




Hinesville Downtown Development Authority/Main Street
April 24, 2024 Regular Board Meeting Agenda
Training Room, 2nd Floor in City Hall at 5:15p.m.

1. Call to Order by Chairman Marcus Sack at ____ p.m.
Present= Marcus Sack = Roger Jones = Shonda Mickel = Sabrina Newby = Dana Ingram = Tom Ratcliffe = Mayor Karl Riles
Stake Holders = Kenneth Howard = Michelle Ricketson = Kenya Romero = Candice Bryant
2. Public Notice of meeting
3. Treasurer's Report (March) – Shonda Mickel, Detailed report attached (pages 3A-3C)
4. Secretary's Report – April 3, 2024 board minutes - Shonda Mickel, attached (pages 4A-4B)
5. Action Items
 - a. Incentives & Façade Grants –
Revolving Loan Fund Applications –
725 E. Oglethorpe Highway
726 E. Oglethorpe Highway
6. HDDA Program Reports and Updates
 - a. Main Street District -- attached (page 6A) report by Kenya Romero
MAR: 5 biz opened/expand, 24 jobs, 4 biz closed, 34 jobs, 56 events, 2,067 attendance, Investment: \$271,810
 - b. Hinesville Farmers & Makers Market (3-7pm)
 - c. Parks/Events –
 - i. Bryant Commons -- Monthly report attached (page 6C) – report by Candice Bryant
MAR/FY24: Events 10/ytd 23, attendance 808/ytd 3161, revenue \$ 1,125/ytd \$1,680
 - d. Old Liberty County Jail – reported by Kenya Romero –
MAR: 65 Visitors, 48 Volunteer Hours, \$ 33.50 Income
 - e. Historic Preservation Commission & Downtown Historic District –
HPC is working on downtown Historic Inventory to establish standards for the Historic District.
 - f. Promotion:
Calendar Items and Upcoming Events –
April 13: Art in the Park (10-3) and Small World Festival (12-9)
May – PB&J → June 6 – PB&J Collection, June 13 – Army's Birthday
2nd Saturday Block Parties: May 11 – Buffalo Kings, June 8 – The Groove Benders
 Sept. 14 – Mason Jarr Oct. 12 – Hispanic Heritage Fest

Oct. 25 – Scarecrow Stroll
Oct. 22-27 – The Wall That Heals
7. Director's Report -- Michelle Ricketson, attached (page 7)
 - a. Downtown Inventory
 - b. Board goal tracker & staff accountability, attached (page 7B)
 - c. 250 Project
8. Executive Session for real estate matters
Motion to leave regular session and enter into executive session regarding legal and real estate matters
Motion by ____, 2nd by ____, vote ____ at ____ p.m.
Motion to leave executive session and return to regular session by ____, 2nd by ____, vote ____ at ____ p.m.
Action Items:
9. Old/New Business --
 - a. Enhanced Façade & Activating Corners
10. Adjournment - Motion by ____, 2nd by ____, vote ____ at ____ p.m.



HINESVILLE
DOWNTOWN DEVELOPMENT AUTHORITY



Treasurer's Report (March)

**BUDGET REVENUE REPORT
CITY OF HINESVILLE**

Downtown Development Authority

19-Apr-24

HinesBudRev: Year (2024) Period (5)

