



Hinesville Downtown Development Authority/Main Street  
**August 30, 2023 Regular Board Meeting Agenda**  
In-Person in The Hinesville Room, 3<sup>rd</sup> Floor in City Hall at 4 p.m.

1. Call to Order by M.Sack at \_\_\_\_\_ p.m.  
Present= Marcus Sack = Roger Jones = Shonda Mickel = Sabrina Newby = Liston Singletary, III = Tom Ratcliffe = Mayor Allen Brown  
Stake Holders = Kenny Howard = Ryan Arnold = Michelle Ricketson = Kenya Romero = Candice Bryant
2. Public Notice of meeting
3. Secretary's Report – Minutes: July 26, 2023 regular board meeting -- Shonda Mickel, attached (pages 3A & 3B)
4. Treasurer's Report (July 2023) – Shonda Mickel, Detailed report as of July 31, 2023 attached (pages 4A, 4B & 4C)
5. Main Street District Report -- attached (page 5A)  
JULY: 5 biz opened/expand, 30 jobs, 3 biz closed, -7 jobs, 43 events, 3,100 attendance, \$5,492,000 investment in DT
6. Hinesville Farmers & Makers Market -- 2023 Market season: March 2 – October 26, 3 to 7 pm
7. Parks/Events – There were 25 events in July/Aug at downtown parks: BC +12, BP +13  
Consideration of park rental rates, attached (page 7A)  
  
Bryant Commons -- Daily vehicle count is 230! Monthly report is attached (pages 7B & 7C)  
JULY/FY23: Events 7/ytd 44, attendance 335/ytd 4,480 revenue \$ 505/ytd \$4,382
8. Old Liberty County Jail – JULY: 58 Visitors, 48 Volunteer Hours, \$78.50 Income, 855 People reached via facebook
9. Historic Preservation Commission & Downtown Historic District
10. Calendar Items and Upcoming Events:  
2023 events:  
Aug. 30 & 31: Siderbar Training 8am-12:30pm (virtual)  
Sept 9: 2<sup>nd</sup> Saturday Block Party-Mason Jarr, 7 to 10pm  
Oct. 5: Blessing of the Animals at the Farmers Market  
Oct. 19: PINK OUT the Market  
Nov. 25: SHOP SMALL SATURDAY!  
Sept 14-15: Countywide Workshop, SSI  
Oct 14: 2<sup>nd</sup> Saturday Block Party-Rockillicous, 7 to 10pm  
Oct. 27: Scarecrow Rock & Stroll with Mason Jarr, 6-9pm  
Nov. 30: City of Hinesville Tree Lighting, 5 to 8 pm
11. Director's Report -- Michelle Ricketson, attached (page 11A)  
Monthly Update --  
Budget Items --  
Incentives & Façade Grants –
12. Board Priorities & Goal Report
13. Old/New Business
14. Executive Session for Real Estate and Personnel matters
15. Adjournment- Motion by \_\_\_\_\_, 2<sup>nd</sup> by \_\_\_\_\_, vote \_\_\_\_\_ at \_\_\_\_\_ p.m.



Hinesville Downtown Development Authority/Main Street  
July 26, 2023 Regular Board Meeting Minutes

3A

1. The Hinesville Downtown Development Authority/Main Street Board of Directors meeting was called to order by secretary/treasurer Shonda Mickel at 5:17 p.m. in the Hinesville Room in City Hall.

Present= Marcus Sack (arrived 4:20pm) = Roger Jones (virtual) = Shonda Mickel = Sabrina Newby = Liston Singletary, III = Tom Ratcliffe = Mayor Allen Brown

Stake Holders = Michelle Ricketson = Kenya Romero = Candice Bryant = Councilman Keith Jenkins = Patti Hewitt = Dexter Newby = Henry Covington = Kisya Burnett

Organization/Management

2. Public Notice of Meeting – M.Ricketson said notice was given to the newspaper in advance. The agenda was placed the front door of City Hall, hung on the 1<sup>st</sup> floor bulletin board and hung on the HDDA/MS office door the Friday before the meeting.

3. Staff requested that the agenda be amended to include the use of downtown parks. Motion to amend the agenda to include the use of downtown parks was made by L.Singletary, 2<sup>nd</sup> by A.Brown, vote was unanimous.

4. Secretary’s Report – Minutes: June 28, 2023 regular board meeting -- Shonda Mickel, see attached **Motion to approve as submitted by T.Ratcliffe, 2<sup>nd</sup> by A.Brown, vote unanimous at .**

5. Treasurer’s Report (June 2023) – Shonda Mickel, see attached

Detailed report as of June 30, 2023 attached (Detail on pages 3B, 3C & 3D)

Lease/Rental Income	\$	mo.	\$3,250 ytd.
Discover Downtown Hinesville Revolving Loan Fund	\$		\$235,000 ytd.
Old Jail Revenue	\$	mo.	\$281.40 ytd (visitors 336 ytd)
Farmer’s Market Revenue	\$	800 mo.	\$9,080 ytd
Bryant Commons Rental Revenue	\$	540 mo.	\$2,966.28 ytd
Sponsorship/General Donations			
Community Projects (PB&J)	\$	5,060 mo	
Disc Golf	\$	3,030 mo	\$4,725ytd
Fall: Scarecrow Rock N Roll	\$	mo	'22 sponsorships 900

**Motion to approve as reported by L.Singletary, 2<sup>nd</sup> by A.Brown, vote unanimous.**

6. Chairman’s Report – Marcus Sack – no report

7. City Manager’s Report – Kenneth Howard -- no report

Economic Restructuring/Development

8. Incentives & Façade Grants – Kenya worked on brochures with incentive information.

9. Downtown Properties

- a. Downtown Businesses – Staff coordinated a ribbon cutting for JG Power House Gym.
- b. Memorial Drive
- c. DDA owned – Assessments of Hineshaw and the old labor building were received.
- d. Azalea Street – The floor plans for the new houses were received.



- e. Use of Downtown Parks – A sheet of rental rates was provided to the board. It was requested to bring it back in August for a vote.
- f. Bryant Commons -- Daily vehicle count is 230! Monthly report is attached.  
JUNE/FY23: Events 7/ytd 39, attendance 740/ytd 4,145 revenue \$ 940/ytd \$3,877  
Bryant Commons Capital Improvement Plan – We are expecting to hear back from 92<sup>nd</sup> Engineers about work with which they plan to assist. Waiting on materials list and timeline for work.

