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AGENDA  
WORK SESSION  
OF THE PERRY CITY COUNCIL  
October 16, 2017  
5:00 P.M.

1. Call to Order: Mayor James E. Faircloth, Jr.
2. Roll:
3. Items of Review/Discussion: Mayor James E. Faircloth, Jr.
  - 3a. Economic Development Department
    1. Rural zone application – Ms. C. Edgemon.
    2. Hotel prospect incentive approval – Mr. R. Smith.
  - 3b. Administration
    1. Consider special events coordinator position – Mr. L. Gilmour.
    2. Consider establishing a franchise fee for natural gas providers – Mr. L. Gilmour.
    3. Consider requiring certain improvements for dumpster locations – Mr. L. Gilmour.
4. Other Business/Supplemental Agenda: Mayor James E. Faircloth, Jr.
  - 4a. Jointly Owned Natural Gas capital improvements, tentatively scheduled for November 15 at 5:00 p.m. in Byron – Mayor Faircloth.
5. Council Member Items:
6. Department Head Items:
7. Adjourn.



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Department of Economic Development

TO: Mayor and Council

CC: City Manager Gilmour and Economic Development Director Smith

FROM: Main Street Coordinator Edgemon

DATE: Oct. 6, 2017

RE: Rural Zone application

The Georgia Department of Community Affairs is accepting applications for the first round of designations for its Rural Zone program, which provides tax credits to promote the revitalization of vacant, rural downtowns by encouraging investment, job creation and economic growth in long-established business districts. I respectfully request that the council authorize submitting a Rural Zone application for the Perry downtown development district.

The designation lasts five years. DCA will designate only 10 communities annually, so there will never be more than 50 designated Rural Zones in the state at one time.

The program targets communities with populations less than 15,000. The U.S. Census Bureau's American Community Survey that DCA is using for this round of applications lists Perry's population as 14,991. DCA will receive updated population data in December for evaluating next year's applications, so this round is the only one in which I anticipate that Perry would be eligible. According to DCA, even if a designated Rural Zone community's population exceeds the 15,000 threshold, that community will maintain the designation for the full five years.

The program establishes an annual income tax credit for a minimum of two full-time equivalent jobs for \$2,000 each, with the credit capped at \$40,000 per taxable year.

The program also provides tax credits for certified investors who acquire and develop property in the zone. For eligible businesses that create and maintain a minimum of two full-time equivalent jobs, the amount of the tax credit per project shall be 25 percent of the purchase price and shall not exceed \$125,000. The credit will be prorated equally over five taxable years.

This designation is important for Perry for several reasons. This program offers an incentive directly to investors. This package will make infill and redevelopment projects more attractive to investors, which could be a tremendous help on some of the downtown properties that have been vacant for some time because the investor could not see a sufficient return on investment. The city can promote this incentive when marketing for business retention and expansion, along with the local grant programs, location assistance and locally-funded revolving loan fund.