Ledger ID	Ledger Description	BUDGET	MTD REV	YTD REV	REMAINING BAL	PERC COLL
(100) General Fund						
(000) Revenue						
100-000-0000-00-30-1000	TRANSFER IN FROM CITY FUNDS	\$344,413.00	(\$15,389.87)	(\$77,707.83)	\$266,705.17	22.56%
100-000-0000-00-33-4111	CITY ENTITLEMENT FUNDS XFER	\$172,301.00	\$0.00	\$0.00	\$172,301.00	0.00%
100-000-0000-00-33-4120	HISTORIC PRESERVATION GRANT	\$15,000.00	\$0.00	\$0.00	\$15,000.00	0.00%
100-000-0000-00-36-1020	INTEREST INCOME	\$2,700.00	\$0.00	(\$1,808.12)	\$891.88	66.97%
100-000-0000-00-38-1020	LEASE / RENTAL INCOME	\$7,800.00	\$0.00	\$0.00	\$7,800.00	0.00%
100-000-0000-00-38-9910	COMMUNITY PROJECTS	\$7,000.00	\$0.00	\$0.00	\$7,000.00	0.00%
100-000-0000-00-38-9965	SP PROJ - SCARECROW STROLL	\$5,000.00	\$0.00	\$0.00	\$5,000.00	0.00%
100-000-0000-00-38-9980	SPECIAL PROJ - FARMERS MARKET	\$10,000.00	(\$3,264.50)	(\$6,069.50)	\$3,930.50	60.69%
100-000-0000-00-38-9982	BRYANT COM - CONTRIB/DONATIONS	\$36,200.00	\$0.00	\$0.00	\$36,200.00	0.00%
100-000-0000-00-38-9983	BRYANT COMMONS FACILITY RENTAL	\$4,000.00	(\$1,785.00)	(\$2,545.00)	\$1,455.00	63.62%
100-000-0000-00-38-9985	PARK RENTALS/EVENTS	\$0.00	(\$150.00)	(\$150.00)	(\$150.00)	0.00%
100-000-0000-00-38-9990	OTHER EVENTS - GENERAL	\$4,000.00	\$0.00	(\$475.00)	\$3,525.00	11.87%
100-000-0000-00-38-9991	AZALEA ST CONTRIBUTION - COH	\$0.00	(\$273.06)	(\$596.22)	(\$596.22)	0.00%
100-000-0000-00-38-9992	SP PROJ - LUNCHTIME CONCERTS	\$1,500.00	\$0.00	\$0.00	\$1,500.00	0.00%
100-000-0000-00-38-9997	OLD JAIL-SPECIAL PROJECTS	\$0.00	(\$277.50)	(\$463.50)	(\$463.50)	0.00%
100-000-0000-00-38-9999	MISC REVENUE TO RECLASS	\$0.00	(\$1,320.00)	(\$1,260.00)	(\$1,260.00)	0.00%
	Subtotal :	\$609,914.00	(\$22,459.93)	(\$91,075.17)	\$518,838.83	14.93%
	Subtotal (000) Revenue:	\$609,914.00	(\$22,459.93)	(\$91,075.17)	\$518,838.83	14.93%
	Subtotal (100) General Fund:	\$609,914.00	(\$22,459.93)	(\$91,075.17)	\$518,838.83	14.93%
	Total =====	\$609,914.00	(\$22,459.93)	(\$91,075.17)	\$518,838.83	14.93%

BUDGET EXPENDITURE REPORT

CITY OF HINESVILLE

Downtown Development Authority

19-Apr-24

HinesBudExp: Year (2024) Period (5)

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	\$169,195.00	\$0.00	\$47,032.49	\$122,162.51	27.80%
100-001-1000-00-51-2110	GROUP INSURANCE	\$19,472.00	\$0.00	\$4,724.28	\$14,747.72	24.26%
100-001-1000-00-51-2120	DISABILITY	\$1,145.00	\$0.00	\$267.36	\$877.64	23.35%
100-001-1000-00-51-2200	SOCIAL SECURITY	\$10,145.00	\$0.00	\$2,783.95	\$7,361.05	27.44%
100-001-1000-00-51-2300	MEDICARE	\$2,373.00	\$0.00	\$651.06	\$1,721.94	27.44%
100-001-1000-00-51-2400	RETIREMENT	\$16,787.00	\$0.00	\$1,190.93	\$15,596.07	7.09%
100-001-1000-00-51-2700	WORKERS COMP	\$482.00	\$0.00	\$265.94	\$216.06	55.17%
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	\$2,950.00	\$0.00	\$237.50	\$2,712.50	8.05%
100-001-1000-00-52-1260	PROFESSIONAL SERVICES	\$30,000.00	\$0.00	\$3,940.00	\$26,060.00	13.13%
100-001-1000-00-52-2205	BUILDING MAINTENANCE	\$2,500.00	\$0.00	\$318.00	\$2,182.00	12.72%
100-001-1000-00-52-2206	VEHICLE REPAIRS AND MAINT	\$500.00	\$0.00	\$105.53	\$394.47	21.11%
100-001-1000-00-52-3200	COMMUNICATIONS	\$2,000.00	\$0.00	\$328.39	\$1,671.61	16.42%
100-001-1000-00-52-3300	UTILITIES	\$2,000.00	\$173.23	\$889.24	\$1,110.76	44.46%
100-001-1000-00-52-3500	TRAVEL	\$5,200.00	\$72.74	\$662.74	\$4,537.26	12.75%
100-001-1000-00-52-3600	ANNUAL DUES/LICENSES	\$1,090.00	\$0.00	\$70.00	\$1,020.00	6.42%
100-001-1000-00-52-3700	EDUCATION AND TRAINING	\$6,130.00	\$0.00	\$2,261.28	\$3,868.72	36.89%
100-001-1000-00-53-1101	OFFICE SUPPLIES	\$2,700.00	\$0.00	\$921.48	\$1,778.52	34.13%
100-001-1000-00-53-1103	DEPARTMENT OPERATING EXP	\$3,000.00	\$0.00	\$1,638.96	\$1,361.04	54.63%
100-001-1000-00-53-1107	BANK CHARGES	\$725.00	\$0.00	\$472.72	\$252.28	65.20%
100-001-1000-00-54-2400	COMPUTERS- HARDWARE	\$2,500.00	\$0.00	\$337.85	\$2,162.15	13.51%
100-001-1000-00-54-2405	WEBSITE MAINTENANCE	\$1,053.00	\$0.00	\$64.00	\$989.00	6.08%
100-001-1000-00-57-1165	FAÇADE GRANTS	\$14,000.00	\$0.00	\$0.00	\$14,000.00	0.00%
100-001-1000-00-57-1170	ENHANCED FAÇADE GRANT	\$0.00	\$0.00	\$9,862.00	(\$9,862.00)	0.00%
100-001-1000-00-57-2510	BRADWELL PARK	\$621.00	\$0.00	\$0.00	\$621.00	0.00%
100-001-1000-00-57-2600	PROMOTIONAL	\$17,500.00	\$625.00	\$14,009.09	\$3,490.91	80.05%
100-001-1000-00-57-2605	PROMO - BRYANT COMMONS	\$3,000.00	\$0.00	\$0.00	\$3,000.00	0.00%
100-001-1000-00-57-2615	PROMO - FARMERS MARKET	\$10,000.00	\$175.00	\$2,500.00	\$7,500.00	25.00%
100-001-1000-00-57-2625	COMMUNITY PROJECTS	\$7,000.00	\$0.00	\$0.00	\$7,000.00	0.00%
100-001-1535-00-54-2400	COMPUTER SOFTWARE/UPDATES	\$1,495.00	\$0.00	\$0.00	\$1,495.00	0.00%

