



Main Street Advisory Board

5:00 pm

Perry City Hall – Second floor conference room

September 29, 2016

AGENDA

1. Call to Order
2. Guests/Speakers
3. Review meeting July 7, 2016, minutes
4. Review July and August 2016 financial reports
5. Old Business
6. New Business
 - a. Discuss litter cleanup date on Saturday, Oct. 1
 - b. Discuss rescheduling meeting dates from Oct. 6 and Dec. 1
 - c. Approve new Main Street logo
 - d. Discuss Christmas at the Square event application
7. Discuss work plan and accreditation status
 - a. Discuss marketing and promotion plan
8. Chairman Items
9. Main Street Coordinator's Report
10. Committee reports
 - a. Design Committee report – Committee Chairman
 - b. Approve façade grants by Design Committee
 - c. Promotion Committee report – Committee Chairman
 - i. Authorize \$200 expenditure for Sweets and Treats costume prizes
 - d. Approve media grants by Promotion Committee
11. Update on Downtown Development Authority
12. Certificates of Appropriateness issued
13. Other
14. Adjourn

The mission of the Perry Main Street Advisory Board is to promote and create a thriving central business district in Downtown Perry and along primary entrance corridors into the Downtown Development District, while preserving Perry's historic resources and character.

Main Street Advisory Board
Minutes – July 7, 2016

1. Call to Order – Vice-Chairman Bill Loudermilk called the meeting to order at 5:07 p.m. and gave the invocation.

Roll: Vice-Chairman Bill Loudermilk, Directors Kelly Hillis, Terre Walker and Trish Cossart.
Absent: Chairman Bill O’Neal, Joe Brownlee and Andrew Presswood.

Staff: Catherine Edgemon, Main Street Coordinator, and Trisha McMillan, recording clerk.

2. Guest/Speakers – none
3. Review meeting minutes for May 5, 2016 – Director Walker made a motion to approve the minutes of May 5, 2016, with corrections and Director Hillis seconded the motion. The minutes were unanimously approved.
4. Review May 2016 and June 2016 financial reports – Ms. Edgemon reviewed the financials with board members. Director Walker made a motion to approve the May 2016 and June 2016 financials as presented, and Director Hillis seconded the motion. The financials were unanimously approved.
5. Old Business – none
6. New Business
 - a. Adoption of FY17 budget – Ms. Edgemon reviewed the FY 17 budget with members. The total budget is \$20,300. There was a discussion of the budget and the format that was used. Ms. Edgemon agreed to speak with Ms. King who prepares the financials to request a more simplified format to be more easily understood. Director Cossart made a motion to approve the FY17 budget, and Director Hillis seconded the motion. It was unanimously approved.
 - b. Appoint Design Committee vice chairman Vanna Brown
Director Walker made a motion to appoint Vanna Brown Design Committee vice chairman, and Director Cossart seconded the motion. It was unanimously approved.
 - c. Appoint Allison Hamsley to Promotion Committee
Director Walker made a motion to appoint Allison Hamsley to the Promotion Committee, and the motion was seconded by Director Hillis. It was unanimously approved.
7. Discuss work plan and accreditation status
Ms. Edgemon told members that she has received the annual accreditation certificate from the National Main Street Center. Ms. Edgemon stated that the Main Street Advisory Board is making good progress towards its accreditation status. The hearings for the Downtown Development Plan sought public input on that work plan, and the presentation by Lewis Meeks served as a community visioning meeting. They can be counted towards accreditation criteria.

For the Historic Preservation ethic requirements, the DDA authorized Ms. Edgemon to hire Carmine Fischetti from the Main Street Design Studio to design on some concepts for alleys, and using the Design Studio also helps with accreditation requirements. The designs by Mr. Fischetti will be presented at a joint meeting of the DDA, mayor and council.

A discussion was held about the Certified Local Government (CLG) program. Director Walker told members that it is important that Perry has a historic preservation commission with a CLG designation. She also told members that she thinks there will be enough interested people in Perry to serve on a commission.