10. Main Street District Report --

JUNE: 6 biz opened/expand, +41 jobs, 8 biz closed, -17 jobs, 44 events, 4,441 attendance, \$0 investment in DT

11. Hinesville Farmers & Makers Market -- 2023 Market season: March 2 – October 26, 3 to 7 pm

Discussed ideas for getting greater attendance during the hot months. There will be a DJ on the last week of each month.

Design/Historic Preservation

12. Old Liberty County Jail –

JUNE: 60 Visitors, 60 Volunteer Hours, \$30.25 Income, 1,800 People reached via facebook

13. Historic Preservation Commission & Downtown Historic District – Priorities have been set.

14. Old/New Business

Trainings: Board training (available online) –

GA Downtown Association – Will be in Canton, Kenya and Michelle are registered.

Sidebar Training – 3 board members & 2 staff have registered for August training.

Countywide Workshop – We are aware who plans on attending in September.

M.Sack said he was asked if trashcans could be added on bins on Commerce Street. M.Ricketson said she discussed a plan with the City Manager to place a trash can and a recycling bin on Commerce, and three recycling bins in Bradwell Park.

Promotions

15. Director's Report -- Michelle Ricketson, see attached.

16. Executive Session for Personnel

Motion to leave regular session and go into executive session for personnel **made by S.Mickel, 2<sup>nd</sup> by L.Singletary, vote unanimous at 6:00pm.**

Motion to leave executive session and return to regular session **made by S.Mickel, 2<sup>nd</sup> by L.Singletary, vote unanimous at 6:37pm.**

Chairman M.Sack said no action required at this time from the discussion.

17. Adjournment- **Motion by S.Mickel, 2<sup>nd</sup> by L.Singletary, vote unanimous at 6:43 p.m.**

**BUDGET REVENUE REPORT**  
**CITY OF HINESVILLE**

**Downtown Development Authority**

18-Aug-23

HinesBudRev: Year ( 2023 ) Period ( 9 )

Ledger ID	Ledger Description	BUDGET	MTD REV	YTD REV	REMAINING BAL	PERC COLL
<b>(100) General Fund</b>						
<b>(000) Revenue</b>						
100-000-0000-00-30-1000	TRANSFER IN FROM CITY FUNDS	\$434,432.00	(\$16,055.89)	(\$200,776.04)	\$233,655.96	46.22%
100-000-0000-00-33-4111	CITY ENTITLEMENT FUNDS XFER	\$344,601.00	\$0.00	(\$42,633.70)	\$301,967.30	12.37%
100-000-0000-00-33-4120	HISTORIC PRESERVATION GRANT	\$500.00	\$0.00	\$0.00	\$500.00	0.00%
100-000-0000-00-36-1020	INTEREST INCOME	\$0.00	\$0.00	(\$2,038.67)	(\$2,038.67)	0.00%
100-000-0000-00-37-1000	CONTRIBUTION FOR CONTRACT SER	\$9,000.00	\$0.00	\$0.00	\$9,000.00	0.00%
100-000-0000-00-38-1020	LEASE / RENTAL INCOME	\$7,800.00	(\$650.00)	(\$3,900.00)	\$3,900.00	50.00%
100-000-0000-00-38-9005	USE OF FUND BALANCE	\$2,000.00	\$0.00	\$0.00	\$2,000.00	0.00%
100-000-0000-00-38-9910	COMMUNITY PROJECTS	\$7,000.00	\$0.00	(\$300.00)	\$6,700.00	4.29%
100-000-0000-00-38-9965	SP PROJ - SCARECROW STROLL	\$5,000.00	\$0.00	(\$900.00)	\$4,100.00	18.00%
100-000-0000-00-38-9980	SPECIAL PROJ - FARMERS MARKET	\$10,000.00	(\$4,750.00)	(\$13,830.00)	(\$3,830.00)	138.30%
100-000-0000-00-38-9982	BRYANT COM - CONTRIB/DONATIONS	\$0.00	(\$80.00)	(\$2,250.00)	(\$2,250.00)	0.00%
100-000-0000-00-38-9983	BRYANT COMMONS FACILITY RENTAL	\$2,500.00	(\$260.00)	(\$3,226.28)	(\$726.28)	129.05%
100-000-0000-00-38-9990	OTHER EVENTS - GENERAL	\$0.00	(\$2,435.64)	(\$10,705.64)	(\$10,705.64)	0.00%
100-000-0000-00-38-9991	AZALEA ST CONTRIBUTION - COH	\$0.00	(\$276.28)	(\$627.15)	(\$627.15)	0.00%
100-000-0000-00-38-9992	SP PROJ - LUNCHTIME CONCERTS	\$1,500.00	(\$70.00)	(\$70.00)	\$1,430.00	4.67%
100-000-0000-00-38-9997	OLD JAIL-SPECIAL PROJECTS	\$0.00	(\$130.25)	(\$411.65)	(\$411.65)	0.00%
100-000-0000-00-38-9999	MISC REVENUE TO RECLASS	\$0.00	\$4,810.00	\$0.00	\$0.00	0.00%
	<b>Subtotal :</b>	\$824,333.00	(\$19,898.06)	(\$281,669.13)	\$542,663.87	34.17%
	<b>Subtotal (000) Revenue:</b>	\$824,333.00	(\$19,898.06)	(\$281,669.13)	\$542,663.87	34.17%
	<b>Subtotal (100) General Fund:</b>	\$824,333.00	(\$19,898.06)	(\$281,669.13)	\$542,663.87	34.17%
	<b>Total =====</b>	\$824,333.00	(\$19,898.06)	(\$281,669.13)	\$542,663.87	34.17%

# BUDGET EXPENDITURE REPORT

## CITY OF HINESVILLE

17-Aug-23

# Downtown Development Authority

HinesBudExp: Year ( 2023 ) Period ( 9 )

