



Perry Main Street Program

City of Perry, Georgia

October 19, 2016

Noon – Perry City Hall

2nd floor conference room

PROMOTION COMMITTEE

AGENDA

Welcome

Minutes

Review and approve minutes for July 20, August 17, and September 20, 2016 meetings

Visitors

Old Business

1. Discuss Perry Downtown Marketing and Promotion Plan
2. Discuss outdoor movie plans
3. Review Small Business Saturday selfie contest rules

New Business

1. Review Buzzard Drop matching media grant application
2. Discuss proposed lamp post banner designs

Chairman Items

Other

Adjourn

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 Program – Promotion Committee
Minutes – August 17, 2016

Welcome – Chairman Bill O’Neal welcomed everyone to the meeting at 12:02 p.m.

Roll: Chairman O’Neal, Committee member Samantha Arrington, Darlene McLendon, Joe Brownlee and Andrew Presswood.

Absent: Committee members Allison Hamsley and Lindsay Bailey

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

Visitors: Ellen Palmer, Digital Communications Manager, and Kevin Dye, Leisure Services Department Director

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

Committee member Arrington made a motion to approve the June 15, 2016, meeting minutes as presented; committee member McLendon seconded the motion and they were unanimously approved. The July 20, 2016, minutes were tabled because only one committee member present had attended that meeting.

Old Business

1. Review Sweets and Treats special event request
Ms. Edgemon discussed the new form to be used for upcoming downtown events. After review a motion was made by committee member McLendon to recommend approving the Sweets and Treats request on October 31 from 4-6 p.m. It was seconded by committee member Presswood and unanimously approved. It was also recommended by committee members to leave the street open by the old courthouse until 5 p.m. for people to allow access to the Board of Elections office.
2. Update on Small Business Saturday
Per committee member Arrington, there is no update on Small Business Saturday at this time, but she will have a committee report next month. She had also made a request that the Promotion Committee partner with the Perry Downtown Merchants Association for this event. The committee agreed, and Chairman O’Neal said it would be an official Main Street event.
3. Review suggestions from survey for NBHA 2017 event
Ms. Edgemon reviewed suggestions from the surveys given out during the NBHA event. Committee member McLendon told members that movie night did not work well in the past because it did not get dark enough to show a movie outdoors until 9 p.m. Ms. Edgemon suggested giving out coupons to encourage shopping at downtown businesses; the groups discussed creating one sheet so they won’t cost as much to produce as a book. Ms. Edgemon said she will talk to the Merchants Association about the idea and report back to the committee next month.

New Business

1. Authorize \$120 expense to measure billboards.

Chairman O’Neal said the Frees will allow the committee use two billboards at I-75 exit 136 for advertising and will notify the committee which ones will be available after Hardee’s selects the billboards it will use. The billboards must be measured, he said. Committee member Brownlee made a motion to authorize Creative Signs to measure the signs for \$120. Committee member Presswood seconded the motion, and it was unanimously approved.

2. Discuss Pokémon Go activities

After a brief discussion, it was decided to let each individual business promote their own ideas regarding Pokémon because of potential hazards.

3. Discuss February outdoor movie event to promote new brand and possible sponsorships

Mr. Dye, director of the Leisure Services Department, Ms. Edgemon and Chairman O’Neal talked about having an outdoor movie at the old courthouse and having some type of food to eat. Mr. Dye has already secured a vendor for Feb. 10, 2017. He has a contact for the screen and movie. He would ask the committee to help publicize it. He said Leisure Services would pay for movie expenses, which are already in their budget. The committee suggested posted a sign that says anyone under 18 will have to be accompanied by an adult. Committee members asked about bringing small heaters if the weather is cold, but this would have to be approved by the city. Chairman O’Neal asked committee member McLendon to assist with selecting the movie for this event, explaining that maybe a romantic comedy might be nice as long as it is “G” rated.

4. Discuss Perry Downtown Marketing and Promotion Plan

Ms. Edgemon said the City Manager wants to make sure the Downtown Development Authority and Promotion Committee do not duplicate efforts, so she has outlined the marketing and promotion tasks each oversees. This plan takes existing information from work plans for Main Street and the DDA, as well as areas outlined in the strategic plan where Main Street and DDA were identified as partners to assist the city in these goals. Ms. Edgemon explained she provided suggested projects that DDA and Main Street can do to implement those goals. A lot of this information is already on the current work plans. The plan needs to be approved by the Promotion Committee and DDA. Chairman O’Neal asked that the promotion committee be allowed to adopt this plan at the next meeting so that more time can be given to review it. Ms. Edgemon confirmed that it can be tabled until the next Promotion Committee meeting.