8. Chairman items – none
9. Main Street Coordinator’s Report – Ms. Edgemon announced the DDA’s joint meeting with mayor and council on the July 21 to discuss potential downtown projects.
10. Committee reports
 - a. Design Committee report – Committee Chairman Terre Walker submitted the Design Committee report.
 - b. Approve façade grants by Design Committee – none
 - c. Promotion Committee report – none

Director Walker presented her idea of having a barrel downtown during the National Barrel Horse Association Youth World Championships to be held at the fairgrounds July 16-23. She said kids can write messages on stickers, paste them on the barrel and then have their picture taken or take a selfie. The barrel will have Perry’s logo on it and be placed in the parking lot beside Two Friends. Vice-Chairman Loudermilk suggested making the logo as large as possible and also elevating the barrel. A discussion was held, and it was decided to get prices for professional signs. Ms. Edgemon said that advertising money can be used. Director Hillis made a motion to use advertising money in the amount up to \$200 to do signs for the barrel, and Director Cossart seconded the motion. It was unanimously approved.

- d. Approve media grants by Promotion Committee – none
11. Update on Downtown Development Authority
Ms. Edgemon said she had already discussed the joint work session the DDA has later this month and asked Director Cossart to provide an update on the progressive wine tasting. Director Cossart reported that the wine tasting event held downtown on June 3 had double the attendance of last year, and the Perry Downtown Merchants Association made a \$4,000 profit.
12. Certificates of Appropriateness issued – Ms. Edgemon reviewed with members.
13. Other – The Perry Downtown Merchants Association voted to become a BOOSTer for downtown.
14. Adjourn – With no further business, the Main Street Advisory Board was adjourned at 6:12 p.m.

Main Street Advisory Board Restricted Fund
GL Account 100.00000.13.4208

	<u>Façade Grant</u>	<u>Unrestricted</u>
Deposit (Donations/Sponsorships)	3,007.45	7,113.62
Memorial Bench Donations	3,500.00	
	500.00	
Expenditures		
September Expenditures	(25.00)	
October Expenditures		
November Expenditures		(885.00)
December Expenditures		
January Expenditures	(570.00)	
February Expenditures	(500.00)	(750.00)
March Expenditures		(145.00)
April Expenditures	(1,937.07)	(10.35)
May Expenditures	-	-
June Expenditures		(234.24)
July Expenditures		
Available Funds as of 7/31/16	3,975.38	5,089.03
		9,064.41

275-HOTEL/MOTEL TAX FUND
ECONOMIC DEVELOPMENT
MAIN ST ADVISORY BOARD

08.33% OF YEAR COMP.

EXPENDITURES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
PURCHASED/CONTRACTS					
275.75501.52.1200 PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
275.75501.52.3300 ADVERTISING	4,000.00	35.00	35.00	0.88	3,965.00
275.75501.52.3500 TRAVEL	0.00	0.00	0.00	0.00	0.00
275.75501.52.3600 DUES & FEES	0.00	0.00	0.00	0.00	0.00
275.75501.52.3700 EDUCATION & TRAINING	2,100.00	0.00	0.00	0.00	2,100.00
275.75501.52.3850 CONTRACT LABOR	0.00	0.00	0.00	0.00	0.00
TOTAL PURCHASED/CONTRACTS	7,100.00	35.00	35.00	0.49	7,065.00
SUPPLIES					
275.75501.53.1100 GEN OPERATING SUPPLIES	700.00	0.00	0.00	0.00	700.00
TOTAL SUPPLIES	700.00	0.00	0.00	0.00	700.00
OTHER COSTS					
275.75501.57.3001 FACADE' GRANT	10,000.00	0.00	0.00	0.00	10,000.00
275.75501.57.7000 APPROPRIATIONS	0.00	0.00	0.00	0.00	0.00
TOTAL OTHER COSTS	10,000.00	0.00	0.00	0.00	10,000.00
TOTAL MAIN ST ADVISORY BOARD	17,800.00	35.00	35.00	0.20	17,765.00



PERRY

Main Street



Where Georgia comes together.

City of Perry Special Events Application

Applicant and Sponsoring Organization Information

Name:	Perry Ministerial Association
Name of individual representing sponsor organization:	John C. Lehenbauer
Street address:	208 Langston Road
City/State/Zip code:	Perry, GA 31069
Mailing address if different from above:	
Cell phone:	478-397-5914
Email address:	perryministerial@gmail.com
If this event benefits a City of Perry non-profit organization, which one?	We do accept gifts of diapers, baby items for Caring Solutions Crisis Pregnancy Center
Contact person on site for day of event:	John Lehenbauer
Cell phone:	478-397-5914
Is this a first time event? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
If held before, when and where?	I've been told, it has a 50+ year history

Event Information

Type of event (Check all that apply): <input type="checkbox"/> Parade <input type="checkbox"/> Festival <input type="checkbox"/> Concert/Music <input checked="" type="checkbox"/> Other
* For parades, races and block parties, please, request the event applications specific to those events.
If other, specify: Reading of Christmas Story from Scripture, Singing of Christmas carols
Event title: Christmas at the Square
Event date: Sunday, Dec. 4, 2016
Event hours: Start: 5:30 p.m. End: 6:45 p.m.
Set-up: Date: 12/4/16 Time: 3:00 p.m.
Break down: Date: 12/4/16 Time: 7:30 p.m.
Expected attendance: Participants: 50 Spectators: 300

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.

