

***Perry Main Street Program***

***City of Perry, Georgia***

August 17, 2016

Noon – Perry City Hall

2<sup>nd</sup> floor conference room

***PROMOTION COMMITTEE***

***AGENDA***

Welcome

Minutes

Review and approve minutes for June 15, 2016, and July 20, 2016, meetings

Visitors

Old Business

1. Review Sweets and Treats special event request
2. Update on Small Business Saturday
3. Review suggestions from survey for NBHA 2017 event

New Business

1. Authorize \$120 expense to measure billboards
2. Discuss Pokemon Go activities
3. Discuss February outdoor movie event to promote new brand and possible sponsorships
4. Discuss Perry Downtown Marketing and Promotion Plan

Chairman Items

Other

Adjourn

Perry Main Street Program – Promotion Committee  
Minutes – June 15, 2016

Welcome – Chairman Bill O’Neal welcomed everyone to the meeting at 12:00 p.m.

Roll: Chairman O’Neal, Committee members Samantha Arrington and Darlene McLendon  
New member: Allison Hamsley

Absent: Andrew Presswood, Lindsay Bailey and Joe Brownlee

Staff: Catherine Edgemon, Main Street Coordinator; and Trisha McMillan, Recording Clerk

Visitors: Terre Walker.

The committee welcomed Allison Hamsley, the new director at the Perry Area Convention and Visitors Bureau, as a new member on the Promotion Committee.

Minutes

Committee member Arrington made a motion to approve the April 20, 2016, meeting minutes as presented; committee member McLendon seconded; motion passed 2-0 with Chairman O’Neal and committee member Hamsley abstaining. Committee member Arrington made a motion to approve the minutes for the May 5, 2016, special called meeting and May 18, 2016, meeting; Chairman O’Neal seconded; motion passed 2-0 with committee members McLendon and Hamsley abstaining.

Discuss outdoor dinner event and promoting new brand

Ms. Edgemon has talked with Jodi Daley about this event to get her ideas. Ms. Daley has done events such as this one and said the ticket price would need to be at least \$50.00 per person. Committee member Arrington mentioned getting sponsors to help with expenses. Ms. Edgemon will talk with Council member Jones to get his ideas about the proposed event and report back to the committee.

Old Business

1. Approve media grant payment to Perry Downtown Merchants Association for \$219.25  
Committee member McLendon made a motion to approve the media grant payment to Perry Downtown Merchants Association for \$219.25. It was seconded by committee member Hamsley and was unanimously approved with committee member Arrington abstaining. Committee member Arrington told members that the wine tasting event’s attendance doubled from 2015 to this year’s event.
2. Discuss business spotlight program – Ms. Edgemon told members that she had not been successful getting a response to the questionnaire from Lickin’ Good Doughnuts for the May spotlight and is waiting on the information from Kids America for June’s spotlight. Enterprise Rent-a-Car will be the spotlight for July. The committee discussed changing the spotlight program to focus on new businesses that would be eager for the publicity that a news release could bring.
3. Update on event policy – Ms. Edgemon said that council has approved going forward with the event policy. Right now she is waiting for final review comments from the police and fire departments. Then the policy will go to the city manager and city attorney for review.
4. Report on discussions with the Georgia National Fairgrounds and Agricenter event planners that want activities downtown

- a. National Rodeo – Ms. Edgemon spoke with Stacey Campbell at the Georgia National Fairgrounds and Agricenter. Ms. Campbell said that a lot of people just come for a couple of hours to the rodeo and advised an event in conjunction with this event would probably not have a good turnout.
  - b. Family Motor Coach Association – Chairman Bill O’Neal said Chris Lusk with the Family Motor Coach Association said members are not encouraged to leave the grounds; however, they might be open to having an event downtown on their “free” night when they do not have activities planned on the GNFA grounds if that night moved to Friday. The next FMCA event in Perry will be in March 15-18, 2018.
  - c. National Barrel Horse Association – Committee member Arrington said Sherri from National Barrel Horse Association said it would be best to have an event downtown for the youth, rather than adults, and Tuesday and Thursday would be the best nights.
  - d. The committee, upon hearing Mrs. Campbell’s feedback regarding the rodeo, felt there would be similar obstacles to planning an event downtown in conjunction with the Junior Livestock Show, Georgia Wildlife Federation Buckarama and Arabian Horse Show and decided not to investigate those further, rather focusing on the FMCA convention and NBHA Youth.
5. Discuss hosting fall event  
Committee member Arrington said she would ask merchants at the next Perry Downtown Merchants Association if there is interest in partnering with the Promotion Committee for a fall event.

#### New Business

1. Discuss giant postcards  
Terre Walker Gave a presentation about giant postcards as selfie stops. She shared a postcard which shows some downtown buildings and had printed at Federal Express for \$77. Ms. Walker explained that when the postcard is placed downtown, it will be a good backdrop for visitors to take pictures, including selfies. There could also be seasonal postcards that included fairground activities and seasonal events.

A discussion was held about the postcards. Suggestions were made to have it painted on the side of a building or to have a bigger postcard that showed the downtown area better.

Ms. Edgemon suggested having Creative Signs make a draft for a double billboard at Exit 136. Committee member Arrington recommended Cory Jones to do a draft also. Ms. Edgemon will contact them both. It will have the new logo on it using the color palate with greens and yellows and will direct people to the downtown area.

2. Discuss Small Business Saturday  
Ms. Edgemon signed up Perry Downtown Merchants Association to participate in Small Business Saturday, and the request was approved. The merchants would like to do the passport promotion again this year as it was so well-received last year.

Chairman Items – none

Other – none

Adjourn – With no further business, the Promotion Committee meeting was adjourned at 1:00 p.m.

Perry Main Street Program – Promotion Committee  
Minutes – July 20, 2016

Welcome – Chairman Bill O’Neal welcomed everyone to the meeting at 12:10 p.m.

Roll: Chairman O’Neal, Committee member Allison Hamsley

Absent: Samantha Arrington, Darlene McLendon, Andrew Presswood, Lindsay Bailey and Joe Brownlee

Staff: Catherine Edgemon, Main Street Coordinator; and Trisha McMillan, Recording Clerk

Visitors - none

Minutes

The minutes were tabled because there was not a quorum.

Old Business

1. Discuss business spotlight program – Ms. Edgemon said she wanted to change the spotlight program to recognize new businesses, instead focusing on existing businesses, because she has had difficulty getting prompt responses from some selected businesses in the past. The committee members agreed with the change, which was discussed at the June meeting.
2. Update on event policy - Ms. Edgemon said she sent the event procedures to the city attorney for review, she made the revisions he recommended, and the document has been sent back to the city manager.

Ms. Edgemon distributed a check-list for the Promotion Committee to use for events and asked that if anyone has any changes, please, to send them to her.