Chairman Items – none

Other – Committee member Arrington asked how the committee will make money now that most of the downtown benches have been sold. Ms. Edgemon explained that the net proceeds from the sale of memorial benches funds the matching media grant program, and new funding source will need to be found to continue the grant. Chairman O’Neal suggested planting a tree in someone’s honor.

Committee member Presswood brought up the problem of businesses receiving grants and then moving within a few months. Ms. Edgemon said requirements for grants are being tweaked to address this.

Kerri Moore Interiors is moving from Carroll Street to the former gas station by the Perry Drug Store on Macon Road. Committee member Brownlee said things are getting ready to move at the New Perry Hotel.

Adjourn – With no further business, the Promotion Committee was adjourned at 12:55 p.m.

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

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

Roll: Chairman O’Neal, Committee member Samantha Arrington and Allison Hamsley.

Absent: Committee members Lindsay Bailey, Darlene McLendon, Joe Brownlee and Andrew Presswood.

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

Visitors: Ashley West – Ashley West Photography

Minutes – Approval of minutes for was tabled until next meeting because a quorum was not present.

Old Business

1. Discuss assistance for Sweets and Treats and authorize payment of contest prize funds— Committee has authorized this expenditure, and there were no new related items to discuss.
2. Discuss outdoor movie plans – Committee member McLendon has not picked a movie for this occasion yet. Ms. Edgemon has reserved the Arts Center for that date in case of rain; otherwise, it will be on the old courthouse lawn. The recreation department will pay for it since the money is in their budget. Chairman O’Neal suggested advertising on City of Perry’s website, making a poster and putting it on the marquee in front of City Hall.

New Business

1. Feedback on proposed Main Street logo – The Promotion Committee meeting agenda had the proposed Main Street logo on it. Chairman O’Neal said it was hard to read. It was decided to try and out-line the logo to make it stand out better. The logo will then be presented to the Main Street Board for approval.
2. Discuss selfie contest for Small Business Saturday – Ms. Edgemon Ms. Edgemon suggested having a selfie contest and giving \$100 to the winner. Photos would be taken in a downtown store. After a brief discussion it was decided to use a hashtag; a decision just needs to be made as to what it will be. Committee chairman O’Neal said the hashtag needs to be included on the postcard that will be mail out for advertising and include the winner will receive \$100. Ms. Edgemon will follow up with Michelle Rhoades to determine the contest rules. It was the consensus of the meeting attendees to authorize \$100 for prize money.
3. Review Christmas at the Square event application
A special events application from the Perry Ministerial Association was submitted to the Promotion Committee to request partnership on the event so they do not have to provide their own insurance. After reviewing the application, Chairman O’Neal commented that he had concerns about the event. Chairman O’Neal said he feels that the committee should stay away from controversy and recommended partnering if the event is the service that has been held as a longstanding annual tradition with the participating churches, scripture reading, candles, Christmas carols and Christmas tree lighting, but not allowing politically-controversial groups to

set up information tables. Those attending the meeting agreed with his recommendation. Ms. Edgemon will send an email to the members who are absent to ask if they agree with the recommendation as a quorum was not present at the meeting. Afterwards, Ms. Edgemon will submit the application and recommendation to the Main Street Advisory Board for consideration.

Chairman Items - Chairman O'Neal told committee members that business owner Cory Jones would like to place a piano downtown at 910 Carroll Street. Ms. Edgemon suggested putting one at the Village Shops also if this project proceeds. This recommendation needs to go before the Design Committee.

Other – none

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

Perry Downtown Marketing and Promotion Plan

The Perry Main Street Program assists the City of Perry in communicating 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, history and activities to shoppers, investors, potential business and property owners, and visitors."

Perry Downtown Development Authority Responsibilities

The Perry Downtown Development Authority (DDA) 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 Mayor and 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 Downtown Development Authority, 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

_____ 9/27/2016 _____ 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	

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, social media staff can assist	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	6/30/17		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		X	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	9/30/16		Program manager, economic development director, DDA and city	\$15,000

<ul style="list-style-type: none"> • 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 restricted
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 restricted
<ul style="list-style-type: none"> • Market Perry to surrounding communities 					
1) Outreach - educational programs for businesses, BOOST promotional materials	Partner with Chamber to offer workshops on customer service, etc.		X	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	
<ul style="list-style-type: none"> • Incorporate elements of Perry's master plan and vision in the City's planning process that are determined to be viable and sustainable 					