Purpose of event is to celebrate the true meaning of Christmas- namely the birth of Christ Jesus. It benefits the community by providing an event at which our Christian churches can gather to jointly hear the Christmas story as read from the Gospel of Luke, join in singing Christmas carols, and witness the lighting of the Christmas tree. Luminaries are lit by local Boy Scouts along our community streets.

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: A fairly simple sound system to amplify speakers, choirs, instruments

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:

Pre-event music is provided by the Langston Road Chorale.
Brass instrumentation is provided by Christ Lutheran Church.

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

Due to the informal nature of our organization we have never carried insurance. If we need to do so for this event, please let us know.

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: <i>Carroll</i>	Between: <i>Jernigan</i>	and: <i>Washington</i>
Street: <i>Ball</i>	Between: <i>Commerce</i>	and: <i>Main</i>
Street:	Between:	and:
When are you requesting the street closure(s)? <i>4:30 p.m. - 7:15 p.m.</i>		
Why are you requesting the street closure(s)? <i>Safety for participants</i>		
Type of street closure: <input checked="" type="checkbox"/> Complete <input type="checkbox"/> Rolling		
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:

Sanitation

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

Volunteers pick up litter from site.

I believe City Works Dept. has picked up luminaries in the past

Electricity and Water

Will your event require access to electricity? Yes No (From historic courthouse)

If so, where? Historic downtown courthouse

What electrical load will you require? Just a couple 110volt outlets

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: 0

Total hours for officers requested:

Fire and Emergency Medical Services

Describe your plan for providing emergency medical services:

Due to the short nature of this program, around one hour, we feel that being able to access all by phone is sufficient for our Christmas at the Square.

*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.

Indemnification and Hold Harmless

Subject to the granting of all permits required by the City of Perry, the City of Perry authorizes _____ (Special event organizer/applicant) to utilize the sites(s) known as _____ 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:

Name, signature and stamp of Notary Public:

Date:

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:

Signature:

Date:

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.

Perry Ministerial Association

PO Box 1426, Perry, Georgia 31069

Pastor John Lehenbauer, 2015 President

August 4, 2016

Major William Phelps
Perry Police Department
1207 Washington St
Perry, GA 31069

Re: Traffic re-routing for Christmas at the Square, **Sunday, Dec. 4**

Dear Perry Police Department and Perry City Council,

Greetings. We are writing to request assistance with traffic re-routing for our Annual Christmas at the Square hosted by the Perry Ministerial Association and our Perry area churches. The event will take place in much the same way it has for the past several years. Events for the day will include:

Christmas at the Square, Sunday, December 4

- 5 – 6 p.m. Pre-event activities. Pictures at the Manger. Booths. Hot Chocolate. Etc.
5:30 pm Music by the Langston Road Chorale
6 – 6:30 p.m. Opening Prayer, Welcome by the Mayor
Message by Pastor, Lighting of the Christmas Tree,
Reading of the Christmas account from Luke 2, with Christmas Carols

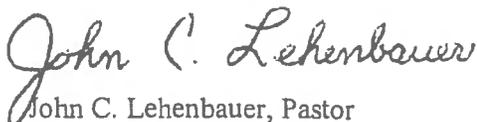
The streets for which we request closure/rerouting are:

**Carroll Street between Jernigan and Washington Street
Ball Street between Commerce and Main Street**

We anticipate traffic beginning to arrive for this event at approximately 4:30 p.m. and traffic departing around 7:15 p.m. Boy Scout Troop 96 places luminaries along the streets for this event and the Perry Fire Department lights these luminaries. The Public Works Department has picked up these luminaries after the event.

Our stage for this event will be located on the grassy side of the historic downtown Houston County Courthouse on the Carroll Street side. We have invited churches and businesses to set up tables on the sidewalks across the street from the courthouse on the Carroll, Jernigan, and Ball Street sides, to serve hot chocolate, cookies, etc. If you need further information, feel free to contact me. In advance, we want to thank the Police Department, the Mayor, and the City Council for your assistance with traffic flow for this event.