3. Discuss outdoor dinner event to promote new brand and possible sponsorships – Ms. Edgemon spoke with Councilman Jones about this event, and he didn’t have any specific ideas. It was suggested delaying the event until spring and coordinate with Leisure Services Director Dye. The Leisure Services Department has sponsored some outdoor movies and might want to partner on an event downtown. It was suggested by members to have it on the courthouse lawn along with food trucks, popcorn machines, etc. Ms. Edgemon will talk with Mr. Dye and report back to the committee.
4. Discuss hosting fall event - Ms. Edgemon said at the latest association meeting, the merchants association was not interested in hosting an additional fall event. Committee members said there is not enough time to host another event at this time of year.
5. Update on giant postcards – Terre Walker will go ahead with the giant postcard for a selfie stop in the downtown area. The postcard theme could change with different holidays.

6. Update on Small Business Saturday – Per Ms. Edgemon, Perry is signed up for this event. The merchants association will observe the event on the Saturday after Thanksgiving and will use the passport idea again due to its huge success last year.
7. Update on I-75 billboard – Chairman O’Neal told members that the Frees have given the Promotion Committee the right to use their billboard. As soon as the dimensions are measured, the billboard will be completed. Chairman O’Neal said the committee will graciously give the Frees a tax write-off as a donation through UPP.
8. Update on survey ideas for NBHA 2017 event – Ms. Edgemon made a short questionnaire for people at the NBHA to provide ideas. Committee member Arrington will distribute them downtown, and committee member Hamsley will put them on the Convention & Visitors Center table at the fairgrounds.

#### New Business

1. Authorize \$120 expense to measure billboards – Ms. Edgemon will ask the committee again as she did not receive a response from most of the members when she asked previously.
2. Request to assist with Sweets and Treats and provide costume contest prize money – Ms. Edgemon asked committee about having a family category in the costume contest. Members thought this idea would be okay as long as the family just received \$25.00. Ms. Edgemon said there is \$200 in the budget for costume prize money, which would cover a \$25 prize for each of the three age categories for boys and girls and two for the family category.  
  
Ms. Edgemon said volunteers are needed for this event. She will contact committee member Presswood to see if he can volunteer again this year.
3. Discuss scavenger hunt or Where’s Waldo? Competition for 2017 NBHA  
Committee members agreed to wait until the surveys were completed this year to decide.

Chairman Items – none

Other – none

Adjourned – With no further business the Promotion Committee was adjourned at 12:35 p.m.

**PERRY MAIN STREET PROMOTION COMMITTEE EVALUATION  
FOR DOWNTOWN EVENTS**

<b>Event organizer or sponsoring organization:</b> PDMA	
<b>Name of individual representing sponsor organization:</b> Cory Jones	
<b>Event title:</b> Sweets and Treats on Downtown Streets	
<b>Event date:</b> Monday, Oct. 31, 2016	
<b>Event hours:</b>	<b>Start:</b> 4 p.m. <b>End:</b> 6 p.m.
<b>Expected attendance: Participants:</b> 20 businesses	<b>Spectators:</b> 1,200 (kids and families)
<b>Event description:</b> Kids trick or treat on sidewalks at downtown businesses, and a costume contest will be held on the courthouse lawn.	
<b>Will downtown businesses be open during the event?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <b>Will event benefit the Perry community?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <b>Is the event free to the public?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Will event have a negative impact on, or are there concerns about:</b> • <b>Public health, welfare and safety?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No • <b>Surrounding businesses and residences?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No • <b>Environment?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No • <b>Public access to streets, sidewalks and facilities?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No • <b>Potential conflicts with previously approved event?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No • <b>Frequency of same or similar events?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No • <b>Ability of event organizer to achieve goals set forth for special events and previous history in facilitating special events?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>The Perry Main Street Promotion Committee:</b> <input type="checkbox"/> Has no objection to the event <input checked="" type="checkbox"/> Has no objection to the event and recommends City of Perry support for the event <input type="checkbox"/> Has no objection to the event but recommends additional conditions for the event <input type="checkbox"/> Objects to the event	
<b>Recommendations for City support for the event, conditions for event organizer to meet as condition for approval or reasons for objection to the proposed event:</b> Main Street Promotion Committee partners with PDMA on this annual event. In the past, the PDMA and City support for the event have done a good job with managing the event and crowd. The only concern is making sure access to the Board of Elections (and parking on Carroll) is not impeded until after 5 p.m. because of active voting for the upcoming elections.	
<b>Signature of Committee Chairman or Vice chairman:</b>	
<b>Signature of Main Street Coordinator:</b>	<b>Date:</b>



Where Georgia comes together.

## City of Perry Special Events Application

### Applicant and Sponsoring Organization Information

Name:	Perry Downtown Merchants Association (PDMA)
Name of individual representing sponsor organization:	Cory Jones
Street address:	910 Curroll Street
City/State/Zip code:	Perry, GA 31069
Mailing address if different from above:	
Cell phone:	229 938 4053
Email address:	cj8488@yahoo.com
If this event benefits a City of Perry non-profit organization, which one?	
Contact person on site for day of event:	Cory Jones
Cell phone:	229 938 4053
Is this a first time event? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
If held before, when and where?	Curroll Street / Downtown

### Event Information

Type of event (Check all that apply): <input type="checkbox"/> Parade <input checked="" type="checkbox"/> Festival <input type="checkbox"/> Concert/Music <input type="checkbox"/> Other			
* For parades, races and block parties, please, request the event applications specific to those events.			
If other, specify:			
Event title:	Sweets and Treats on Downtown Streets		
Event date:	Monday, October 31, 2016		
Event hours: Start:	4:00 pm	End:	6:00 pm
Set-up: Date:		Time:	
Break down: Date:		Time:	
Expected attendance: Participants:	20	Spectators:	1200

## Event Description

Briefly describe event and activities. Include the purpose of the event. Explain how it benefits the City of Perry and its residents. Attach any of the following that are applicable: site plan, including location of stage, restroom facilities, vendor booths, etc.

Downtown Merchants will set up on sidewalk in front of their businesses and give out candy to trick-or-treaters. Costume Contest will also be held.

I understand that only event activities outlined an approved in this application and approved by Perry City Council are permitted, and hosting additional activities that have not been approved may be grounds for the event permit to be revoked.  Yes  No

## Event Details

Attach schedule or brochure for all activities associated with event.

Will items or services be sold at the event?  Yes  No

If yes, describe:

Will event have amplified sound?  Yes  No

If yes, describe: Microphone at Costume Contest

Is the event free to the public?  Yes  No

Will vendors cook or heat food?  Yes  No

If yes, describe:

Will any areas be fenced off or barricaded?  Yes  No

If yes, describe:

If event is downtown, will downtown businesses be open during the event?  Yes  No

If event includes music, please, list names of bands and their websites or Facebook pages below:

## Insurance

A certificate of insurance must be filed with the City of Perry City Clerk at least 30 days before the event on a standard ACORD form. The City of Perry must be listed as an additional insured with respect to general liability and alcohol liability if alcohol will be served. Check the policy document for required general liability and alcohol liability minimum coverage amounts.

Insurance form(s) attached *Partnership with Mainstreet Promotions*

## Alcohol Permit Information

\* Serving beverages in glass bottles at events is prohibited. Event organizer will notify any participating restaurants not to allow glass bottles to leave their premises.

