the maximum total in grant funds an applicant may receive in any 12-month period.
23. BOOST applicants who are not in compliance with city ordinances at the time of application or who will not be in compliance after the completion of the grant-funded work may be disqualified.
24. Failure to complete a project within 90 days will result in the grant recipient forfeiting the funds, and those funds will be re-allocated during the next grant cycle. Applicants may reapply for funding during a later application round.
25. If BOOST grant request is for work on the exterior of a building, the applicant must also receive approval from the Perry Main Street Design Committee if required. Grants will not be awarded for work the Design Committee does not approve.
26. To be eligible, businesses must have been in operation for at least 12 continuous months before submitting an application.



PERRY
Downtown
Development Authority



BOOST
PERRY
Downtown

Perry Main Street Program Work Plan for CY 2015 – FY 2016

	Projected completion			Ongoing		
DDA (ECONOMIC RESTRUCTURING)						
1) Maintain and update downtown building/business inventory	Maintain and update list of buildings, businesses			X		Program manager, Community Development
2) Promote Opportunity Zone and other development incentives	Encourage business recruitment, retention			X		DDA, economic development director, program manager
3) Complete retail and housing gap study	Use information for business recruitment	4/30/15 X				City, economic development director, program manager, DDA
4) Work with economic development director to prepare business recruitment plan/packet	Use information for business recruitment	12/31/15				Economic development director, program manager, DDA
5) Complete branding initiative	Brand community	12/31/15				DDA, GNFA, city, CVB, Chamber, PAHS, PDMA, Main Street, county, etc.
6) Establish and promote local revolving loan fund, find additional funding sources	Offer another financing layer for new, expanding businesses	7/31/15				DDA
7) Establish, promote and recruit membership for BOOST program	Offer micro-grants from crowd funding	5/30/15 X		X		DDA
8) Co-sponsor educational programs for businesses	Partner with Chamber to offer workshops on customer service, etc.	5/30/15 X 5/30/16				DDA, Chamber
9) Conduct annual review of mission and vision statements and bylaws and audit	Keep clear and current	6/30/15 X 1/30/16				DDA and program manager
10) Keep board members familiar with mission statement	Keep clear and current			X		Board members, program manager to include mission statement on monthly meeting agendas
11) Keep annual work plan on file with DCA and review at every board meeting (STANDARD 3)	Ensure board focuses on accomplishing annual work plan goals			X		Program manager and board members
12) Ensure new board members receive state-mandated training	Ensure board complies with state law			X		Program manager and board members

Perry DDA Program Work Plan for CY 2016 – FY 2017

GOAL	STRATEGY/ EXPLANATION	TIME FRAME	ONGOING	RESPONSIBILITY	COST
1) Maintain and update downtown building/business inventory	Maintain and update list of buildings, businesses		X	Program manager, Community Development	
2) Promote Opportunity Zone and other development incentives	Encourage business recruitment, retention		X	DDA, economic development director, program manager	
3) Prepare business recruitment plan/packet	Use information for business recruitment	9/15/16		Economic development director, program manager, DDA	
4) Implement branding initiative	Brand community		X	DDA/MS, GNFA, city, CVB, Chamber, PDMA	
5) Promote local revolving loan fund, find additional funds	Offer financing for new, expanding businesses		X	DDA	\$25,000 (reserve)
6) Promote and recruit members for BOOST program, award funds	Offer micro-grants from crowd funding		X	DDA serves as pass-through agency for grants	(\$5,000)
7) Outreach - educational programs for businesses, BOOST promotional materials	Partner with Chamber to offer workshops on customer service, etc.	5/30/16		DDA, Chamber	\$400
8) Conduct annual review of mission and vision statements, bylaws and audit	Keep clear and current	6/30/16		DDA and program manager	\$3,300
9) Keep board members familiar with mission, vision statements	Keep clear and current, posted on agendas		X	Board members, program manager to include mission statement on monthly meeting agendas	
10) Keep annual work plan on file with DCA and review at every board meeting (STANDARD 3)	Ensure board focuses on accomplishing annual work plan goals		X	Program manager and board members	
11) Ensure new board members receive state-mandated training	Ensure board complies with state law	12/31/16		Program manager and board members	\$600
12) Conduct parcel assessment	Assess district properties	2/22/16		Program manager, economic development dir	
13) Professional fees for engineer, architectural drawings to redevelop Jaycees property	Eliminate redevelopment obstacles	6/30/16		Program manager, economic development director and City	\$6,000
14) Demolition fees for Jaycees building	Demolish building to allow redevelopment	6/30/16		Program manager, economic development director and City	\$10,000
15) Retain legal counsel if needed	Assess district properties	6/30/17		City, DDA	\$2,000