In His Service,



John C. Lehenbauer, Pastor
Perry Ministerial Association
Ph/Txt: (478) 397-5914
john@lehenbauer.us

From: johnlehenbauer@gmail.com [mailto:johnlehenbauer@gmail.com] **On Behalf Of** John Lehenbauer
Sent: Thursday, September 08, 2016 1:17 PM
To: Catherine Edgemon
Subject: Request from Perry Ministerial Association

Dear Catherine,

Greetings. I am the President of the Perry Ministerial Association.

The Perry Ministerial Association would like to make a request of the Promotions Committee of the Main Street Merchants.

We are wondering if you might be willing to adopt Christmas at the Square as a program under your organization.

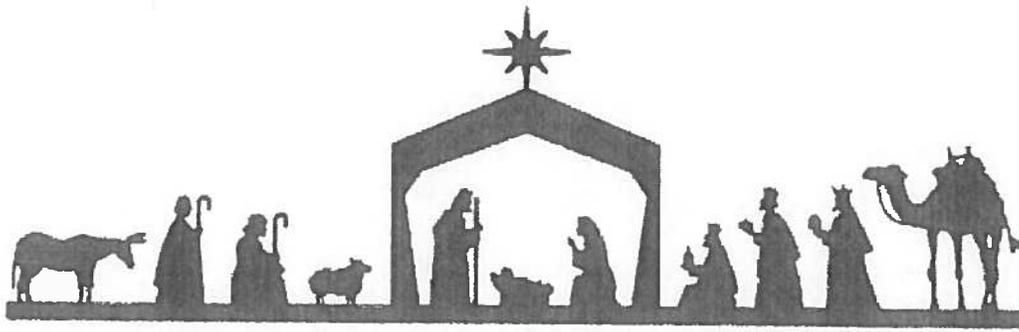
Christmas at the Square has been held for as long as many can remember on the first Sunday in December. This year, that is on December 4 at 6:30 pm. It is a rather simple gathering of the lighting of the City Christmas Tree, a reading of the Christmas story from Luke 2, and the singing of Christmas carols. Approximately 300 people attended last year.

The Perry Ministerial Association does not need any volunteers or help from your organization for this event. We have done this event without outside help for decades. We simply need a sponsoring organization so that we might be under Liability Insurance Coverage . . .which we do not have, as a loosely structured organization.

Thank you for your consideration of our request. A copy of our Program for Christmas at the Square is attached.

With thanks,

John Lehenbauer, Pastor of Christ Lutheran, Perry
President
Perry Ministerial Association
Ph/Txt: 478-397-5914
john@lehenbauer.us



CHRISTMAS AT THE SQUARE

A Historic Perry Tradition

SUNDAY, DECEMBER 4, 2016

AT THE HISTORIC DOWNTOWN PERRY COURTHOUSE

5:30 PM MUSIC BY THE LANGSTON ROAD CHORALE

6:00 CHRISTMAS AT THE SQUARE

Welcome John Lehenbauer, Pastor, *Christ Lutheran Church*

Opening Prayer Dennis Harden, Pastor *New Hope Baptist Church*

Thank You..... Heath Clark, Board of Directors, *Caring Solutions Pregnancy Center*

Mayor's Welcome and Remarks James Faircloth, Jr., Mayor, *The City of Perry*

Lighting of the Christmas Tree

The Christmas Message *Local Pastor*

Reading of Luke 2, interspersed with Christmas Carols sung by all

Displays/tables

Perry Hospital, Houston County Right-to-Life

Caring Solutions Pregnancy Center, Pictures at the Manger, Hot Chocolate

*A Love Offering will be received for Caring Solutions Pregnancy Center, Warner Robins
(Gift cards, Newborn diapers, wipes, baby toys, cash, are welcomed in the receptacle provided)*

Thank You to Boy Scout Troop 96 for their placement of Luminaries.