\* Event organizer will stop alcohol service one hour before the scheduled end of the event.

Does your event involve the sale of alcoholic beverages?  Yes  No

If yes, describe:

\* If alcoholic beverages are to be sold, a special event alcohol permit is required, and a copy of the state license must be sent to the City of Perry City Clerk at least 60 days before the event is to be held.

Name of business serving alcohol:

Street address of business serving alcohol:

City/State/Zip Code:

Mailing address if different from above:

Cell phone:

Email address:

Name of licensee:

License number:

Is a copy of the licensee's alcohol license attached?  Yes  No

Hours alcohol will be served at event:

Is alcohol serving area open to public?  Yes  No

Is this an open container request?  Yes  No

Is current alcohol liability insurance policy naming City of Perry as additional insured attached?  Yes  No

Is a copy of the special event alcohol permit from the City of Perry Police Department attached?

Yes  No

Terms & Conditions:

I hereby agree that as a condition to the issuance of a Special Event Alcohol Permit, the business owner/sponsor of the event shall indemnify and hold the City harmless from claims, demand or cause of action which may arise from activities associated with the event. I hereby solemnly swear, subject to criminal penalties for false swearing, that the statements and answers made by me to the foregoing questions in this application for a Special Event Alcohol Permit are true, and no false or fraudulent

statement or answer is made herein to procure the granting of such permit.

I hereby state and understand that should a complaint be filed against the owner/sponsor of the event for violation of any regulation associated with the application for the City of Perry Alcoholic Beverage Catering License, the permit issued for the event will immediately become void and will not be reissued for the same location.

Licensee's name:	Date:
Licensee's signature:	
Sworn and attested before me on this _____ day of _____, 20_____	
Signature of special event organizer/applicant:	
Name, signature and stamp of Notary Public:	
* The sale of alcohol/mixed drinks requires excise reporting.	

### Street Closure Requests

Names of streets to be closed:		
Street: Carroll	Between: Jennigan	and: Washington
Street: Jennigan	Between: Commerce	and: Main
Street:	Between:	and:
When are you requesting the street closure(s)? 3 pm - 6:30 pm		
Why are you requesting the street closure(s)? Heavy foot traffic / children		
Type of street closure: <input checked="" type="checkbox"/> Complete <input checked="" type="checkbox"/> Rolling (either is fine)		
If event includes a parade, describe the parade route:		
Parade assembly area:		Parade disbanding area:
The event organizer is responsible for notifying affected businesses and residents of street closures. Describe your notification plan and attach a copy with this application:		

## Restroom Facilities

Will event organizer provide portable restroom facilities?  Yes  No

## Tram/Shuttle Plan

Will event involve the use of a tram/shuttle plan?  Yes  No

How many trams/shuttles will be required?

Please, describe or provide an attachment of your tram/shuttle plan and route:

Please, describe your parking plan:

Parking is available surrounding downtown in public lots.

## Sanitation

Describe your clean-up plan for during and after the event:

Downtown Merchants will maintain sidewalks in front of their businesses.

## Electricity and Water

Will your event require access to electricity?  Yes  No

If so, where? Old Courthouse Lawn

What electrical load will you require?

Will your event require access to water?  Yes  No

If so, where?

I understand that I may incur an additional charge for use of City electricity and/or water:

Yes  No

## Police/Security

\* If police/security is required for event, off-duty officers may be hired at the rate at a rate set by the Chief of Police per hour for the duration of the event, with a minimum of three hours.

- \* Based on the event, the Police Department will determine how many officers will be required.
- \* An officer is required to be on duty at any event where alcohol is served on City of Perry property.

Number of officers requested: **3**

Total hours for officers requested: **3 hours (3:30 pm - 6:30 pm)**

### Fire and Emergency Medical Services

Describe your plan for providing emergency medical services:

\*If Emergency Medical or Fire Protection Services are required for the event, off-duty members can be hired at a rate set by the Chief of Fire and Emergency Services per officer per hour. The Chief of Fire and Emergency Services Department reserves the right to set the staffing minimums based upon the specifics of the event (including type of event, expected attendance, time of year and areas to be affected).

### Weather Emergency Procedures

\* When lightning and/or thunder occurs, advise participants to seek shelter in a car or building. Please, wait 20-30 minutes before proceeding.

I understand that the City of Perry Chief of Fire and Emergency Services or his/her designee may determine that weather conditions are too dangerous and cancel the event at any time.

Yes  No

### Health Department

I understand that the City of Perry does not schedule Health Department inspections and will work with vendors to schedule any required inspections by the Houston County Health Department, 98 Cohen Walker Drive, Warner Robins, (478) 987-2020 at least two weeks before the event.  Yes  No

### Event Publicity

If you would like your event included in the upcoming FYI Newsletter, please, submit your news release to the City of Perry Digital Communications Manager at least one month before your event at [ellen.palmer@perry-ga.gov](mailto:ellen.palmer@perry-ga.gov).

## Indemnification and Hold Harmless

Subject to the granting of all permits required by the City of Perry, the City of Perry authorizes PDMA (Special event organizer/applicant) to utilize the sites(s) known as Conrail St / Downtown for the purposes of conducting the activities described within the special events permit application.

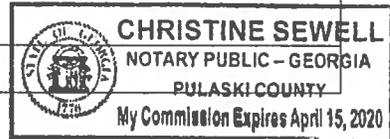
The special events organizer/applicant agrees that the City of Perry assumes no responsibility or liability for any defects or other conditions on the site of the event on City of Perry property, whether the conditions are known or unknown to either party and/or discoverable by either party. The special events organizer/applicant agrees to assume the risk for any and all defects and/or other conditions, whether these defects and or other conditions are dangerous and/or whether these defects or other conditions are discoverable by either party and/or known or unknown to either party.

The special events organizer/applicant shall indemnify and hold City of Perry and its officers, agents and employees harmless and free from any and all claims, including but not limited to personal injury, property damage, alleged to have arisen or resulted wholly or partially from the exercise of any of the rights granted herein to the special event organizer/applicant. This indemnification and hold harmless agreement includes, but is not limited to, the payment of all attorney fees, expenses, costs, judgment and other expenses that may be incurred by City of Perry, its officers, employees or agents as a result of any and all such claims.

Signature of special event organizer/applicant: [Signature]

Name, signature and stamp of Notary Public:  
Christine Sewell Christine Sewell

Date: August 09, 2016



## Agreement and Signature

An application processing fee is required at the time of the application's submittal to the City of Perry. If alcohol is being served, an additional special event alcohol permit is also required at time of the application's submittal. If the application is approved, fee will be rolled over into permit fee. An application must be submitted in time to be included on a Perry City Council meeting agenda for consideration at least 60 days before the proposed event or festival.

I, the undersigned representative, have read the rules and regulations referenced in this application and am duly authorized by the organization to submit this application on its behalf. The information herein is complete and accurate.