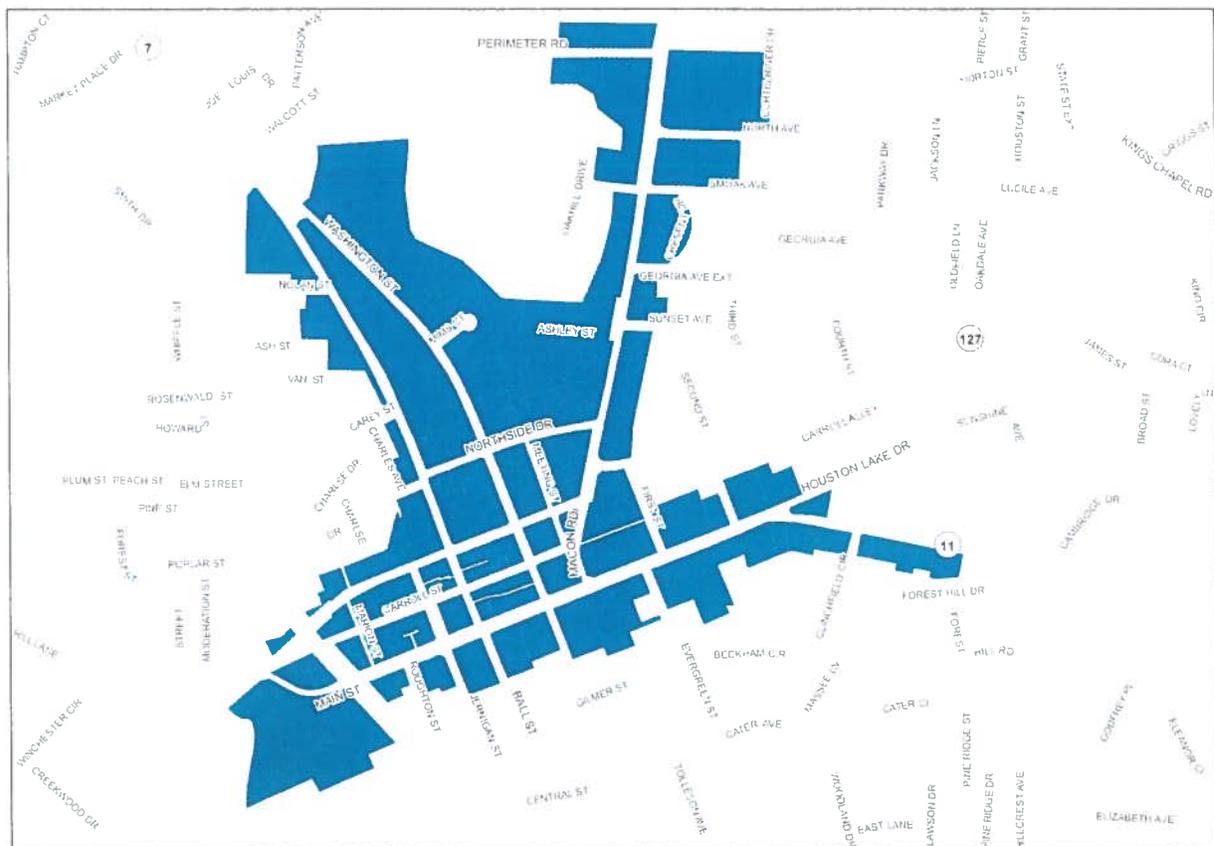
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Department of Economic Development

The community's Opportunity Zone designation will expire in 2018. That program's requirements are more rigorous than in the past, so even if designated, Perry's new zone would cover a smaller area as it does now. When that program expires, the current regular job tax credit for Tier 3 counties, including Houston, is \$1,250 per job with a 15 net new jobs minimum.

DCA selected Perry as one of the inaugural Plan First Communities, and a DCA staff member encouraged Mr. Smith to submit an application for Perry.

Perry's strategic master plan, retail and housing market analysis, wayfinding campaign, branding initiative and hotel feasibility study are types of research requested in the Rural Zone application. Based on the questions asked in the application, DCA is just as concerned about a community's readiness to implement the program as it is with a community's basic eligibility requirements. Because Perry has already completed so much of this legwork, the community's application should be competitive.



Legend  
Boundary/Name  
Opportunity Zone

0 260 520 1,040 1,560 2,080 Feet  
1 inch = 1,000 feet

Perry Downtown Planning Area



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© 2011 Perry Downtown Planning Area  
DCA/ED/2011-01-01 Perry Downtown Planning Area  
08/15/2011

**PROGRAM DESCRIPTION FOR  
GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
GEORGIA RURAL ZONE PROGRAM**

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*Effective Date: September 12, 2017*

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**110-33-1-.01 Purpose**

The purpose of the Rural Act is to amend Article 2 of Chapter 7 of Title 48 of the Official Code of Georgia Annotated to provide tax credit incentives to promote the revitalization of vacant rural Georgia downtowns by encouraging investment, job creation, and economic growth in long-established business districts by the designation of “Rural Zones”.

*Authority O.C.G.A. §48-7-40.32*

**110-33-1-.02 Definitions**

- (1) '**Certified entity**' means any eligible business which establishes a new location within a Rural Zone on or after January 1, 2018, or any existing eligible business located within a Rural Zone that expands its operations on or after January 1, 2018, and which:
- (a) Creates at least two new full-time equivalent jobs in a taxable year; and
  - (b) Has been certified by the Commissioner of Community Affairs as eligible to receive the Rural Zone tax credit based on established criteria in O.C.G.A. §48-7-40.32 and promulgated in these regulations by the Commissioner of Community Affairs. Such certification shall be attached to the income tax return when the credit is claimed.
- (2) '**Certified investor**' means an investor or investors who:
- (a) Acquire and develop real estate within a designated Rural Zone; and