Ledger ID	Ledger Description	BUDGET	MTD EXP	YTD EXP	REMAINING BAL	PERCENT SPENT
(100) General Fund						
(001) DDA Admin						
100-001-1000-00-51-1100	SALARY AND WAGES	\$161,397.00	\$0.00	\$109,552.99	\$51,844.01	67.88%
100-001-1000-00-51-2110	GROUP INSURANCE	\$24,508.00	\$0.00	\$7,472.58	\$17,035.42	30.49%
100-001-1000-00-51-2120	DISABILITY	\$1,086.00	\$0.00	\$685.44	\$400.56	63.12%
100-001-1000-00-51-2200	SOCIAL SECURITY	\$9,622.00	\$0.00	\$6,550.69	\$3,071.31	68.08%
100-001-1000-00-51-2300	MEDICARE	\$2,250.00	\$0.00	\$1,532.00	\$718.00	68.09%
100-001-1000-00-51-2400	RETIREMENT	\$15,624.00	\$0.00	\$10,055.84	\$5,568.16	64.36%
100-001-1000-00-51-2700	WORKERS COMP	\$560.00	\$0.00	\$442.02	\$117.98	78.93%
100-001-1000-00-52-1175	FAÇADE GRANT	\$0.00	\$7,000.00	\$7,000.00	(\$7,000.00)	0.00%
100-001-1000-00-52-1215	LEGAL FEES	\$1,500.00	\$0.00	\$0.00	\$1,500.00	0.00%
100-001-1000-00-52-1225	ADVERTISING	\$2,750.00	\$0.00	\$1,137.50	\$1,612.50	41.36%
100-001-1000-00-52-1260	PROFESSIONAL SERVICES	\$30,000.00	\$0.00	\$0.00	\$30,000.00	0.00%
100-001-1000-00-52-2205	BUILDING MAINTENANCE	\$1,900.00	\$0.00	\$909.00	\$991.00	47.84%
100-001-1000-00-52-2206	VEHICLE REPAIRS AND MAINT	\$500.00	\$0.00	\$0.00	\$500.00	0.00%
100-001-1000-00-52-3200	COMMUNICATIONS	\$2,000.00	\$0.00	\$1,147.16	\$852.84	57.36%
100-001-1000-00-52-3300	UTILITIES	\$2,000.00	\$204.74	\$1,639.09	\$360.91	81.95%
100-001-1000-00-52-3500	TRAVEL	\$5,200.00	\$0.00	\$4,830.28	\$369.72	92.89%
100-001-1000-00-52-3600	ANNUAL DUES/LICENSES	\$1,090.00	\$0.00	\$1,095.00	(\$5.00)	100.46%
100-001-1000-00-52-3700	EDUCATION AND TRAINING	\$5,200.00	\$0.00	\$217.45	\$4,982.55	4.18%
100-001-1000-00-53-1101	OFFICE SUPPLIES	\$2,700.00	\$0.00	\$2,217.87	\$482.13	82.14%
100-001-1000-00-53-1103	DEPARTMENT OPERATING EXP	\$3,000.00	(\$37.01)	\$1,065.54	\$1,934.46	35.52%
100-001-1000-00-53-1107	BANK CHARGES	\$660.00	\$0.00	\$668.31	(\$8.31)	101.26%
100-001-1000-00-54-2400	COMPUTERS- HARDWARE	\$2,500.00	\$0.00	\$0.00	\$2,500.00	0.00%
100-001-1000-00-54-2405	WEBSITE MAINTENANCE	\$1,386.00	\$0.00	\$1,385.45	\$0.55	99.96%
100-001-1000-00-57-1170	ENHANCED FAÇADE GRANT	\$30,000.00	\$0.00	\$2,664.84	\$27,335.16	8.88%
100-001-1000-00-57-1175	REVOLVING LOAN FUND	\$50,000.00	\$0.00	\$0.00	\$50,000.00	0.00%
100-001-1000-00-57-2520	HOLIDAY LIGHTS	\$2,000.00	\$0.00	\$92.92	\$1,907.08	4.65%
100-001-1000-00-57-2600	PROMOTIONAL	\$19,000.00	\$895.00	\$9,327.57	\$9,672.43	49.09%
100-001-1000-00-57-2605	PROMO - BRYANT COMMONS	\$3,000.00	\$0.00	\$49.90	\$2,950.10	1.66%
100-001-1000-00-57-2615	PROMO - FARMERS MARKET	\$10,000.00	\$650.00	\$3,447.31	\$6,552.69	34.47%



# BUDGET EXPENDITURE REPORT CITY OF HINESVILLE

17-Aug-23

# Downtown Development Authority

HinesBudExp: Year ( 2023 ) Period ( 9 )