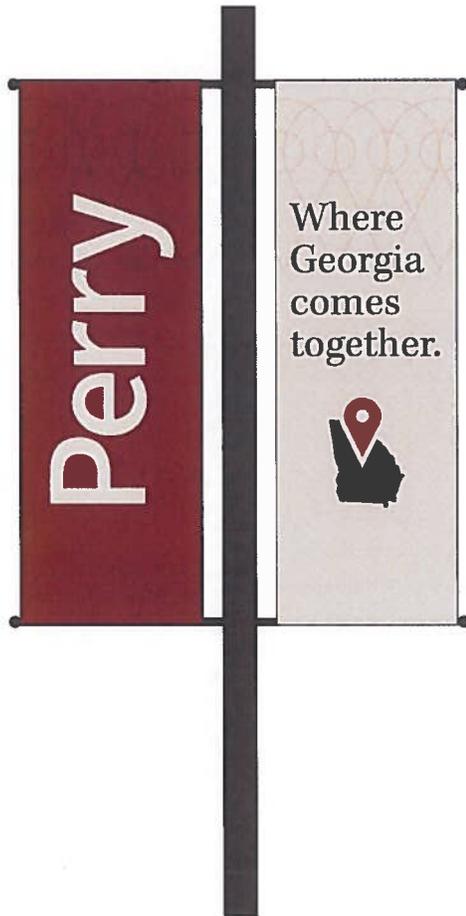


Small Business Saturday Selfie Contest Rules

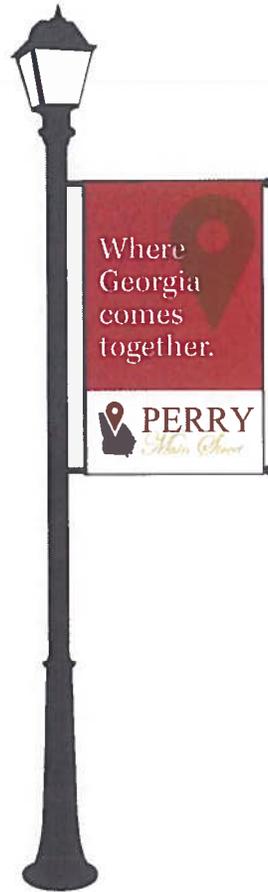
Post your selfie taken at a participating business on Saturday, Nov. 26, 2016, before 5 p.m. to be entered for a chance to win \$100 in Downtown Dollars. Contestants must pose with the Small Business Saturday pennant inside a participating business and are encouraged to show off their purchases in the photo.

Just "like" Shop Downtown Perry page on Facebook. Post your selfie and caption on your own Facebook page with #shopdowntownperry and #wheregeorgiacomestogether to be entered automatically in the contest. One winner will be selected at random.

1. Participant must "like" the Shop Downtown Perry page on Facebook and post a photo or selfie.
2. Photos must be taken between 9 a.m. and 5 p.m. on Saturday, Nov. 26, 2016.
3. The photo must include the Small Business Saturday pennant and be taken inside a participating business.
4. Participants must be 18 years and older.
5. No purchase required; local and state rules apply.
6. Shop Downtown Perry may repost and repurpose any posts and photos submitted at its sole discretion.
7. No compensation will be provided for the use of photos or selfies submitted on social media.
8. People submitting photos take sole responsibility for the content of the photo. Please, do not use any crude or inappropriate gestures or language in photos or captions.
9. Please, do not post copyrighted photos or post photos of another person without that person's permission.
10. Participation in the selfie contest does not exclude participants from participating in the passport contest.
11. Participants may submit a photo at each participating business but may only submit one photo per individual participating business. Submitting photos taken at multiple participating businesses may increase a participant's odds of winning.
12. Contest is sponsored by the Perry Downtown Merchants Association and is not sponsored, endorsed, administered by or associated with any social media.













Where Georgia comes together.

**Perry Main Street Advisory Board
Matching Media Grant Program Application**

Date: 9/27/14 (Please, print your information and use blue or black ink.)

Name of Applicant: Perry Buzzard Drop

Name of Business: n/a

Business Physical Address: 1211 Washington St Perry

Applicant's Mailing Address: PO Box 2030 Perry

Phone Number(s): 478-988-2720

Email Address: comm.development@perry-ga.gov

Web Address: www.perrybuzzarddrop.com

Proposed Media Campaign Concept/Description (Please indicate the types of media that will be used in proposed campaign—Radio, Television, Print, Web, TAP Kiosk, Billboard or Other): _____

Billboards, TV, print, web

Why/How will the proposed media campaign enhance or improve your business in Downtown Perry?