- (b) Have been certified by the Commissioner of Community Affairs as eligible to receive the Rural Zone tax credit based on criteria established in O.C.G.A. §48-7-40.32 and promulgated in regulations by the Commissioner of Community Affairs. Such certification shall be attached to the income tax return when the credit is claimed.
- (3) '**Eligible business**' means any establishment that is primarily engaged in providing professional services or in retailing merchandise and rendering services incidental to the sale of merchandise, including but not limited to the North American Industry Classification System Codes 31, 44-45, 54, and 72. Any establishment primarily engaged in activity not specifically referenced in the aforementioned NAICS code sections may seek a determination from the Commissioner of Community Affairs to ensure it will be deemed an eligible entity.
- (4) '**Full-time equivalent**' means an aggregate of employee hours worked totaling 40 hours per week, the equivalent of one full-time job, provided the work is performed by at least two people.
- (5) '**Local government**' means a county, municipality, or consolidated local government created pursuant to Article IX, Sections I, II, or III of the Georgia Constitution; applicable general state statutes; a local Act of the General Assembly; or such other method as was valid at the time of its creation.
- (6) '**Qualified rehabilitation expenditure**' means labor and material costs associated with the rehabilitation of a certified investor property which:
- (a) Complies with the state minimum standard codes and any applicable local codes; and
  - (b) Has been certified by the Commissioner for the Department Community Affairs as eligible to receive the Rural Zone tax credit based on established criteria in O.C.G.A. §48-7-40.32 and promulgated in regulations by the Commissioner for the Department of Community Affairs. Such certification shall be attached to the income tax return when the credit is claimed.
- (7) '**Rural zone**' means the same as a revitalization zone as specified in O.C.G.A. §48-7-40.32 and means a specified geographic region that meets all criteria provided by this Code section and has been designated by the Commissioner of Community Affairs and the Commissioner of Economic Development to be in need of economic revitalization. There is no minimum or maximum size to the Rural Zone, but it shall meet all of the requirements set forth in O.C.G.A. §48-7-40.32.

### **110-33-1-03 Eligible Applicants**

- (1) Eligible applicants under this program are municipalities, counties or consolidated governments with a population of 15,000 or less. The population estimates shall be based on the most recent U.S. Census Bureau's American Community Survey

population estimates. Once approved, communities will maintain the designation for the full term even if a new American Community Survey is conducted that reflects the population of the previously approved community above 15,000.

(2) All applicant communities must meet the criteria outlined in 110-xx-1-.02(4) and be in compliance with the state requirements regarding comprehensive planning and reporting, Service Delivery Strategy, Government Management Indicators (GOMI), and the Report of Local Government Finances.

(3) If the applicant is not the municipality in which the program will take place, the application must include a resolution of support and commitment of cooperation from the applicable local government.

#### **110-33-1-.04 Threshold Criteria for Boundaries and Designations**

(1) Eligible applicants must have an existing historic commercial area.

(2) The boundaries of the proposed Rural Zone should take into consideration the economic distress criteria and should be contiguous parcels.

(3) The Commissioners for the Department of Community Affairs and the Department of Economic Development are authorized to designate a specified area as a Rural Zone, enabling new and established businesses and new business investments in the zone to qualify for Rural Zone tax credits.

(4) The Commissioners for the Department of Community Affairs and the Department of Economic Development may designate up to ten Rural Zones in any given year; provided, however, there shall not be more than 50 Rural Zones in existence at the same time. This designation shall last for five consecutive years upon approval of the Commissioners.

#### **110-33-1-.04 Application for Designation**

(1) Eligible applicants must apply for Rural Zone designation under this program in a format and manner prescribed by the Department of Community Affairs. Applications may be submitted in writing to the Department at:

Georgia Department of Community Affairs  
Rural Zone Program  
Community Development & Finance Division  
60 Executive Park South, NE  
Atlanta, Georgia 30329-2231

(2) To be eligible to apply for such designation, local governments must meet all of the following criteria:

- (a) Have a population of less than 15,000 based upon the most recently published U.S. Census Bureau's American Community Survey's most recent population estimates;
  - (b) Proof of economic distress based on poverty rate, vacancy of the downtown area, or blight;
  - (c) Possess a concentration of historic commercial structures at least 50 years old within the targeted area;
  - (d) Submit a feasibility study or market analysis identifying the business activities which can be supported in the targeted area; and
  - (e) Develop a master plan or strategic plan designed to assist private and public investment.
- (3) Local commitment – Eligible applicants demonstrating strong local commitment to the redevelopment of downtown may make a compelling case for designation. Such local commitment may include, but not be limited to, partnerships and initiatives with local banks or other financial institutions, development authorities or through locally developed plans.
- (4) The Department of Community Affairs will develop application guidelines and instructions. Applications will include but not be limited to the following:
- (a) A cover letter to the Commissioner of Community Affairs and the Commissioner of Economic Development requesting designation must be prepared and signed by an authorized representative of the local government applying for the Rural Zone designation. If the applicant is not the municipality in which the program will take place, concurrence must be received from the applicable local government.
  - (b) Economic Distress
    - 1. Documentation submitted with the request must prove economic distress based on poverty rate, blight or vacancy in the downtown area.
  - (c) Maps
    - 1. Digital GIS files detailing the proposed Rural Zone (i.e. shapefiles or geodatabase feature classes with prj). Applicant may submit maps via CD or Internet file transfer program provided by DCA. Digital maps should include individual boundary polygons as listed below:
      - (i). Parcel file (just the parcels in the proposed Rural Zone) that includes parcel ID number;
      - (ii). Boundary file for the proposed Rural Zone; and
      - (iii). Identification of historic structures (fifty years or greater), vacant parcels and blighted parcels.

- (d) Feasibility Study/Market Analysis – A feasibility study or market analysis of the downtown area and businesses which can be supported in the target area is required. This analysis shall evaluate the existing mix of businesses and industries within the community/proposed Rural Zone and determine what businesses/industries have a strong likelihood of succeeding within the proposed zone.
- (e) Strategic Plan/Master Plan – Submission of a plan is required to help the community guide public and private investment is required. This plan shall conform with the requirements set forth in the application by the Department of Community Affairs.

*Authority O.C.G.A. Sec. 50-8-2*

**110-33-1-.05 Rural Zone Tax Credits**

- (1). For eligible certified entities and certified investors within a currently designated Rural Zone, tax credits may be earned in accordance with O.C.G.A. 48-7-40.32 and accompanying regulations. Nothing in this regulation shall be construed as authorization for certified entities or certified investors to claim multiple job tax credits for the same jobs or to claim multiple investment or rehabilitation credits for the same investment or rehabilitation expenses.
- (2). Before claiming the Rural Zone tax credit, a certified entity or certified investor must apply for a certification in a format prescribed by the Department of Community Affairs that the business location where jobs are being created or the investment has been made, including the rehabilitation credit, is located within a currently designated Rural Zone.
  - (a). The certification application must contain the address and parcel number;
  - (b). The certification application must verify the baseline number of jobs prior to the eligibility for the credit, as well as employment during the year for which credits are being claimed.
  - (c). The certified entity or certified investor must file the certification with the local government's contact person for the Rural Zone. The local jurisdiction must then certify that the certified entity or certified investor location is within the Rural Zone, and that the applicant meets all local ordinances and licensing standards.
  - (d). The certification must then be forwarded to the Department of Community Affairs for acknowledgment.
  - (e). Once certified and acknowledged, a copy will be provided to the applicant entity or investor, the local jurisdiction and the Department of Revenue.

(3). Certified entities shall receive the Rural Zone tax credit for five years beginning with the first taxable year in which new full-time equivalent jobs are created within a designated zone and for years two, three, four, and five of the taxable years immediately following, provided the new full-time equivalent jobs are maintained for each year the tax credit is claimed.

(a) Each new full-time equivalent job created will be eligible for a \$2,000.00 annual income tax credit. The amount of credit claimed by each certified entity shall not exceed \$40,000.00 per taxable year.

(b) The number of new full-time equivalent jobs shall be determined by comparing the monthly average of full-time equivalent jobs subject to Georgia income tax withholding for a given taxable year with the corresponding period of the prior taxable year; provided, however, a certified entity which begins operations during the taxable year may be certified by the Commissioner for the Department of Community Affairs to base initial eligibility on a period of less than 12 months.

(c) This income tax credit shall not be allowed during a year if the net employment increase falls below the number required by subparagraph 110-33-1-.02(1)(A) of these regulations.

(d) Any credit generated and utilized in years prior to the year in which the net employment increase falls below the number required by subparagraph 110-33-1-.02(1)(A) of these regulations shall not be affected.