Ledger ID	Ledger Description	BUDGET	MTD EXP	YTD EXP	REMAINING BAL	PERCENT SPENT
100-001-1000-00-57-2625	COMMUNITY PROJECTS	\$7,000.00	\$0.00	\$5,352.47	\$1,647.53	76.46%
100-001-1000-00-57-2900	SIGNAGE	\$5,000.00	\$0.00	\$0.00	\$5,000.00	0.00%
100-001-1535-00-54-2400	COMPUTER SOFTWARE/UPDATES	\$1,958.00	\$0.00	\$192.36	\$1,765.64	9.82%
	<b>Subtotal (001) DDA Admin:</b>	\$405,391.00	\$8,712.73	\$180,731.58	\$224,659.42	44.58%
<b>(021) Phase I Azalea Street</b>						
100-021-7320-01-54-1408	UTILITY SERVICE	\$3,000.00	\$92.22	\$719.37	\$2,280.63	23.98%
	<b>Subtotal (021) Phase I Azalea Street:</b>	\$3,000.00	\$92.22	\$719.37	\$2,280.63	23.98%
<b>(023) Phase III Azalea Street</b>						
100-023-7320-01-52-1309	HOUSING CONSTRUCTION	\$42,855.00	\$0.00	\$0.00	\$42,855.00	0.00%
100-023-7330-03-57-3010	AFFORDABLE HOUSING	\$301,746.00	\$0.00	\$8,075.00	\$293,671.00	2.68%
	<b>Subtotal (023) Phase III Azalea Street:</b>	\$344,601.00	\$0.00	\$8,075.00	\$336,526.00	2.34%
<b>(060) Bryant Commons</b>						
100-060-1000-00-52-1260	PROFESSIONAL SERVICES	\$500.00	\$0.00	\$100.00	\$400.00	20.00%
100-060-1000-00-52-2100	CONTRACTED MAINTENANCE SERV	\$18,000.00	\$0.00	\$4,050.00	\$13,950.00	22.50%
100-060-1000-00-52-2110	GROUNDS MAINTENANCE	\$6,366.00	\$0.00	\$9,818.46	(\$3,452.46)	154.23%
100-060-1000-00-52-2200	EQUIPMENT REPAIRS/MAINTENANCE	\$1,000.00	\$0.00	\$323.78	\$676.22	32.38%
100-060-1000-00-52-2205	BUILDING MAINTENANCE	\$750.00	\$0.00	\$0.00	\$750.00	0.00%
100-060-1000-00-52-2209	BC POND MAINTENANCE	\$10,300.00	\$0.00	\$4,520.00	\$5,780.00	43.88%
100-060-1000-00-52-3300	UTILITIES	\$2,000.00	\$173.35	\$1,301.10	\$698.90	65.05%
100-060-1000-00-53-1103	DEPARTMENT OPERATING	\$4,725.00	\$12.79	\$1,806.58	\$2,918.42	38.23%
100-060-1000-00-54-1100	BRYANT COMMONS CAPITAL EXP	\$26,000.00	\$0.00	\$25,205.40	\$794.60	96.94%
	<b>Subtotal (060) Bryant Commons:</b>	\$69,641.00	\$186.14	\$47,125.32	\$22,515.68	67.67%
<b>(065) Historic Preservation</b>						
100-065-1000-00-52-3500	TRAVEL	\$250.00	\$0.00	\$0.00	\$250.00	0.00%
100-065-1000-00-52-3700	TRAINING/EDUCATION	\$1,050.00	\$2,220.00	\$2,260.00	(\$1,210.00)	215.24%
100-065-1000-00-53-1103	DEPT OPERATING EXPENSE	\$400.00	\$0.00	\$229.72	\$170.28	57.43%
	<b>Subtotal (065) Historic Preservation:</b>	\$1,700.00	\$2,220.00	\$2,489.72	(\$789.72)	146.45%
	<b>Subtotal (100) General Fund:</b>	\$824,333.00	\$11,211.09	\$239,140.99	\$585,192.01	29.01%
	<b>Total =====</b>	\$824,333.00	\$11,211.09	\$239,140.99	\$585,192.01	29.01%

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2023	MAIN STREET AMERICA 2020 Accrued											
	January	February	March	April	May	June	July	August	September	October	November	December
Did you have a board mtg. this month?	YES	YES	YES	YES	YES	YES	YES					
Did staff/board participate in training?	YES	YES	YES	YES	YES	YES	YES					
Program income	\$23,763	\$3,035	\$53,118	\$16,498.00	\$13,554	\$6,170	\$19,898					\$136,035.91
Program expenses	\$27,447	\$15,809	\$20,964	\$20,351.00	\$2,940	\$4,002	\$11,119					\$102,632.26
Downtown events	25	29	31	26	32	44	43					230
Event attendance	964	615	2,780	2,978	2,710	4,441	3,100					17,588
Volunteer hours	48	60	77	59	71	80	115					510
New business openings	14	2	3	4	6	5	4					38
Jobs from new business openings	39	2	4	19	52	41	22					179
Business closings	12	5	7	4	6	8	3					45
Jobs lost from business closings	48	5	14	5	38	17	7					134
Business expansions or relocations	0	0	0	0	0	0	1					1
Jobs resulting from expansions or relocations	0	0	0	0	0	0	8					8
Total property sales (Commercial) (#/1-10)	0	0	0	0	0	0	0					0
Private investment (Commercial) \$/value	\$0	\$0	\$0	\$0	\$0	\$0	\$0					\$0
Total property sales (Residential) (#/1-10)	0	2	0	0	0	0	0					2
Private investment (Residential) \$/value	\$0	\$481,000	\$0.00	\$0.00	\$0	\$0	\$112,368					\$593,368.00
New single-family units	0	0	0	0	0	0	0					0
Value of new single-family units	0	\$0	0	0	\$0	\$0	\$0					\$0.00
New multi-family units	0	0	0	0	0	0	0					0
Value of new multi-family units	0	0	0	0	\$0	\$0	\$0					\$0.00
New townhomes	0	0	0	0	0	0	0					0
New condos/offs	0	0	0	0	0	0	0					0
New commercial buildings	0	0	0	0	0	0	0					0
Value of new construction	\$0	0	0	0	0	0	0					\$0
Private rehab projects	8	2	0	1	1	0	0					12
Total value of rehabs	\$166,644	\$1,400	\$0	\$6,500.00	\$45,000	\$0	\$0					\$219,544
Public improvement projects (DT City/County)	0	1	0	1	0	0	1					3
Total value of public improvements	\$0.00	\$12,000	\$0.00	\$1,448,802.00	\$0	\$0	\$5,380,000					\$6,840,802.00

**MAIN STREET REPORT**

- **Downtown Events:** Farmers Market (4-690), Block Party (348), City Council (2-40), HDDA Meeting (13), Bryant Commons Events (7-335), Old City Jail Museum (12-68), Plen Air Old Jail (5), Backpack Extravaganza (1,100), Rebecca Park Back to School (25), Hinesville Summer Youth Enhancement Program Graduation (150), Kids Art Class Hinesville Area Arts Council (4-86), Business After Hours: Coastal Fibers (25), Liberty Chamber Downtown Meet & Greet (25), Liberty Chamber Summer Workshop Series at Ameris Bank (5), Liberty Chamber Community Calendar Planning Mtg (27), Ribbon Cutting: JG Gym (25), Back to School Bash & Supply Giveaway Weichert Realtors (50), Bereaved Parents Rock Painting Steven A Cohen Military Family Clinic (8), Hinesville FD Grand Opening (75)
- **New Downtown Businesses Opened:** Brain Twister, 353 W Memorial Drive Ste B (1), City Gear LLC, 229 W General Screven Way Ste N1 (18), Simonton Engineering LLC, 319 W General Screven Way Ste D2 (2), Unlimited Taxes & More Franchising Company LLC, 230 W General Screven Way Ste 104 (1)
- **Business Closings Downtown:** Serve LLC, 110 N Commerce St (1), Sprint Spectrum LLC, 201 W General Screven Way (5), Holiday Construction, 312 Welborn St Apt B (1)
- **Business Relocations & Expansions:** Spectrum of Hope II, 400 N Main St (8)
- **Private Rehab Projects:** NONE
- **Public Improvement Projects:** Fire Station No. 1, 308 S. Commerce Street, \$5,380,000
- **Training:** Candice Bryant continues in the Employee Development Program, Michelle Ricketson attended Supervisor Training