Printed name: Cary Jones

Signature: [Signature]

Date: 08/09/2016

- Special event application fee enclosed
- Special event alcohol permit application section enclosed

Please, send completed application to:  
City of Perry  
Attn: City Clerk  
P.O. Box 2030

Perry, GA 31069  
(478) 988-2736  
(478) 988-2705 (fax)  
annie.warren@perry-ga.gov

Or hand-deliver application to:  
City Clerk at  
Perry City Hall  
1211 Washington Street  
Perry, GA 31069.

## Catherine Edgemon

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**From:** samantha@cossartdesign.com  
**Sent:** Thursday, August 11, 2016 2:46 PM  
**To:** catherine.edgemon@perry-ga.gov  
**Subject:** Small Business Saturday

Catherine,

On behalf of PDMA, I was wanting to see if Promotion Committee would partner with PDMA in Small Business Saturday. I think this would give us a great opportunity to join forces and produce a great event for the community and businesses. Please let me know if you have any other questions.

Thanks!

Samantha

Samantha Arrington  
Office Manager  
Cossart Design  
924 Carroll Street  
Perry, Ga 31069  
478-224-1127  
[samantha@cossartdesign.com](mailto:samantha@cossartdesign.com)

# ATTN: NBHA attendees

Perry would like to host a downtown event during the 2017 NBHA youth competition. What activities would interest you? Karaoke contest? Corn hole toss? Concert? Scavenger hunt? Thank you for your suggestions.

Suggestions:

Notes:



- 1) NBHA is trying Karaoke tonight (7-22-16) to see if it works.
- 2) As far as a "water" event, could be something as simple as the fire truck coming out & letting them run thru <sup>the</sup> Spray. (Per NBHA) (Angie at front desk)
- 3) <sup>Outdoor</sup> Movie Night - Easy - Could combine "water" w/ movie. She suggested someone selling popcorn + drinks.
- 4) Best days to do something:  
1<sup>ST</sup> Sunday, Tuesday or Thursday  
Worst days: Saturday (checking in), Monday - Ag Center feeds them, Wed - Spirit Parade of States.

# ATTN: NBHA attendees

Perry would like to host a downtown event during the 2017 NBHA youth competition. What activities would interest you? Karaoke contest? Corn hole toss? Concert? Scavenger hunt? Thank you for your suggestions.

## Suggestions:

Karoke



Race for Parents

Concert

cornhole toss

Concert

\* Water related activity

Out door movie at night

Concert

Arena Race

Movie Night

Flag Football

Water related activity

\* Races for parents (off horse) <sup>OFFHORSE</sup> Funny games

Karaoke

Concert

movie night

Arena Race

Movie Night

Arena Race

# ATTN: NBHA attendees

Perry would like to host a downtown event during the 2017 NBHA youth competition. What activities would interest you? Karaoke contest? Corn hole toss? Concert? Scavenger hunt? Thank you for your suggestions.

Suggestions:



~~Scavenger Hunt~~ Scavenger Hunt

Fishing Tournament

Mini carnival w/ rides

Water Slides

CONCERT

Concert (famous person)

Gymkhana

~~Scavenger Hunt~~

\* Glo-in-the-Dark Barrel Race.

Karaoke contest

Karaoke contest

RACE FOR PARENTS

\* Mechanical Bull

\* Outdoor Movie Screen

# ATTN: NBHA attendees

Perry would like to host a downtown event during the 2017 NBHA youth competition. What activities would interest you? Karaoke contest? Corn hole toss? Concert? Scavenger hunt? Thank you for your suggestions.

## Suggestions:

Slip & Slide, Scavenger hunts,

Mossy Creek Soap customers suggested an event on Wednesday. The business had a lot of customers early in the week but none later on. They were open to ideas and would appreciate anything.



## WE FOUND WALDO PARTY

July 30, 11:00am-12:00pm  
The Bookshelf, 126 S. Broad St.

To wrap up a fun month of Finding Waldo in Downtown Thomasville, The Bookshelf is finishing out this year's Waldo celebration with a WE FOUND WALDO party! There will be drawings for prizes for the month's winners, and kids will have a chance to meet and get their picture taken with Waldo. Plus there's a WALDO LOOK-A-LIKE CONTEST so be sure to wear your red and white stripes! For more info call 229-228-7767 or [click here](#).



You still have plenty of time to Find Waldo in Downtown Thomasville! All July long, Waldo will be hiding in some of your favorite downtown spots. Start at [The Bookshelf](#) when you'll receive a card to have stamped at participating shop and restaurants in downtown. Kids are encouraged to hunt high and low for the sneaky little guy in each shop, then get a stamp from each store owner. Once you've got stamps from all the shops, come back to The Bookshelf to enter a drawing for Waldo prizes!

NBHA idea

# Metro businesses cash in on Pokemon Go

## Business

By **Leon Stafford** - The Atlanta Journal-Constitution Posted: 12:51 p.m. Thursday, July 21, 2016

The next time you hear a “ka-ching” while playing Pokemon Go, it might be coming from a nearby cash register.

The **gaming phenomenon** is creating the kind of foot traffic the operators of **restaurants**, tourist attractions and retail stores would normally have to pay thousands of dollars to generate.

“July is pretty slow and this will help,” said Andy Zirgir, co-founder of Atlanta Bar Crawls, which plans a Pokemon-themed crawl in Midtown this weekend.

Zirgir said he bought 50 “lures” for roughly \$35 to be able to place monsters at different bars at differing times to ensure the crowd is always motivated and keeps moving so everyone can benefit.

With millions of downloads, Pokemon Go has more active users than Twitter, according to tracking firm SimilarWeb, and is overshadowing Facebook and Instagram as America’s biggest obsession this summer. For most businesses, drawing players is a matter of luck based on the game developer’s **random placement of characters** or areas where players can catch them.

But businesses can buy “lures” from the app to bring Pokeman players to them, and they are coming up with other ways to get in on the action.

Restaurants and shops on Broad Street in downtown Atlanta, for instance, are drawing customers by posting signs about the latest sighting of a Pokemon monster in or near their stores. When scores of Pokemon teams **showed up last week** in Marietta’s square, stores promoted refreshments to keep players quenched during their hunt. (**A food truck event Thursday in the Gwinnett County city of Sugar Hill** is also having a Pokemon Go event.)

Six Flags Over Georgia has created an online guide to help players find the game’s training facilities or “gyms” and the more than 20 “pokestops” at its park west of the city. The park is promoting itself as one of the best places to experience everything the game has to offer — including the ability to “hatch” Pokemon eggs through miles of walking.

It also will host “Pokemon Go To The Park Day” on July 28. Admission is half the usual \$65.99 general admission price.

“One in three people are playing Pokemon across our entire system,” Six Flags Over Georgia spokesman Gene Petriello said. “It is definitely very, very popular.”

## Reacting quickly

Denish Shah, an associate professor of marketing at Georgia State University, said the opportunity Pokemon Go has created for businesses to rake in cash with little effort cannot be overstated. Savvy

operators who react quickly can capitalize just by linking their proximity to anything related to Pokemon Go on social media.

There's no need for a marketing strategy planned months in advance, costly demographic research or public relations teams to get the word out, he said.