(4) Certified investors who acquire and develop property in a Rural Zone on or after January 1, 2018, shall receive the Rural Zone tax credit, subject to the following:

(a) Certified investors shall demonstrate a property's ongoing commercial benefit as follows:

1. An eligible business is located in the investment property and creates a minimum of two full-time equivalent jobs and maintains employment levels equal to or greater than such levels for each year the tax credit is claimed; or
2. An eligible business is located in the investment property and qualifies to receive the tax credit pursuant to subsection (c) of O.C.G.A. §48-7-40.32; or

(b) The amount of the tax credit per project shall be 25 percent of the purchase price and shall not exceed \$125,000.00; provided, however, that the entire credit shall not be taken in the year in which the property is placed in commercial service but shall be prorated equally in five installments over five taxable years, beginning with the taxable year in which the property is placed in service; and

(c) A certified investor shall be allowed to preserve the Rural Zone tax credit for up to seven years from the date of initial eligibility in the event the commercial requirement in paragraph (1) of this subsection is not satisfied in consecutive years.

- (5) A certified investor or certified entity with qualified rehabilitation expenditures on or after January 1, 2018, shall receive the Rural Zone tax credit for three years beginning with the year the property is placed in service.
- (a) The amount of the tax credit per project shall be 30 percent of the qualified rehabilitation expenditures and shall not exceed \$150,000.00; provided, however, the entire credit shall not be taken in the first year, but shall be prorated equally in three installments over three taxable years, beginning with the taxable year in which the property is placed in service.
  - (b) The business shall create a minimum of two full-time equivalent jobs and maintains employment levels equal to or greater than such levels for each year the tax credit is claimed.
  - (c) A certified investor or certified entity shall meet certain historic preservation standards in order to be qualified to receive the Rural Zone tax credit. The standards shall be identified with the assistance of the Department of Natural Resources' Historic Preservation Division and placed on the agency's website by the Department of Community Affairs.
  - (d) A taxpayer who is entitled to and takes credits provided by O.C.G.A. §48-7-40.32 for a project shall not be allowed to utilize the same qualified rehabilitation expenditures to generate any additional state income tax credits, including, but not limited to, the state income tax credit for rehabilitated historic property administered by the Department of Natural Resources' Historic Preservation Division.
  - (e) For projects utilizing credits under O.C.G.A §48-7-40.32, direct jobs for which credits are received shall not be eligible toward qualifying for any other job-related state tax credits provided under the Official Code of Georgia (including but not limited to OZ, Georgia Jobs Tax Credit, Military Zone, Less Developed Census Tract, etc.).
  - (f) As a general rule, the teardown of facilities within a Rural Zone will not be permitted to claim rehabilitation credits. However, in rare cases, exceptional circumstances may warrant credits being earned at the discretion of the Commissioner of Community Affairs.
- (6) In no event shall the amount of the tax credits allowed by O.C.G.A. §48-7-40.32 for a taxable year exceed a certified entity's or certified investor's state income tax liability. Any credit claimed under O.C.G.A. §48-7-40.32 by a certified entity or certified investor but not used in any taxable year may be carried forward for ten years from the close of the taxable year in which the credit is claimed. No such credit shall be allowed by the taxpayer against prior years' tax liability.
- (7) Any tax credits earned under O.C.G.A. §48-7-40.32 are nontransferable.

**110-33-1.06**

**Annual requirements**

- (1) On an annual basis on or by January 31<sup>st</sup> and in a format to be provided by the Department of Community Affairs, the local government shall report on the Rural Zone's activity for the most recent year:
  - (a) A narrative description of steps the local government has taken to facilitate business development within the Rural Zone within the prior year.
  - (b) Private activities that have spurred revitalization efforts within the zone.
  - (c) Other information as required by the Department of Community Affairs.
- (2) Certified entities and certified investors shall report to the Department of Revenue annually on forms and at times as directed by the agency.
- (3) The Commissioners for the Department of Revenue and the Department Community Affairs shall have the authority to require reports and promulgate regulations as needed in order to perform their duties under O.C.G.A. §48-7-40.32.
- (4) A local government's failure to provide annual reports to the Department of Community Affairs shall result in the local government being ineligible for any funding administered by the Department of Community Affairs until such time that the jurisdiction is current with the filing of all Rural Zone's annual reports.
- (5) During the period of designation, each local government with a designated Rural Zone shall participate in annual training by the Department of Community Affairs to assist in the revitalization within the community. This training may be in the form of in-person meetings, webinars, or other methods implemented by the department. Failure to participate in annual trainings shall result in the local government being ineligible for any funding administered by the department until such time that the jurisdiction completes required training.