For Office Use Only:

Marketing Committee Review Date: _____

Board Notification Date: _____

Media Matching Grant Application Action:

Approved _____ Declined _____ Grant Approval Amount: \$ _____

Additional Comments:

Date Applicant Notified: _____

Community Development

From: Stan Ward <stan@sphinxinc.com>
Sent: Tuesday, August 16, 2016 8:32 AM
To: comm.development@perry-ga.gov
Subject: RE: Event poster

Importance: High

Chris,

Here you go.

Specifications: Event Poster-12 X 18-white 100# Gloss Text-Digital Color 1 side w/bleeds

Quantity	Your Price
200 each	\$125.55
250 each	\$143.59
300 each	\$164.01

Estimated Graphics charge \$32.50

Let me know what you think.

Thanks,

Stan Ward

Total \$158⁰⁵

Sphinx
BUSINESS SOLUTIONS

Office Supplies * Commercial Printing * Promotional Products*Graphic Design
7400 Airport Drive
Macon, GA 31216
Phone: 478-788-7171
Fax: 478-788-7159
Cell: 478-919-9195

From: Community Development [<mailto:comm.development@perry-ga.gov>]
Sent: Monday, August 15, 2016 3:57 PM
To: 'Stan Ward'
Subject: Event poster

Stan,
Thanks for coming by today. Let me know if this will help you out.
Chris

Community Development

From: Community Development <comm.development@perry-ga.gov>
Sent: Monday, September 19, 2016 11:07 AM
To: 'Stan Ward'
Subject: RE: questions
Attachments: Buzzard Happy New Year logo with no date.jpg

Good morning Stan,

Finally getting caught up.

I would like to place the order for 500 postcards as described below.

The front will have the attached logo and the back will have the following information centered in black ink:

Perry Buzzard Drop
Dec. 31 9pm – 12:15am
On the Square in Downtown Perry
www.perrybuzzarddrop.com

Can I please get a proof before these go into production??

Thanks, Chris



Christine Sewell
Administrative Assistant
Community & Economic Development
City of Perry
1211 Washington Street
P.O. Box 2030
Perry, GA 31069
T 478-988-2720 F 478-988-2725
<http://www.perry-ga.gov>

Where Georgia comes together.

From: Stan Ward [<mailto:stan@sphinxinc.com>]
Sent: Friday, September 02, 2016 4:20 PM
To: comm.development@perry-ga.gov
Subject: RE: questions

Chris,

I would need to know if you want full color on the front and or back. Also need to know the size.

Here is an example of one I just quoted. Specs: Postcard-4"x6"-full color front w/black ink only on the back-12 point stock coated on front side only

Quantity: 500

Price: \$73.51

Yes – we sell carbon paper. Just like you and I would remember.

Are you really talking about NCR paper (carbonless) that comes white over canary?

Just let me know.

I will be heading out of town in just a few minutes. I will get back with you on Tuesday.

Thanks,

Please note: These quotes do not include the cost of graphics work. Graphics services are available if needed at an additional rate based on the time and complexity of the job.

Stan Ward

Sphinx
BUSINESS SOLUTIONS

Office Supplies * Commercial Printing * Promotional Products*Graphic Design

7400 Airport Drive

Macon, GA 31216

Phone: 478-788-7171

Fax: 478-788-7159

Cell: 478-919-9195

From: Community Development [<mailto:comm.development@perry-ga.gov>]

Sent: Friday, September 02, 2016 3:46 PM

To: 'Stan Ward'

Subject: questions

Good afternoon,

I am looking to get a price on 500qty of a postcard with our Buzzard Drop logo and the event details.

What do you need from me to price that?

Also, didn't I ask you one time about carbon paper?

Thanks, Chris

Community Development

From: Epps, Brooke <bepps@macon.com>
Sent: Monday, September 19, 2016 4:08 PM
To: comm.development@perry-ga.gov
Subject: Re: Out & About Publication Information

Okay sounds good, here is the breakout of the pricing:

Out & About- \$130
Online Medium Rec- \$240 (24,000 Impressions)

Which Friday would you like for the Out & About? The 16th or the 23rd? I can start the online advertising before the print publication.

On Mon, Sep 19, 2016 at 4:06 PM, Community Development <comm.development@perry-ga.gov> wrote:

No problem, I understand, I am just trying to get everything in order.

Yes we would like to do again. The layout will remain the same but some of sponsors have changed. I will get that to you.

Thanks, Chris



Christine Sewell
Administrative Assistant

Community & Economic Development
City of Perry
1211 Washington Street

P.O. Box 2030
Perry, GA 31069
T [478-988-2720](tel:478-988-2720) F [478-988-2725](tel:478-988-2725)

<http://www.perry-ga.gov>