"It's a (return on investment) that businesses can only dream of," he said. "This is a true test to see which businesses are really nimble."

Not every business wants Pokemon Go attention. Hospitals want to be off limits for the game, as do military bases and fire houses. Nationally, the [Holocaust Memorial Museum in Washington](#) and The National September 11 Memorial & Museum would like Pokemon Go fans to play elsewhere.

Six Flags also has asked the app developer to delete Pokemon Go from restricted park areas, Petriello said. Park staff check daily to make sure fans don't make "off limits" spaces part of the game.

Jennifer Rollins, of Oxford, Ala., braved the heat at Six Flags this week to hunt for Pokemon critters, finding more than a handful throughout the park. She said in addition to being fun, the game enables her to spend time with her children and walk.

The downside — phone battery life. The game uses GPS to find stops, gyms or characters, a big drain.

"A good thing to do is to find a plug-in because it runs your battery down real quick," she said.

A spokesman for electronics retailer Best Buy said the company has seen sales of external batteries jump because of the game.

### **Waffle House pokestops**

Just days after the Pokemon Go app was released Atlanta-based Waffle House asked customers in a tweet whether they had seen Pokemon or "[pokestops](#)" at any of its locations. The chain got back more than 100 affirmative responses, leading the company to consider buying "lures."

"We are talking about it, but our restaurants are pretty tight as it is and we don't want customers bumping into each other," said spokesman Pat Warner.

Anslee Schroeder, a spokeswoman for the Georgia Aquarium, said the downtown attraction also is considering lures as a way "to enhance the experience" for visitors. There are four "[pokestops](#)" at the aquarium and five monsters have been spotted.

Atlanta Bar Crawls' Pokemon Go pub crawl this weekend in Midtown is one of several popping up in the area to take advantage of the game's popularity. Zirgir said he thinks the event could bring out 400 to 500 players, which would easily make it one of the group's most well-attended outings.

He's lined up 10 participating bars, including Fado Irish Pub Midtown, Hi-Five Diner, World of Beer Midtown and Einsteins.

"This is a win for everybody," he said. "Bars get an influx of business and game players get access to a lot of what they are looking within a two-block radius."

*Sierra Hubbard contributed to this story.*



STRATEGY

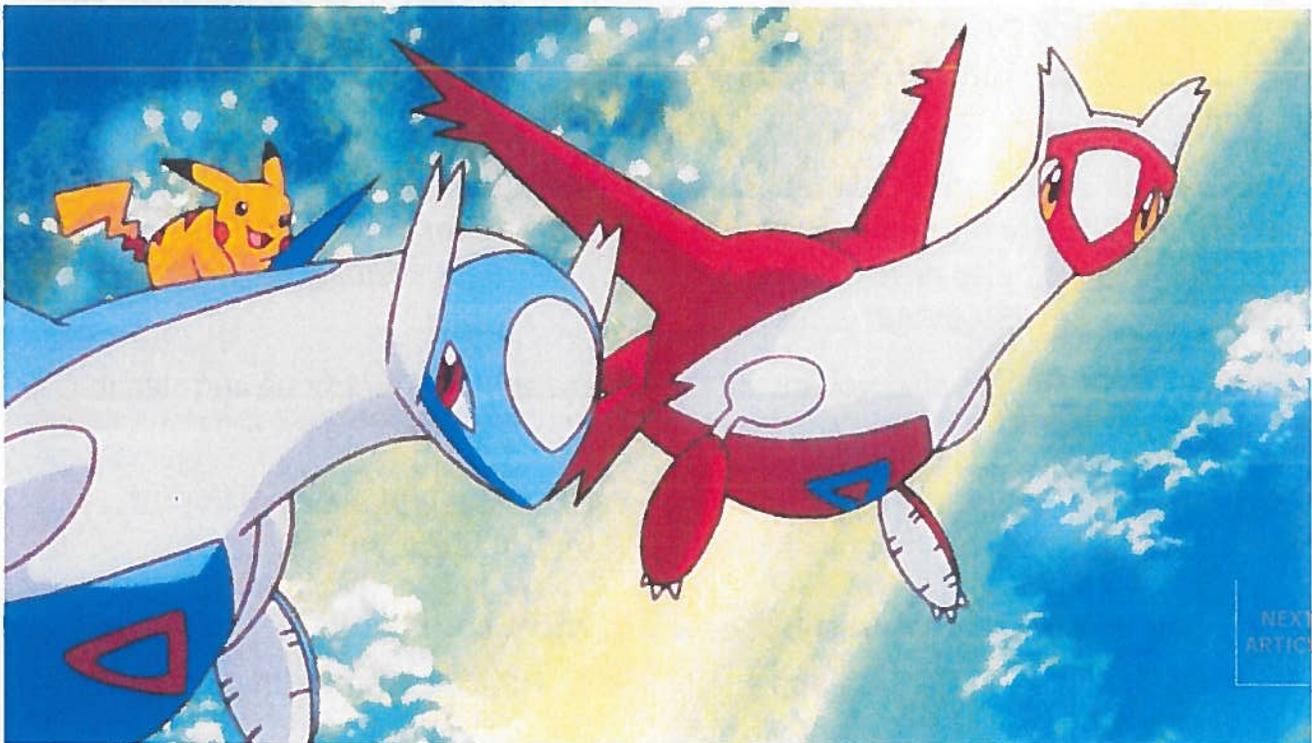
## Pokemon Go Is Driving Insane Amounts of Sales at Small, Local Businesses. Here's How It Works

For \$1.19 an hour, you can have more customers than you've ever seen in your life



BY WALTER CHEN

@smalter



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CREDIT: Miramax Films/Photofest

The speed at which Pokemon Go has spread is unprecedented. Less than a week after launch, this augmented reality mobile exploration game has been installed on twice as many phones as Tinder, it has double the engagement of Snapchat, and it is eclipsing *Twitter* in its percentage of daily active users.

People are spending so much time journeying around looking for Pokemon that getting sore legs from playing for hours on end has practically become its own meme.

Smart businesses have caught on too. As Pokemon Go users traverse their towns in search of Pokemon, local stores, restaurants, movie theaters, and other businesses are capitalizing on this massive opportunity, driving huge amounts of foot traffic and conversions both with simple in-app purchases and creative marketing campaigns.

To start turning the ambulating gamers around *you* into your new best customers, all you need is to know how to play the game. Here's how:

## 1. Find Out if Your Business Is a Gym or PokeStop

What makes Pokemon Go different from many other games is that it doesn't keep people shut up in their rooms. The game runs off an augmented reality HUD, or heads-up display, of the real world. Players' avatars explore with them as they catch Pokemon, collect rewards from PokeStops, battle other users at Gyms, and team up to defend their territory.

Figuring out whether your business is a PokeStop or Gym is the first thing you should do. PokeStops and Gyms attract foot traffic without any effort-players flock to them for rewards and to battle other players-and they can be leveraged for massive sales if you know how.

There is no official Niantic map that lists all the PokeStop and Gym locations yet. One workaround is to use the online map of portals created over the last three years for the game "Ingress," also developed by Niantic, which maps virtually 1:1 with Pokemon Go's PokeStops and Gyms.