O.C.G.A. §48-7-40.32 shall stand automatically repealed on December 31, 2027, unless reauthorized by the General Assembly prior to such date.



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Department of Economic Development

To: Mayor and Council

CC: Lee Gilmour, City Manager  
Bryan Wood, Community Development  
Brenda King, Administration  
Ryan Bode, ESG

From: Robert D. Smith, Director 

Date: October 12, 2017

Re: Hotel Prospect Incentives Approval – Project Jack

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At your 8/14/17 Work Session you concurred with moving forward in tentatively offering a range of incentives for the development of a new hotel property in the City that meets or exceeds specific criteria pertaining to the type of property we desire as a community and type of property that was identified in our *Hotel Market Assessment Study*. Since the study was completed, there have been numerous hotel prospects interested in locating a property in Perry and I am asking for your approval in providing the following incentives to a prospect (Project Jack) looking to locate a midscale hotel property on Sam Nunn Boulevard between the Hardee's and in-progress Popeye's:

- **Permit Fee Waiver**

The City will waive all local permitting fees associated with Project Jack totaling an estimated \$27,360.52. Breakdown is as follows:

<b><u>PERMIT TYPE</u></b>	<b><u>ESTIMATED PERMIT FEE</u></b>
Building Permit	\$5,455.00
Sewerage Connection Charge	\$18,839.52
Water Meter (2")	\$2,125.00
Irrigation Meter	\$623.00
On/Off	\$36.00
Natural Gas	\$282.00
	<b>\$27,360.52</b>



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- **Expedited Review and Permitting**  
The City will expedite the review and permitting processes associated with Project Jack. There are no additional costs associated with this incentive.
- **Utility Connection Fee Waiver**  
The City will waive utility connection fees, or “tap fees”, associated with Project Jack. Estimated costs are provided in the above table.

At this time the prospect has not requested any public infrastructure assistance. A site rendering is attached for your review along with a rendering of the proposed project.

After a review of project specifics staff has determined that Project Jack meets the standards associated with the incentive policy. Among the criteria evaluated pertinent to Project Jack:

- Mid-scale hotel property with average room rates of \$115 - \$120 per night
- Approximately \$6 million investment
- 13-15 full time employees with an average hourly wage of \$10.00 per hour
- Amenities including in-room refrigerator/microwave, fitness center, pool, continental breakfast, etc.

As shown in the provided fiscal impact analysis, Project Jack can be expected to significantly contribute to the local economy including generating over \$1 million in tax revenues over a 10-year period. This does not include additional revenues associated with the hotel/motel tax which are expected to be significant for a property of this quality and anticipated occupancy rate of 65% +. The City can be expected to break even on the initial investment of \$27,360.52 in the first year of operation.

Project Jack and the type of hotel to be developed is what the Perry community has long desired and the City’s support will work towards making it a reality. Please let me know if you have any questions or require any further information.

Project Jack Rendering  
Perry, GA



 <b>Ocmulgee</b> ENGINEERING, INC. 1100 N. W. 11th St. Tallahassee, FL 32304 TEL: 904.438.1100 FAX: 904.438.1101 www.ocmulgee.com	 <b>Ocmulgee</b> ENGINEERING, INC. 1100 N. W. 11th St. Tallahassee, FL 32304 TEL: 904.438.1100 FAX: 904.438.1101 www.ocmulgee.com	SHEET NO. <b>C-2.1</b> PROJECT NO. <b>17-0000000000</b> DATE: <b>08/20/2017</b>	PROJECT NO. <b>17-0000000000</b> DATE: <b>08/20/2017</b> PROJECT NO. <b>17-0000000000</b> DATE: <b>08/20/2017</b>
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Analysis of Fiscal Impact on the Local, Regional and State Taxing Jurisdictions of Georgia  
Project Detail and Benefit Summary