## BRYANT COMMONS, 438 W. Oglethorpe Hwy.

	Just space/facility	With power, tables and/or chairs
Market Rate: All areas during event except Stage/Amphitheater	\$30/hr.	\$60/hr.
Stage/Amphitheater/Vendors Hill for Festival/Concert		150/hr.
Set up and clean up fee	\$30/hr.	
Non-Profit Rate (50% market rate)	50% Market Rate 10% of proceeds, or negotiate flat rate	
Photographers	\$30 sitting fee or \$25/hr.	
<b>MILITARY RATE</b>		
PT between hours of 0600-0830	\$0	Limit of 2 units per day
Unit level (≤ 150 people)	\$25	Limit of 2 units per day
Company level (150-299 people)	\$50	Limit of 1 unit per day
Battalion level (≥ 300 people)	\$100	Limit of 1 unit per day
Training (first Fridays - educational not sports or games)	\$0	Limit of about 100 people

## BRADWELL PARK, 107 S. Commerce St.

\*\*\* Splash Pad area is not rentable.

	Just space/facility	With power, tables and/or chairs
Market Rate: All areas during event except Stage	\$50/hr.	\$60/hr.
Set up and clean up fee	\$30/hr.	
Commons Area, plus the Stage	\$150/hr.	
Photographers	\$30 sitting fee or \$25/hr.	
Non-Profit Rate (50% market rate)	50% Market Rate 10% of proceeds, or negotiate flat rate	
Community event/festival not charging vendors (≤ 3 hrs, w/Common Area & Stage)	\$75	
Community event/festival/fundraiser vendors charged (≥ 3 hrs, w/Common Area & Stage)	\$150	

## GAP PARK, 133 S. Main St. / MAIN ST PARK, 307 S. Main St.

	Just space/facility	With power, tables and/or chairs
Market Rate: All Areas	\$30/hr.	\$60/hr.
Festival/Concert	\$75/hr	
Set up and clean up fee	\$30/hr.	
Non-Profit Rate (50% market rate)	50% Market Rate 10% of proceeds, or negotiate flat rate	
Photographers	\$30 sitting fee or \$25/hr.	

## OLD LIBERTY COUNTY JAIL, 302 S. Main St.

Tours: 10a-2pm & by appt	Free	
Fundraising Events	50% Market Rate 10% of proceeds, or negotiate flat rate	
Market Rate (Non-Profit =50%)	\$50/hr. (Non-Profit \$25)	
Filming	Negotiate daily rate	
Paranormal Investigations	\$20-\$25 per person	
Photographers	\$30 sitting fee or \$25/hr.	



# Bryant Commons Facility Summary Report - 2023

7B

Fiscal Year 2023	Showings	Inquiries	Applications	Withdrew/ Cancelled	Public Event	Public Event Attendance	Private Event Attendance	Meeting Attendance	Total Attendance
Nov - Jan	4	82	28	2	5	995	61	8	1056
Feb-April	6	131	45	7	14	1885	121	12	1962
May - July	21	39	22	3	15	1,600			
Aug.-Oct.									
<b>Totals</b>	<b>31</b>	<b>252</b>	<b>95</b>	<b>12</b>	<b>34</b>	<b>4,480</b>	<b>182</b>	<b>20</b>	<b>3,018</b>

Date	Name of Event	Attendance	Venue Used	Staff Time	Hours in Use	Revenue
9/30/2023	Birthday Party		AWN			
9/30/2023	Junk in the Trunk		BP, FPA,CDP			
9/16/2023	Cakamile Yoga in the Park		BLA			
9/9/2023	9/11 Hero Run		WTL			
8/19/2023	Junk in the Trunk		BP, FPA,CDP			
8/19/2023	Wedding	30	BLA			
8/19/2023	Cakamile Yoga in the Park	Cancelled	BLA			
8/17/2023	Hail and Farewell	40	AWN			
8/17/2023	Cross Country Race Bradwell	300	WTL			
8/12/2023	Junk in the Trunk	15	BP, FPA,CDP			
8/10/2023	Hail and Farewell	49	AWN			
8/5/2023	Back to School Giveaway	60	AWN, FPA			\$ 150.00
8/5/2023	Women's Lunch at the Park	Cancelled	AWN			
7/29/2023	Family Gathering	45	AWN			\$ 60.00
7/29/2023	Junk in the Trunk	Cancelled	BP, FPA,CDP			
7/23/2023	Church Service/Picnic	100	AWN			\$ 200.00
7/22/2023	Junk in the Trunk	10	BP, FPA,CDP			
7/19/2023	Wild about Reading	20	AWN			\$ 20.00
07/15/202	BBQ for Staff	40	AWN			\$ 150.00
07/15/203	Cakamile Yoga in the Park	20	BLA			\$ 25.00
7/14/2023	Org Day	100	AWN			\$ 50.00
7/8/2023	Birthday Party	Cancelled	AWN			
06/17-18/23	Juneteenth Celebration	400	AWN,STA, VEH			\$ 205.00
6/23/2023	Org Day	90	AWN			\$ 25.00
6/10/2023	Wedding Reception	55	BLA			\$ 275.00
6/10/2023	Father's Day Celebration	100	AWN,FPA	1		\$ 135.00
6/9/2023	Fleming Wedding	30	OAG			\$ 150.00
6/9/2023	Miller Wedding	20	OAG			\$ 120.00
6/8/2023	Deployment Farewell	45	AWN			\$ 30.00
5/23/2023	Liberty County School App Day	75	AWN			
5/20/2023	Birthday Party	Cancelled				
5/20/2023	Yoga in the Park	6	BLA			\$ 25.00
5/20/2023	Baby Shower	20	AWN			\$ 75.00
5/20/2023	Car Show	250	VEH,AWN,FPA			\$ 250.00
5/6/2023	Church Graduation Party	55	BLA			\$ 41.28
5/6/2023	Self-Love = Self-Work	Cancelled	BLA			
4/29/2023	Autism Awareness Walk	43	WTL	0.5	3	\$ 70.00