Check out the map here after you install the Ingress app on your phone and sign in (you can use a Google account, and it only takes about a minute to set up).

Once you have it set up, you'll be treated to a searchable world map of different "portals"-each one being either a PokeStop or a Gym in Pokemon Go.

## 2. Sit Back, Throw Down a Lure, and Enjoy the Show

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Pokemon Go offers a range of in-app purchases. The one that is most important for your small business is Lures.

Lures increase the rate of Pokemon generation in the area around the PokeStop where they're placed for one half hour. That may not sound that powerful, but Pokemon are scarcer than you think. Luring is an insanely powerful tool that you really have to see to believe. Here's a sample of the comments from some recent Reddit threads on the subject:

We did this last night (college town), and within minutes of dropping the lure, 30 people walked in. Hooly s#&@.

I own a pizzeria that's a Pokestop and I literally did this all day. I had a ton of kids and adults (mostly adults) come in for a slice of pizza and a drink until the lure ran out.

What's even more incredible is just how affordable luring is. Let's do the math. With \$100 netting you 14,500 Pokecoins and an eight-pack of Lures costing 680 Pokecoins:

$$14,500 \text{ Pokecoins} / 680 = 21 \text{ eight-packs of lures}$$

$$(21 * 8) / 2 = 84 \text{ hours}$$

$$\$100 / 84 \text{ hours} = \$1.19 \text{ per hour}$$

All you have to do is:

- Tap the red Pokeball at the bottom of your HUD
- Tap "Shop"
- Scroll down and tap the purple, box-shaped Lures to purchase. You'll re-direct to your app store's payment system
- Once back in-app, tap the red Pokeball again, then tap "Items"
- Tap the purple Lure to activate!

For a little more than a dollar an hour, you can bring virtually guaranteed crowds to your business. The ROI here is ridiculous, so if your business is anywhere near a PokeStop, this is something you absolutely have to try.

### **Capitalize on Your Business Being Near a Pokemon Gym**

Gyms are a separate kind of animal entirely from PokeStops. You can't put down Lures, but you don't have to either, because users are converging on Gyms day and night to face off with other users and "take control" of the gym for either team Mystic, Valor, or Instinct.

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To see if your business is near a gym, you can check the Ingress map, or just open Pokemon Go on your phone and look for the tall structures with little Pokemon near the top. They're not hard to spot-they're the biggest structures on the in-game map.

Capitalizing on your proximity to a gym is more about creative marketing in real life than anything else. Here are some ideas for ways to engage with the droves of people standing near your business with their eyes glued to their phones:

- **Giveaways:** Order Pokemon Gym badges from a supplier that can customize them for your business. A quick Google search of the keywords "Pokemon Gym badge" and "custom" should get you what you need.
- **Keep score:** Put up a sandwich board announcing which team is currently in control of your Gym, and then offer a discount to members of that team! Don't worry about staying updated on which team is winning-just ask those who are participating in the promotion to inform you when the gym has changed hands.
- **Get social:** Take in-game screenshots and post them on the social-media platforms where you're active. Use hashtags like #pokemongo and #pokemon to get the message out to your potential new customers.

If you're nowhere near either a PokeStop or a Gym, that just means you have to get a little more creative.

### 3. Go Where the Pokemon Roam

Once you know the basics of how Pokemon Go works, you don't actually need to be near a PokeStop or a Gym to capitalize on the traffic they can create.

#### Take Your Business on the Road

One way to make your business a part of the Pokemon Go phenomenon is to get mobile and find a spot from which to orchestrate the Lure or Gym strategies. If you're a fashion retailer, maybe this means loading up a van with some of your latest vintage finds. If you're a restaurant, maybe this means going to the park and setting up a barbecue. It's summertime, so get creative.

Since Pokemon are everywhere, you want to go where you have the best chance of finding success. Take advantage of places where you have clusters of PokeStops. If there are three PokeStops on the same block, as is happening fairly often in larger cities, then park yourself in the middle of them and lay down three Lures at the same time.

It's the same effect as if you were laying down one-just multiplied by three. Before you know it, you'll have a serious crowd on your hands.

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#### Promote Your Local Pokemon on Social Media

Even if your business is nowhere near a PokeStop or a Gym, you're still going to have Pokemon.

One way to get people excited about visiting your business is to get on social media and show off the valuable or rare Pokemon popping up in your area. To know what to look for, a Reddit user has created a handy rarity chart.

You could hire a member of your staff to sit on Pokemon Go all day, lay down Incense (an in-game purchase similar to a Lure, but which only gives effects to the person who triggered it), and take screenshots of the Pokemon they capture.

A better option, though, might be to incentivize play on the part of your customers.

Consider running it like a referral program:

- Tell users you'll pay for their Incense in return for some screenshots of any rare Pokemon that pop up in the vicinity of your shop.
- Have them upload the picture and tag you on social media, so that their followers know about you too.
- Promote the fact that you're rewarding users who find rare Pokemon at your business.

Do this right, and you could turn your store into a viral destination.

### **Advertise Your Pokemon on Facebook**

If you don't already have a decent-sized following on social media, or if you're looking to drive an even greater amount of traffic, then Facebook advertising is your best bet.

By creating a Facebook ad targeted only inside the geographical radius of your choice, you could spread the word about your local Pokemon only to those people liable to actually stop into your store.

The vanilla Facebook advertising interface can be hard to use, so check out one of the Facebook ad managers out there if you want help. AdEspresso, one such tool, makes it easy to set whatever targeting criteria you want, whether that's geographic (one mile around your business), demographic (ages 16 to 26), or interest-based (they "like" Pokemon Go on Facebook).

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### **Pokemon Go and Start Marketing Your Local Business Right Now**

The naysayers inside your organization will say the same things people say whenever there's a big paradigm shift. "This is a fad," they'll say. And that could be true. People, of course, said the same thing about the original Pokemon game.

The more salient point here is that no marketing channel is evergreen, but businesses that want to win have to keep one eye open for these big shifts-*and* they have to

capitalize on them when it's time. With Pokemon Go, businesses have an unprecedented opportunity to create strong emotional bonds with new customers, and for very little money.

Even if Pokemon Go isn't as powerful a tool for driving sales six months or a year from now, the customers that you delight today are going to remember you tomorrow.

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@ 04:30 **3 Trends Fueling the Rise of Live Events** | 5:41

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@ 10:11 **Why Virtual Reality Won't Replace Live Experiences** | 6:23

## Where Millennials Spend Their Time and Money

Julia Hartz, co-founder of Eventbrite, explained at *Inc.*'s iCONIC L.A. conference how new technologies are making live social events more enjoyable.

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# **Perry Downtown Marketing and Promotion Plan**

The Perry Main Street Program assists the City of Perry in communicating the Perry's brand message that the city is "where Georgia comes together," markets Perry to residents and visitors as a historic area that offers an attractive experience for unique boutique shopping and local restaurant dining, and as a community that offers many incentives to support business recruitment, retention and expansion. The Perry Downtown Development Authority and the Perry Main Street Promotion Committee are primarily tasked with these efforts.