<b>Project Title:</b>	
Project Jack	
<b>Brief Project Description:</b>	
Mid-scale hotel development off Sam Nunn Boulevard in Perry, GA.	
<b>Project Inputs:</b>	
Project County	Houston
Project City (If Applicable)	Perry
Number of Jobs Created:	13
Initial Year of Job Creation/Investment	2018
Does the proposed project anticipate job creation within a State designated Opportunity Zone?	Yes
Cost of Living Adjustments	1.00%
Total Private Investment (i.e. Facilities, Land, and Machinery/Equipment)	\$ 6,000,000
Private Investment in Personal Property (i.e. Machinery & Equipment)	\$ -
<b>State of Georgia Investment Amount:</b>	\$ -
<b>Local Investment Amount:</b>	\$ 27,361
<b>Community Profile:</b>	
Adjusted Gross Income per Tax Return <sup>1</sup>	\$ 40,856
Amount of State Tax Liability per Tax Return <sup>1</sup>	\$ 1,545
Average Income Tax Rate	3.78%
State Sales Tax Rate	4%
Local Sales Tax Rate (including SPLOST, ELOST, etc.) <sup>4</sup>	3%
Effective Buying Power (EBP) (as % of Household Income) <sup>3</sup>	52%
Retail Sales, Pull Factor <sup>1</sup>	100.00%
Settlement Pattern <sup>6</sup>	75.9%
Homeownership Percentage <sup>2</sup>	68.0%
Median Home Value <sup>2</sup>	\$ 128,400
<b>New Job Profile:</b>	
Average Hourly Wage:	\$ 10.00
Average Annual Income per Job Created	\$ 20,800
Total Annual Estimated Payroll	\$ 270,400
New Homeowners in Houston County (Estimated)	7
Total Homeownership Value (Estimated)	\$ 872,839
Assessed Value	\$ 349,136
<b>Benefit Summary:</b>	
<b>State of Georgia</b>	
Total Ten Year Economic Impact	\$ 119,555
Initial Year Economic Impact	\$ 16,499
Tenth Year Economic Impact	\$ 17,968
<b>Breakeven Year for State Investment</b>	<b>2018</b>
<b>Region</b>	
Total Ten Year Economic Impact	\$ 72,530
Initial Year Economic Impact	\$ 7,150
Tenth Year Economic Impact	\$ 7,359
<b>Local</b>	
Total Ten Year Economic Impact	\$ 1,002,331
Initial Year Economic Impact	\$ 100,698
Tenth Year Economic Impact	\$ 99,771
<b>Breakeven Year for Local Investment</b>	<b>2018</b>



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**OFFICE OF THE CITY MANAGER**

**MEMORANDUM**

TO: Mayor/Council  
FROM: Lee Gilmour, City Manager *LG*  
DATE: October 12, 2017  
REFERENCE: Special Events Coordinator Position

Following up on your October 2, 2017 authorization, staff and I have reviewed the options for a person to handle special events. As a result of their input, the Administration recommends that:

1. The Special Events Coordinator be a City position
2. The position be funded part-time
3. The pay would be \$20.00/hour to \$21.00/hour
4. Position would report to the City Clerk.
5. A sample job description is attached.

## **Special Events Coordinator**

### Summary

Responsible for planning, coordinating and implementing city and community events in the City of Perry. Facilitate place making initiatives to foster the connection between Perry business owners and the city. Work requires limited supervision and the use of independent judgment.

### Examples Job Functions:

- Coordinates and facilitates special events for the city, including themes, concepts, and objectives in relation to organizational goals and Council initiatives.
- Foster a place making environment by encouraging collaboration between city departments and business owners.
- Facilitate various sponsorship sale opportunities.
- Researches and recommends opportunities for special events and community partnerships with outside organizations.
- Serves as a liaison between city departments, business owners, and vendors in the coordination of special events.
- Develops materials and manages advertisements for a variety of events.
- Coordinates the work activities of employees and volunteers at events.
- Participates in the development of the budget for special events.
- Participates in the negotiation of event contracts and service agreements.
- Presents reports and outcomes of events to City Council and City Management team.
- Performs other duties as assigned

### Knowledge's, Skills, and Other Characteristics:

- Knowledge of design principles;
- Knowledge of municipal government operations;
- Knowledge of event planning methods and principles;
- Skilled in prioritizing, organizing, and managing multiple simultaneous projects;
- Skilled in preparing clear and concise reports, including oral, written, and audio/visual presentations;
- Skilled in applying independent judgment, personal discretion, and resourcefulness in interpreting and applying guidelines;
- Skilled in developing marketing and advertisement materials;
- Skilled in gathering and analyzing information and making recommendations based on findings and in support of organizational goals;
- Skilled in operating a computer and related software applications;
- Skilled in communicating effectively with a variety of individuals.