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4/29/2023	Blake's Birthday Party	30	AWN	0.5	2	\$ 90.00
4/29/2023	Yoga in the Park	25	BLA	0.5	2	
4/23/2023	Birthday Party	15	PLA	0	1	\$ 30.00
4/22/2023	Pastoral Anniversary	450	AWN,STA, VEH	1	10	\$ 240.00
4/21/2023	KLB Earth Day	850	AWN,STA, VEH	2	6	
04/21-24/23	ITPA Annual Assembly	65	BLA	2	12	
4/19/2023	30th Birthday Party	Cancelled	AWN			
4/15/2023	World Art Day	10	AWN	0.5	2	
4/15/2023	Yoga in the Park	11	BLA	0.5	3	\$ 25.00
4/14/2023	Farewell Potluck	35	AWN	0.5	3	\$ 25.00
4/10/2023	Easter Picnic	Cancelled	AWN			
4/8/2023	Keyster Eggstravaganza	Cancelled	STA, AWN, BLA			
4/7/2023	Org Day	49	AWN	1	5	\$ 25.00
4/2/2023	Baby Shower	25	AWN	0.5	2	\$ 120.00
3/31/2023	Family Org Day	No Show	AWN			
3/30/2023	Lewis & Clark Circus	500	VEH		12	
3/29/2023	Lewis & Clark Circus	600	VEH		12	\$ 500.00
3/29/2023	Vietnam Verteran Recognition Day	50	VMW			
3/26/2023	Birthday Party	32	AWN			\$ 60.00
3/25/2023	Life Appreciation Picnic	55	VEH/AWN/FPA			\$ 75.00
3/20/2023	Candice's Wedding	Cancelled	OAG/ AWN			\$ 150.00
3/19/2023	Perkins' Wedding	15	OAG			
3/18/2023	Makayla's 6th B-Day	35	AWN			\$ 90.00
3/18/2023	Yoga in the Park	20	BLA			\$ 25.00
2/16/2023	Arbor Day Tree Planting	15	GSP	2	2	
2/11/2023	Health Fair	150	AWN	2	4	
1/15/2023	Wedding (Devon)	26	AWN	1	2	\$ 90.00
12/13/2022	Org Day	200	AWN	0	4	
11/19/2022	Wedding (Perkins)	Cancelled	OAG	0	0	
11/18/2022	Hail and Farewell	No Show	AWN	0	0	\$ -
11/7/2022	Chaaffee Bench Dedication	35	VMW	0	4	
11/6/2022	Veterans Picnic Day	200	AWN	0	6	\$ 150.00
11/5/2022	City Wide Yard Sale	350	AWN	0	5.5	
10/29/2022	Memorial Ceremony	35	VMW	0	2	\$ 20.00
<b>TOTALS</b>		<b>1056</b>		<b>6</b>	<b>108</b>	<b>\$3,771.28</b>
<b>Previous Total</b>						
<b>2022</b>	<b>10,074</b>					
<b>2022</b>	<b>10,074</b>					
<b>2021</b>	<b>8,807</b>	<b>AMP - Amphitheater</b>	<b>DGP - Dog Park</b>	<b>PON - Pond Area</b>		
<b>2020</b>	<b>3,125</b>	<b>AWN - Awning</b>	<b>FPA - Field Parking</b>	<b>SHA - Shade Area</b>		
<b>2019</b>	<b>13,631</b>	<b>BLA - Back Lawn</b>	<b>GSP - Green Space</b>	<b>STA - Stage</b>		
<b>2018</b>	<b>18,509</b>	<b>BPT - Back Patio</b>	<b>MSM - Museum</b>	<b>STB - Stables</b>		
<b>2017</b>	<b>17,928</b>	<b>CAM - Caimellia</b>	<b>OAG - OAK GROVE</b>	<b>VEH - Vendors Hill</b>		
<b>2016</b>	<b>10,952</b>	<b>CPA - Cisco Park</b>	<b>PAR - Parking</b>	<b>WTL - Walking Trail</b>		
<b>2015</b>	<b>8,240</b>	<b>BPG - Brambles Playground</b>		<b>VMW - Veterans Memorial Walk</b>		



### Economic Restructuring/Development

- Our new website went live after battling with Go Daddy to release our domain. HinesvilleDowntown.com
- Kenya developed a new brochure for the incentives and façade program.
- During budget meetings we developed a plan for the Enhanced Façade Grant funds.
- The Grand Opening and Open House at the new Fire Station No. 1 opened July 19 (\$5.4M downtown investment). Then, on July 21, a recruit class graduated 5 new firefighters.
- Parks/Events – There were 25 events in July/Aug at downtown parks: BC +12, BP +13  
    Since Jan 2023, Bryant Commons -- 50 events (13 cancellations), revenue approx. \$4,500.  
    Bradwell Park --17 events, plus 26 farmers markets, revenue \$285  
    GAP Park & Main Street Park -- 2 events, revenue \$0  
    Old Liberty County Jail -- 3 events, revenue \$150
- The Hinesville Farmers & Makers Market is operating each Thursday from 3 to 7 pm. The extreme heat has taken a toll on visitors, vendors and staff. We used fans and tried to keep everyone hydrated.
- We coordinated, wrote, and submitted multiple 2023 SPLOST applications.
- Michelle and Chuck VanDuser had planned and secured sponsorships for the 9-hole expansion of the disc golf course. We have begun talking up the additional 18-hole course which we will create in 2024.

### Design/Historic Preservation

- Continued to work on large and small projects for Bryant Commons
- The 92<sup>nd</sup> Engineer Battalion has agreed to assist with the labor for redecking the three bridges at the park, drainage and concrete work needed at Veterans Memorial Walk, and concrete/brick walkways for garden shed area. We will need to purchase the materials. We are waiting to hear back from this unit,
- 250 project: Planning new life for a green space in downtown. This will also be a key element to our local semiquincentennial celebration and will create a tourism destination.