## **Perry Main Street Promotion Committee Responsibilities**

The Promotion Committee, an arm of the Perry Main Street Advisory Board, adheres to the Main Street Four Point Approach. The committee's goals are to create a positive image that will renew community pride and to tell Perry's Main Street story to the surrounding area. Its activities "will communicate the commercial district's unique characteristics, cultural traditions, architecture, and history and activities to shoppers, investors, potential business and property owners, and visitors."

## **Perry Downtown Development Authority Responsibilities**

The Perry Downtown Development Authority (DDA) Committee is the economic vitality arm of the Perry Main Street Program and is a public body created by the City of Perry to promote a climate favorable for the growth of new and existing businesses in our downtown. Goals of the DDA are directed toward planning and management of development and improvement activities, business recruitment and retention activities, and capital improvement projects.

The Perry DDA advocates for downtown and supports downtown businesses in terms of:

- Acting as a liaison with city, county and state officials on behalf of downtown;
- Assisting property owners with improvement projects;
- Funding and managing downtown beautification programs (benches, planters, public streetscape improvements, redevelopment of public spaces, etc.) and coordinates with the Perry Main Street Design Committee on these efforts;
- Actively recruiting businesses that complement the business mix and generate pedestrian traffic;
- Hosting programs on business recruitment incentive programs and other topics that support entrepreneurs and existing businesses;
- Addressing downtown challenges and implementing short-term solutions while considering long-term infrastructure improvements.

## **Perry Strategic-Master Plan**

In 2014, the City of Perry undertook strategic and master plan initiatives to help the Council identify broad concepts in terms of developing a vision for future growth, as well as identifying specific and upcoming issues and challenges faced by the community.

Process participants included the City Manager, department heads, administrative support staff, and other key city officials; Houston Healthcare; Georgia National Fairgrounds and Agricenter, Perry Area Convention and Visitors Bureau, Perry Area Chamber of Commerce, Perry Arts Center Advisory Board, Perry Area Historical Society, Houston County Development Authority, Perry Planning Commission, Houston County Board of Commissioners, Houston County Board of Education, Perry Downtown Development Authority, Perry Main Street Program, Perry Housing Team/Georgia

Initiative for Community Housing, 21st Century Partnership, Georgia Department of Transportation, Middle Georgia Regional Commission, ESG Operations, Perry-Houston County Airport Authority and Central Georgia Technical College, with guidance from the Carl Vinson Institute of Government.

The purpose of Perry’s Master Plan was to develop a vision for growth for both downtown Perry and the key corridors to and from I-75 and the Georgia National Fairgrounds. Identifying ways to get people attending fairground events or traveling on I-75 to stop and spend time and money in Perry was a key focus.

After identifying these broader goals in the Master Plan, the Mayor and Council drilled down to develop and finalize a new vision statement for the City of Perry, as well as adopt six priority areas and develop priority statements for each, detailing the value and importance of each of the six areas to Perry’s future growth. Those six areas included: 1) Recreation and Leisure, 2) Diverse Revenue Sources, 3) Planning, Engagement and Partnership, 4) Community Development, 5) Service Provision, and 6) Economic Development. The document that outlines the goals in each of those specific areas and identifies potential implementation partners is the Strategic Plan; the plans are so closely related that they are referred to collectively as the Strategic-Master Plan.

Perry Main Street and DDA were identified as potential partners to assist the City in achieving the following promotion and marketing goals:

- 3.2.6 Support the growth of commercial and industrial corridors
- 4.2.4 Develop and implement a wayfinding signage campaign
- 4.2.5 Implement findings of master plan, based on community input and participation
- 4.2.10 Enhance downtown development district to increase options for loft housing, dining options
- 6.2.2 Develop consolidated marketing plan to cross-promote events at Georgia National Fairgrounds and Agri-center and downtown Perry where feasible
- 6.3.1 Recruit small business and/or restaurants to fill gap in current business mix in downtown
- 6.3.3 Expand downtown development district through infill development and/or catalytic redevelopment project for mixed-use projects
- 6.3.4 Incorporate elements of Perry’s master plan and vision in the City’s planning process that are determined to be viable and sustainable
- 6.3.5 Leverage alternative funding mechanisms, incentives and special tax districts, as appropriate, to fund economic growth and redevelopment activities, such as Tax Allocation District (TAD)s, Business Improvement District (BID)s, Community Improvement District (CID)s, Enterprise Zone, etc.
- 6.3.8 Develop downtown business inventory and market analysis to facilitate desired business mix
- 6.3.9 Market Perry to surrounding communities

The Perry Downtown Marketing and Promotion Plan incorporates goals from the current work plans of the Main Street Advisory Board’s Promotion Committee and DDA, as well as provides suggestions for other projects and initiatives the boards can pursue to support the City’s efforts.

Adopted:

\_\_\_\_\_ by Perry Main Street Promotion Committee

\_\_\_\_\_ by Perry Downtown Development Authority

GOAL	STRATEGY/ EXPLANATION	TIME FRAME	ONGOING	RESPONSIBILITY	COST
<b>PROMOTION</b>					
<b>• Market Perry to surrounding communities</b>					
1) Administer matching media grant, memorial bench programs	Promote program, assist businesses in advertising		X	Promotion Committee, administration by program manager	\$2,000 restricted
2) Manage calendar for First Friday, other downtown events (partner with three organizations)	Promote, support other organizations' events		X	Promotion Committee, organizing group's volunteers, program manager, Merchants Association, media, vendors,	
3) Offer financial incentive to businesses open for First Fridays, other night events	Explore giving away \$100 gift card to encourage participation		X	Promotion Committee, Merchants Association	
4) Promote parades, Sweets and Treats, Dogwood Festival, state fair and downtown events hosted by other groups that benefit downtown	Promote events through media, advertising, social media, newsletters and offer prizes at events		X	Promotion Committee, Merchants Association, media, FYI newsletter, city and downtown websites, program manager, Perry Area Chamber of Commerce, schools and other groups	\$300 prize money restricted
5) Partner with Merchants Association on Small Business Saturday, passport program	Promote downtown businesses for holiday shopping	11/30/16		Promotion Committee, Merchants Association, media	\$1,000
6) Purchase billboard, magazine advertising	Promote Perry in region		X	Promotion Committee, program manager, city	\$4,000
7) Review downtown special event applications and provide feedback for administration	Evaluating events to ensure quality, safety		X	Promotion Committee, administration, council	
8) Monitor effectiveness of promotional programs, events	Evaluating events to ensure quality, safety		X	Promotion Committee, administration, council	
9) Market downtown locally and regionally in accordance with City of Perry policy and brand	Promote Perry brand		X	Community partners, city	
10) Get new brand message on Explore Georgia website and in regional tourism promotions and publications	Promote Perry brand		X	Community partners, city	