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**OFFICE OF THE CITY MANAGER**

**MEMORANDUM**

TO: Mayor/Council  
FROM: Lee Gilmour, City Manager *LG*  
DATE: October 11, 2017  
REFERENCE: Establishment of Franchise Fee

When you approved the 2017 ad valorem tax millage rate at 14.050 mills, it was projected to bring in an additional \$130,200. While an impressive number, it is 2.05% over the FY 18 Budget tax figure. Health insurance costs are estimated to require this additional income.

The City has a number of areas that need to be addressed, such as the last round of adding patrol officers. To address these needs, the Administration proposes the City adopt a franchise fee for all natural gas providers using City right of way. At this time, the only provider is the City. The major reasons for this franchise fee are:

- Service demands often must be paid for before the tax digest is adjusted.
- The General Assembly is constantly attacking local government's tax base resulting in less revenue to local government.
- Power provider franchises have reached a plateau or a decline in power demand lowering the franchise income.
- Telephone/video providers' franchise income is constantly the same level or reduced due to changes in technology and the General Assembly's interference.
- The City is growing in areas that have other natural gas providers, such as JONG.
- Fine income varies between fiscal years.
- Georgia Power now owns Atlanta Gas and Light and may soon enter the field in Perry.
- Digest growth alone will not fund all the City's needs.
- As the city grows, it will move into areas served by other providers.

Attached are a copy of my August 29, 2017 memo illustrating electric power franchise payments, vehicle tax data, fines data and telecommunications providers franchise payments. Note the slow growth or loss (Windstream).

Should Council agree to levy the franchise fee, the estimated income is \$138,000 at 5% levy.

If you have any questions, please contact me.



Where Georgia comes together.

**OFFICE OF THE CITY MANAGER**

**MEMORANDUM**

TO: Mayor/Council  
FROM: Lee Gilmour, City Manager  
DATE: August 29, 2017  
REFERENCE: Power Franchise Data

Franchising payments from the electrical power suppliers serving the City are outlined below.

Fiscal Year	Georgia Power	Flint Energies	Total	Gain/ (Loss)	%
2012	\$ 746,186	\$ 130,796	\$ 876,982		
2013	689,090	136,661	825,751	(51,231)	(0.84)
2014	677,195	156,949	834,144	8,393	1.02
2015	737,389	166,635	904,024	69,880	8.34
2016	722,597	168,469	891,066	(12,958)	(1.43)
2017	696,074	221,197	917,371	26,305	2.95

Vehicle Tax Data

<u>Fiscal Year</u>	<u>Vehicle Ad Valorem</u>	<u>Vehicle Title</u>	<u>Total</u>
2012	\$415,248	\$ -	\$415,248
2103	373,889	29,610	403,499
2014	410,047	152,604	562,651
2015	443,329	93,990	537,319
2016	443,954	80,053	524,007
2017	443,642	64,223	507,865

Fines Data

<u>Fiscal Year</u>	<u>Fines</u>
2012	\$426,033
2013	363,596
2014	473,095
2015	514,903
2016	523,629
2017	385,867

City of Perry  
Telecommunications Providers City Franchise Payment History

Fiscal Year	ComSouth	Cox Communi- cations	Windstream	UPN	Total
2012	\$ 92,297	\$ 6,902	\$ 40,951	\$ -	\$ 139,190
2013	93,984	11,630	43,507	-	149,121
2014	103,269	10,573	49,019	-	162,861
2015	103,362	12,672	47,547	3,420	167,001
2016	103,677	11,241	44,316	5,130	164,364
2017	105,320	13,683	44,648	6,841	170,492



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**OFFICE OF THE CITY MANAGER**

**MEMORANDUM**

TO: Mayor/Council

FROM: Lee Gilmour, City Manager *LG*

DATE: October 12, 2017

REFERENCE: Shielding of Dumpsters

Traveling around the city, there is a distraction with highly visible dumpsters. Open access sites can contribute to health issues, littering and detract from the neighborhood's charm.

The Administration recommends Council authorize amending the City's Code of Ordinances to require all dumpster locations be fenced and have a sloped hard surface. The fences must comply with the screening provisions in the Perry Land Development Ordinance.

The implementation would be six (6) months.