### Organization/Management

- Kenya and Michelle will be attending the Georgia Downtown Association conference in Canton, Aug 20-23.
  - Kenya attended the Certified Development Professional training.
  - Michelle attended the Historic Preservation training.
- Staff and board members will participate in the statewide DDA board member Sidebar training Aug. 30-31.
- Staff and Board members are registered for the Countywide Workshop Sept 14-15.
- Candice attended employee development program and Michelle attended the monthly supervisor training.

### Promotions

- The next 2<sup>nd</sup> Saturday Block Party featuring Mason Jarr, 9/13, 7-10pm
- Applications for 2023 Scarecrow Rock & Stroll went out to past participants and sponsors, and it was posted on our website.
- We partnered with JCLewis Ford, Unlimited Taxes & More, the Steven A. Cohen Military Family Clinic, National University, and WalMart Neighborhood Market to fill 125 backpacks with 2,425 items for students who have been identified with unstable home environments.
- We launched Deploy Yellow Bows – all schools in the county have received bows.
- The next 2<sup>nd</sup> Saturday Block Party, Aug. 12, 7-10pm. Sponsorship opportunities are available.
- ITPA museum hosted Business After Hours on July 20, 5 to 7pm.

#### 2023 events:

Aug 30-31: Sidebar training, 8am to 12:30pm

Oct. 5: Blessing of the Animals at the Farmers Market

Oct. 19: PINK OUT the Market

Nov. 25: SHOP SMALL SATURDAY!

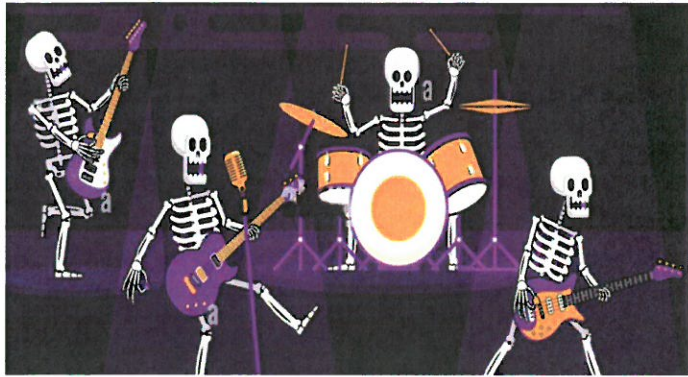
Sept 9: 2<sup>nd</sup> Saturday Block Party-Mason Jarr, 7 to 10pm

Oct 14: 2<sup>nd</sup> Saturday Block Party-Rockilicious, 7 to 10pm

Oct. 27: Scarecrow Rock & Stroll with Mason Jarr

Nov. 30: City of Hinesville Tree Lighting, 5 to 8 pm





**SCARECROW ROCK & stROLL:**  
**OCTOBER 27** 6-9pm  
 Treats and Band  free admission

**SUBMIT COMPLETED FORMS TO:**  
 mainstreet@hinesvilledowntown.com OR Fax: 912.877.9132  
 OR Hinesville Downtown Development Authority  
 115 East M.L. King Jr Drive, Hinesville, GA 31313  
 Questions? Call 912.271.1252

<b>Business/Organization:</b> <input style="width:90%;" type="text"/>		
<b>Contact Person:</b> <input style="width:90%;" type="text"/>		
<b>Address:</b> <input style="width:45%;" type="text"/>	<b>City, State, Zip:</b> <input style="width:50%;" type="text"/>	
<b>Telephone:</b> <input style="width:25%;" type="text"/>	<b>Cellular Telephone:</b> <input style="width:25%;" type="text"/>	<b>Email:</b> <input style="width:50%;" type="text"/>

**I will participate as follows (circle all that apply) :**

**Sponsorship Opportunities**

*Please see the sponsorship information page for details regarding each opportunity*

<i>Monster Sponsors</i>	<b>\$1,500</b>
<i>Great Goblin</i>	<b>\$ 500</b>
<i>Spooktacular Hay-Ride</i>	<b>\$ 400</b>
<i>Witches Brew</i>	<b>\$ 300</b>
<i>Ghostly Giver</i>	<b>\$ 250</b>
<i>Giggling Gamester</i>	<b>\$ 200</b>
<i>Sugar Skull</i>	<b>\$ 100</b>
<i>In-Kind Sponsorship</i>	<b>\$ <input style="width:50px;" type="text"/></b>

**SCARECROW ROCK & stROLL —> Oct. 27**

- Beggars Station-handout candy (**Hand sanitizer encouraged**)
- Activity Station (**photo booth, coloring station, game, etc**)
- Static Display (**Decorate vehicle/trailer for viewing**)
- Costumed Character to wave
- Block Party Roadie

**Where will your station be located on Oct. 27:**

- At my business location
- I need a location
- Interested in a specific location:

*Those requesting a location will be assigned a designated area.  
Tents, tables, and chairs are NOT provided.  
 Tents must be secured with 25# per leg to avoid wind damage.*

**Due 10/01/2023**

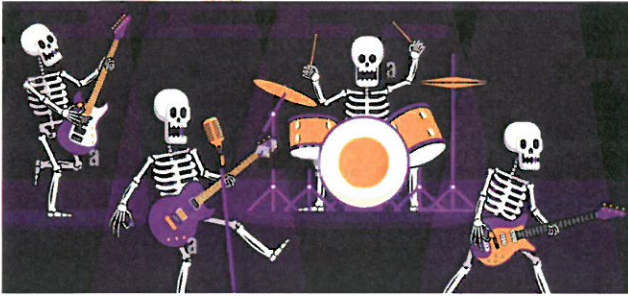


**Please Read, Sign and Date:**

*All participants in the SCARECROW ROCK & stROLL are independent operators and not partners or joint ventures, and shall be individually and severly liable for any loss, personal injury, deaths, and/or any other damages that may occur as a result of the vendor's negligence or that of its employees, agents, and associates. In consideration for being allowed to participate, all vendors agree to indemnify and hold SCARECROW ROCK & stROLL, Hinesville Downtown Development Authority, City of Hinesville, Liberty County, affiliates, and volunteers harmless from any loss, costs, damages, and other expenses including attorney's fees, suffered or incurred by SCARECROW ROCK & stROLL by reason of vendor's negligence or intentional misconduct or that of its employees, agents, and associates; provided that the vendor shall not be liable for nor required to indemnify SCARECROW ROCK & stROLL, Hinesville Downtown Development Authority, City of Hinesville, Liberty County, affiliates, and volunteers for any negligence of any of them or that of their servants, agents, employees or associations. I further give approval for HDDA to use photographs and/or video images taken at this event, which might include images of personnel, affiliates, and products, for publicity purposes. **Please note that all applicants will be strongly encouraged to wear a face coverings and have hand sanitizer at their station.***