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
PROMOTION					
• Market Perry to surrounding communities					
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	

	Promote Perry brand		X	Community partners, city	\$2,000 Income restricted
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	
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	
• Develop consolidated marketing plan to cross-promote events at Georgia National Fairgrounds and Agri-center and downtown Perry where feasible					
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	
• Develop and implement a wayfinding signage campaign						
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
• Implement findings of master plan, based on community input and participation						
• Incorporate elements of Perry's master plan and vision in the City's planning process that are determined to be viable and sustainable						

DOWNTOWN DEVELOPMENT AUTHORITY

GOAL	STRATEGY/ EXPLANATION	TIME FRAME	ONGOING	RESPONSIBILITY	COST
<ul style="list-style-type: none"> • Develop downtown business inventory and market analysis to facilitate desired business mix • Support the growth of commercial and industrial corridors • Enhance downtown development district to increase options for loft housing, dining options • Recruit small business and/or restaurants to fill gap in current business mix in downtown • Expand downtown development district through infill development and/or catalytic redevelopment project for mixed-use projects 					
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 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

Main Street Coordinator Monthly Report for August 2016

Highlights of completed and/or upcoming project and task highlights

- Prepared agendas, reviewed minutes and attended DDA, Main Street and 4 Points committee 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
- Attended council work session to present event procedures – 8/1
- Ordered memorial bench plaque for Tish Hayward – 8/2
- Prepared draft bid request for alley survey – 8/2
- Worked on responses to city manager’s DDA project plan memo – 8/3-4
- Requested bids for alley work from surveyors – 8/4
- Wrote year-end report for council on FY2016 highlights – 8/8
- Talked to Tom Mustin and New Perry Cleaners r/e Design Committee review exterior paint colors – 8/9
- Met with Cory Jones r/e Sweets and Treats event application – 8/9
- Talked to Gail Albrecht r/e Oktoberfest event application – 8/9
- Edited Main Street new manager notebook for DCA – 8/8-10
- Wrote letters r/e Design Committee approval for Sunmark Bank, 1026 Ball Street – 8/10
- Viewed Main Street webinar – 8/11
- Developed DDA/Promotion Committee marketing and promotions draft plan – 8/11
- Worked on article for *At Home in Houston County* magazine, sent profile info to merchants – 8/12-23, 8/23
- Interviewed for Chamber’s guide downtown article – 8/15
- Worked on sorting historic photos in downtown, taking modern photos at same locations – 8/17-19, 8/22
- Researched DDA, Community Development files r/e approvals for FOPAS, Antique Theater fences – 8/22
- Worked on slide show for Rotary presentation on Main Street FY 16 accomplishments – 8/22-24
- Wrote staff recommendation memos on Kerri Moore Interior fence, ComSouth utility building – 8/23
- Discussed possible Youth Leadership mock council meeting scenarios with Chris Sewell, Cyndi Houser – 8/23-24
- Wrote Design Committee letters decisions to Kerri Moore Interiors, ComSouth – 8/24
- Delivered survey information to Jones Surveying, contacted Ocmulgee r/e bid award – 8/25
- Prepared Youth Leadership mock council meeting scenario, photos – 8/25
- Worked on Main Street webinar for DCA – 8/26
- Met with Robert Smith regarding change to hourly employee schedule – 8/26
- Coordinated with clerk Annie Warren r/e event application for Sweets and Treats, discussed issues involving other upcoming downtown events
- Worked on Main Street webinar for DCA, MOU requirements and annual accreditation standards and updated documentation folders – 8/29-31
- Talked to Milton Hodges about façade grant, Design Committee review – 8/29
- Coordinated cleanup day on Courtney Hodges Boulevard for October with Boy Scouts Troop #96, Perry Lions Club – 8/30
- Updated documentation for DCA’s MOU compliance – 8/31
- Got event insurance information requested by Mr. Gilmour – 8/31
- Attended Facebook for business class by chamber of commerce – 8/31
- Updated downtown, utility billing, property owner and combined mailing lists – 8/31

Openings in or near downtown address type license date jobs location

None

Closures

None

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
#16-18	1019 Ball Street (sign) (Two of a Kind)	06.24.16	\$200.00

#16-19	1005 Northside Drive (exterior and complete Building renovation) SunMark	07.01.16	\$744,962
#16-20	1028 Macon Road (exterior renovation) Moore Interiors	07.11.16	\$35,000
#16-21	1021 Ball Street (exterior painting)	07.13.16	
#16-22	900 Commerce Street (sign) Salon 127	07.19.16	\$300.00
#16-23	1209B Sunset Ave (sign) Farmers Insurance	07.20.16	
#16-24	1110 Washington St (exterior renovations) (Walker Insurance Agency)	07.28.16	\$58,000
#16-25	1026 Ball Street (exterior painting) (Mossy Oak Properties)	08.10.16	\$1000.00
#16-26	915D Main Street (ComSouth utility bldg)	08.24.16	