11) Define a marketable image of downtown and ensures continuity and quality in projecting and managing the image in downtown promotions	Promote Perry brand		X	Community partners, city	\$2,000 Income restricted
12) Collaborate on tourism projects and branding with Chamber, CVB, PDMA and other groups	Promote events, Georgia Grown 41 Trail, etc., online and print media		X	Promotion Committee, Chamber staff, CVB staff, program manager	
13) Produce video on downtown	Market downtown on social media	12/31/16		Main Street board, Promotion Committee, program manager, PDMA	
14) Conduct retail promotions and image building	Increase traffic to downtown businesses		X	Promotion Committee, PDMA	
15) Recruit volunteers to carry out promotional programs	Secure manpower to implement programs		X	Promotion Committee, PDMA	
16) Establish email blast or Twitter list to send event information and news on downtown	Build on existing Constant Contact list to build list		X	City social media staff, PDMA	
17) Monitor local, customer perceptions of downtown, work to counter negative perceptions by building positive ones	Monitor, manage public image		X	City partners, Promotion Committee, DDA	
18) Promote DDA's business-building BOOST and local revolving loan fund programs and starting business guide	Promote incentives that create excitement about downtown growth		X	Program manager, Promotions Committee and DDA	
19) Promote DDA's business-building BOOST and local revolving loan fund programs and starting business guide	Promote incentives that create excitement about downtown growth		X	Promotion Committee, city, DDA, development authorities, Chamber	
<b>• Develop consolidated marketing plan to cross-promote events at Georgia National Fairgrounds and Agri-center and downtown Perry where feasible</b>					
1) Set up newspaper, radio, TV, online and billboard advertising campaign to promote GNFA's major events and local	Market with GNFA on events, trails, etc.		X	Main Street board, Promotion Committee, program manager, GNFA, PDMA	

restaurants, hotels and businesses with package deals (tickets to events, hotel room discounts, discounts at participating restaurants, etc.)					
2) Promote collaboration with GNFA, PDMA to cross-promote PDMA, Welcome to Perry events	Market with GNFA, PDMA on events, trails, etc.		X	Main Street board, Promotion Committee, program manager, GNFA, PDMA	
3) Develop apps and podcasts to show virtual tours of downtown for GNFA visitors to see	Market with GNFA on events, trails, etc.		X	Main Street board, Promotion Committee, program manager, GNFA, PDMA	
4) Collaborate with GNFA and Perry CVB on community branding implementation	Market with GNFA, CVB on events, trails, etc.		X	Main Street board, Promotion Committee, program manager, GNFA, PDMA	
5) Coordinate with PDMA to staff info, coupon table for downtown businesses during major GNFA events	Market with GNFA on events, trails, etc.		X	Main Street board, Promotion Committee, program manager, GNFA, PDMA	
<b>• Develop and implement a wayfinding signage campaign</b>					
1) Include master plan suggestions in to logo, brand	Brand and market Perry		X	Main Street board, Promotion Committee, DDA, Branding Committee, PDMA	\$1,000
<b>• Implement findings of master plan, based on community input and participation</b>					
<b>• Incorporate elements of Perry's master plan and vision in the City's planning process that are determined to be viable and sustainable</b>					

**DOWNTOWN DEVELOPMENT AUTHORITY**

GOAL	STRATEGY/ EXPLANATION	TIME FRAME	ONGOING	RESPONSIBILITY	COST
<ul style="list-style-type: none"> <li>• <b>Develop downtown business inventory and market analysis to facilitate desired business mix</b></li> <li>• <b>Support the growth of commercial and industrial corridors</b></li> <li>• <b>Enhance downtown development district to increase options for loft housing, dining options</b></li> <li>• <b>Recruit small business and/or restaurants to fill gap in current business mix in downtown</b></li> <li>• <b>Expand downtown development district through infill development and/or catalytic redevelopment project for mixed-use projects</b></li> </ul>					
1) Maintain and update downtown building/business inventory	Maintain and update list of buildings, businesses		X	Program manager, Community Development	
2) Conduct, update parcel assessment	Assess district properties		X	Program manager, economic development director	
3) Implement 2015 retail/housing gap market analysis suggestions	Target businesses based on leakage study and market properties and target specific prospects		X	Economic development director, program manager, DDA, Houston County Development Authority, ECG, Georgia Power, GDEcD, Georgia EMC, SBDC	
4) Prepare business recruitment plan/packet	Use information for business recruitment	9/15/16		Economic development director, program manager, DDA, GDEcD, Houston County Development Authority, ECG, Georgia Power and Georgia EMC	
5) Develop starting business manual for entrepreneurs	Recruit businesses, grow entrepreneurship	12/31/16		Program manager, economic development director, SBDC	
6) Promote recruitment of minority-owned businesses	Recruit businesses, grow entrepreneurship	12/31/16		Economic development director, program manager, DDA, Houston County Development Authority, ECG, Georgia Power, GDEcD, Georgia EMC and SBDC	
7) Assist owner with marketing, loans and improvements to redevelop New Perry Hotel	Support redevelopment of only National Register property in downtown	12/31/17		MS, DDA, economic development director, program manager, Georgia Power, building authority, SBDC, HPD tax credits and GDEcD	
8) Professional fees for engineer, architectural drawings for alley acquisition/improvement project	Make alleys more attractive, safer and pedestrian friendly	6/30/16		Program manager, economic development director, DDA and city	\$15,000

**• Leverage alternative funding mechanisms, incentives and special tax districts, as appropriate, to fund economic growth and redevelopment activities, such as Tax Allocation District (TAD)s, Business Improvement District (BID)s, Community Improvement District (CID)s, Enterprise Zone, etc.**

1) Promote Opportunity Zone and other development incentives	Encourage business recruitment, retention		X	DDA, economic development director, program manager	
2) Promote local revolving loan fund, find additional funds	Offer financing for new, expanding businesses		X	DDA	\$25,000 (reserve)
3) 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)

**• Market Perry to surrounding communities**

1) Outreach - educational programs for businesses, BOOST promotional materials	Partner with Chamber to offer workshops on customer service, etc.	5/30/16		DDA, Chamber	\$400
2) Implement branding initiative	Brand community		X	DDA/MS, GNFA, city, CVB, Chamber, PDMA	
3) Install way-finding signage to direct visitors to downtown, study murals promoting brand	Brand community		X	DDA/MS, GNFA, city, CVB, Chamber, PDMA, Design Committee, Public Arts Commission	
4) Work with PDMA to promote events in downtown during regional events	Demonstrate thriving downtown to business prospects		X	Promotion Committee, DDA, PDMA	
5) Set up radio, TV, newspaper, online and billboard advertising campaign to promote GNFA and downtown major events, restaurants, hotels and businesses with package deals	Offer tickets to events, restaurant and hotel room discounts, etc. to increase traffic to businesses, demonstrate thriving downtown to business prospects		X	Promotion Committee, DDA, PDMA	
6) Market community as convention/conference destination	Grow tourism economy, recruit upscale hotels		X	CVB, DDA, economic development director, program manager	
7) Develop apps and podcasts for virtual tours of downtown	Market community to visitors, prospects	12/31/17		CVB, DDA, economic development director, program manager	

**• Incorporate elements of Perry's master plan and vision in the City's planning process that are determined to be viable and sustainable**