Signature:  Date:





# SCARECROW ROCK & stROLL: OCT 27 6—9pm Treats and Band in Downtown Hinesville

## Monster Sponsors \$1,500

- Logo/Name included in select event communications and printed materials, including but not restricted to:
  - \* Logo on billboard rotation for 30 days
  - \* Print Advertising
  - \* Media Releases
  - \* Event Map
  - \* Logo on event-day signage
- E-mail Promotions
- Social Media Promotions
- Promotional Posters



## Ghostly Giver \$250

- Logo/Name included on select event communications and printed materials, including but not restricted to:
  - \* E-mail Promotion
  - \* Event Map
  - \* Banner displayed (provided by sponsor)
  - \* Social Media Promotions
  - \* Promotional Posters



## Giggling Gamester \$200

*Help sponsor the young activities giveaways specially designated for ages 4 and under.*

- Logo/Name on Pumpkin Patch Area Signage
- Banner displayed in route (provided by sponsor)
- Logo/Name featured on HDDA Social Media
- Included on Event Map



## Great Goblin \$500

- Logo/Name included in select event communications and printed materials, including but not restricted to:
  - \* Print Advertising
  - \* Media Releases
  - \* Event Map
  - \* Logo on event day signage
- E-mail Promotions
- Social Media Promotions
- Promotional Posters



## Spooktacular Hay-Ride \$400

*Sponsor a Hay-Ride for families during the event.*

- Logo/Name on Hay-Ride Area Signage
- Banner displayed on trailer (provided by sponsor)
- Logo/Name featured on HDDA Social Media
- Included on Event Map



## Witches Brewer \$300

- Logo/Name on event day signage
- Banner displayed in HDDA area (provided by sponsor)
- Logo/Name featured on HDDA Social Media
- Included on Event Map

## Sugar Skull Supporter \$100

*You are encouraged to sponsor crafts and other items for both events that will be handed out.*



- Display banner on routes
- Included on Event Map

## Beggars &/or Activity Stations No charge

*You are encouraged to offer a family friendly handout and/or candy and treats for patrons to enjoy.*

- Included on Event Map



**In-Kind Sponsorship:** Can't find what you are looking for? Share your idea(s) or we will create a custom sponsorship just for you! Contact us today!



**INTERESTED IN BECOMING A SPONSOR?**

E-mail [mainstreet@hinesvilledowntown.com](mailto:mainstreet@hinesvilledowntown.com) or call 912.877.4332



# 135 MAIN GOAL TRACKER

## MAIN GOAL

The Hinesville Downtown Development Authority will take a proactive role in the revitalization of the downtown district through the acquisition and renovation of a historic property. This project will serve as a catalyst initiative for the HDDA.

## ACTION STEPS

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

## DEFINE COUNTY PARTNERSHIP

### ACTION STEPS

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_

## DEFINE BUILDING USE

### ACTION STEPS

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_

## Bus. Recruitment Strategy

### ACTION STEPS

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_

## Downtown Incentive Package

### ACTION STEPS

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_





- 135 S. MAIN STREET REDEVELOPMENT

### Action Steps:

- Develop pitch for 135 S. Main Street.
- DDA and City make the pitch to County leadership.
- Define relationship with County through MOU.
- Decide HDDA & City level of investment
- Build to suit or white boxing
- Lease, landlords, selling it
- Cost analysis
- Architect renderings
- RFP for the buildout
- Develop incentive packages to recruit the right businesses.

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### ***Resources to Investigate:***

*135 S. Main Goal Tracker, Appendix*



## SUPPORTING GOALS

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- Develop an incentive packet highlighting the financial resources available for potential new businesses and work to bring in particular resident-serving businesses.
- Attract more restaurants through targeted incentives and active recruitment
- Encourage minority and women-owned businesses
- Develop a program to help support businesses recruit and retain staff
- Research feasibility of special tax district for additional HDDA funding
- Develop new incentives for business owners and property owners
  - Waving of fees and licenses
  - Advertising packages
  - Job Tax Credits
  - Building Maintenance assistance
  - Brick to Clicks

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### ***Resources to Investigate:***

*Codified Incentive Package, Newnan, GA*

*Bricks to Clicks Grant, Newnan, GA*

*Downtown Incentives Package, Brunswick, GA*

*Boost Program, Milledgeville, GA*

*Turn the Lights on Grant, Americus, GA*

*Community Transformation Business Activation & Development, Appendix*



# GOALS

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- Find ways to address traffic congestion while also encouraging alternative means of travel.
- Enhance walkways, alleyways, and corridors to encourage their use and to create an inviting experience.
- Develop and distribute a community engagement survey to identify new ways in which we can serve our citizens.
- Create a "Live after 5" environment
- Develop an event incentive program to provide the support that encourages businesses to host their own small-scaled events after 5 pm.
- Conduct a sidewalk inventory to identify gaps in walkability for pedestrian traffic.
- Educate business owners about the importance of business hours that coincide with commuter metrics and local residential needs, i.e. businesses open after 6 p.m. and open on Sundays and Mondays.
- Create a "welcome to downtown" campaign to reintroduce downtown to the greater community and to create a feeling of inclusiveness.

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### ***Resources to Investigate:***

*Sample Downtown Welcome Packet, Carrollton, GA*  
*Georgia Council for the Arts, Multiple Grants*  
*Smart Growth America, Complete Streets*  
*Community Transformation Community Serving, Appendix*  
*Community Transformation Strategy Transportation and*  
*Pedestrian Experience, Appendix*

Potential

# BARRIERS LIST

The HDDA needs to address the items identified below by the board before major progress can be made on the goals included in this document.

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Funding for projects

---

County support

---

Current economy

---

Staff capacity

---

Too many events

---

Park management obligations

---

Vacant MS Manager position

---

Need for event coordinator

---

Need to priorities and goals and tasks

---

Need to grow the volunteer base

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