Main Street Coordinator Monthly Report for May 2016

Highlights of completed and/or upcoming project and task highlights

- Prepared agendas, reviewed minutes and attended Main Street 4 Points committee meetings
- Prepared agendas, reviewed minutes and attended DDA and Main Street meetings
- Sent DDA info to Brenda King for financial report she prepares
- Helped to prepare info for FYI newsletter and weekly City Hall TV announcements
- Helped stuff folders for branding rally
- Prepared progressive wine tasting news release for PDMA review, draft street closure letter for review – 5/2
- Spoke to council about need for event policies – 5/2
- Prepared letters and stuffed envelopes for street closures for wine tasting and R/R crossing repairs – 5/3
- Helped prepare for and attended branding rally – 5/3
- Visited Women Reaching our Community – Renew r/e advertising grant – 5/4
- Prepared storm shelter route maps for city hall – 5/4
- Attended PDMA meeting – 5/5
- Visited Sugarplum Tree, Split Endz, Crossroads Eyecare, Downtown Dogs, Keisha’s Cuts, Mia’s Skincare, Couple of Jerks, courthouse, Village Boutique, Rusty’s Steven Harrell’s office, The Swanson, Coffee Cup and Yes, It’s Consignment to post historic downtown building photos for window tour, chat with owners – 5/5
- Attended social media presentation by Mary Claire Kinnas – 5/6
- Updated Main Street and DDA budgets – 5/6
- Met with Steve Lynn, Lee Gilmour, Decius Aaron and Bill O’Neal r/e event policy – 5/6
- Attended Cinco de Mayo First Friday event downtown – 5/6
- Attended departmental budget hearing – 5/9
- Prepared budget hearing presentations for DDA and Main Street – 5/9-5/13
- Visited Simply Southern Sweets and Two of a Kind – 5/10
- Attended Chamber Business Development Committee meeting – 5/10
- Completed online monthly report for DCA – 5/11
- Reviewed draft job description for digital communications staff person and Red Shed proposal – 5/12-5/13
- Set up, cleaned up after and attended presentation by Lewis Meeks on downtown revitalization efforts – 5/12
- Visited Bellamy Jewelers to learn upcoming plans – 5/13
- Researched DDA – Georgia Cities Foundation loan projects - 5/16
- Attended preservation month brunch at Hay House in Macon – 5/17
- Attended cemetery maintenance workshop in Vienna – 5/19
- Requested information on cemetery internment deeds and disaster preparedness – 5/20
- Met with Sheryl E. r/e business idea and showed her available buildings in downtown – 5/20
- Worked on special events policy, talked with Adam Edge r/e use of Suwanee forms, Linda Harris in Decatur and Alicia in Decatur as guide, sent to Robert Smith for review – 5/23-5/31
- Went over budget hearing presentations with Bryan Fountain and Bill O’Neal and attended budget hearings for DDA and Main Street – 5/23
- Followed up on DDA meeting business – 5/25
- Attended branding committee meeting – 5/25
- Contacted photographers to ask for quotes to photograph events – 5/25-5/26
- Wrote BOOST application news release, updated BOOST document to post on website – 5/26
- Prepared fire maps for city hall – 5/31

<u>Openings in or near downtown</u>	<u>address</u>	<u>type</u>	<u>license date</u>	<u>jobs</u>	<u>location</u>
3G Management Services	915-A Main Street	mgmt. services	04.19.16	3	DDA
Hardee's	1504 Sam Nunn Blvd.	fast food restaurant	05.23.16	40	City

Closure notifications and Relocations

Liberty Tax	717 Commerce Street	tax service	closed May 2016	2	DDA
Real Turf Solution	717 Commerce Street	lawn service	closed May 2016	2	DDA

2016 CERTIFICATE OF APPROPRIATENESS

<u>APPLICATION #</u>	<u>LOCATION/WORK TO BE DONE</u>	<u>DATE</u>	<u>VALUATION</u>
#16-01	736- Carroll Street (sign)	01.12.16	\$300.00
#16-02	1023/1025 Ball Street (door change remove mansard Roof)	01.26.16	\$16,000
#16-03	914 Carroll Street (paint and remove damaged window)	01.26.16	\$900.00
#16-04	1023 Ball Street (signs)	02.04.16	\$100.00
#16-05	1101 Washington Street (sign)	02.22.16	\$250.00
#16-06	915 Carroll St. (pressure washing and painting)	03.11.16	\$1700.00
#16-07	1307-11 Ball St. (signs)	03.24.16	\$500.00
#16-08	742 Main Street (sign)	03.31.16	\$200.00
#16-09	343 Gen Courtney Hodges Blvd. (sign)	03.31.16	\$600.00
#16-10	753 Commerce St. (sign and awning)	04.05.16	\$1500.00
#16-11	1109 Washington St (rear door and awning) O'Neal Insurance	04.6.16	\$700.00
#16-12	813 Carroll Street (painting, windows, roof) Antiques on Carroll	04.13.16	\$4800.00
#16-13	807 Carroll Street (new metal roof) (Rusty's)	04.20.16	\$25,000
#16-14	604 Gen. Courtney Hodges Blvd. (signs) (Dollar General)	04.20.16	\$15,000
#16-15	904 Carroll Street (signs – using existing) (Eyewear Boutique)	05.02.16	\$0.00
#16-16	910 Carroll Street (signs) (Jones & Company)	05.04.16	\$475.00
#16-17	909 Main Street (sign) (Perry Players)	06.13.16	\$500.00