BUDGET EXPENDITURE REPORT
CITY OF HINESVILLE

Downtown Development Authority


19-Apr-24

HinesBudExp: Year (2024) Period (5)

Ledger ID	Ledger Description	BUDGET	MTD EXP	YTD EXP	REMAINING BAL	PERCENT SPENT
	Subtotal (001) DDA Admin:	\$337,063.00	\$1,045.97	\$95,534.79	\$241,528.21	28.34%
(021) Phase I Azalea Street						
100-021-7320-01-54-1408	UTILITY SERVICE	\$1,200.00	\$89.52	\$362.58	\$837.42	30.21%
	Subtotal (021) Phase I Azalea Street:	\$1,200.00	\$89.52	\$362.58	\$837.42	30.22%
(023) Phase III Azalea Street						
100-023-7330-03-57-3010	AFFORDABLE HOUSING	\$172,301.00	\$4,500.00	\$4,500.00	\$167,801.00	2.61%
	Subtotal (023) Phase III Azalea Street:	\$172,301.00	\$4,500.00	\$4,500.00	\$167,801.00	2.61%
(060) Bryant Commons						
100-060-1000-00-52-1260	PROFESSIONAL SERVICES	\$2,400.00	\$950.00	\$950.00	\$1,450.00	39.58%
100-060-1000-00-52-2100	CONTRACTED MAINTENANCE SERV	\$2,400.00	\$0.00	\$0.00	\$2,400.00	0.00%
100-060-1000-00-52-2110	GROUNDS MAINTENANCE	\$8,500.00	\$0.00	\$637.72	\$7,862.28	7.50%
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	\$10,000.00	\$565.00	\$2,825.00	\$7,175.00	28.25%
100-060-1000-00-52-3300	UTILITIES	\$2,000.00	\$226.71	\$778.07	\$1,221.93	38.90%
100-060-1000-00-53-1103	DEPARTMENT OPERATING	\$1,500.00	\$260.00	\$1,561.52	(\$61.52)	104.10%
100-060-1000-00-54-1100	BRYANT COMMONS CAPITAL EXP	\$49,800.00	\$0.00	\$1,657.99	\$48,142.01	3.33%
	Subtotal (060) Bryant Commons:	\$77,350.00	\$2,001.71	\$8,410.30	\$68,939.70	10.87%
(065) Historic Preservation						
100-065-1000-00-52-3500	TRAVEL	\$300.00	\$0.00	\$0.00	\$300.00	0.00%
100-065-1000-00-52-3700	TRAINING/EDUCATION	\$1,700.00	\$0.00	\$0.00	\$1,700.00	0.00%
100-065-1000-00-53-1103	DEPT OPERATING EXPENSE	\$2,000.00	\$0.00	\$720.45	\$1,279.55	36.02%
100-065-1000-00-57-2500	SPECIAL PROJECT	\$18,000.00	\$0.00	\$0.00	\$18,000.00	0.00%
	Subtotal (065) Historic Preservation:	\$22,000.00	\$0.00	\$720.45	\$21,279.55	3.27%
	Subtotal (100) General Fund:	\$609,914.00	\$7,637.20	\$109,528.12	\$500,385.88	17.96%
	Total =====	\$609,914.00	\$7,637.20	\$109,528.12	\$500,385.88	17.96%



HINESVILLE
DOWNTOWN DEVELOPMENT AUTHORITY



Secretary's Report



Hinesville Downtown Development Authority/Main Street
April 3, 2024 Regular Board Meeting Minutes
Training Room, 2nd Floor in City Hall at 3 p.m.

1. Call to Order by Chairman Marcus Sack at 3:05 p.m.
Present = Marcus Sack = Roger Jones = Shonda Mickel = Sabrina Newby (virtually)
Stake Holders = Kenneth Howard = Michelle Ricketson = Kenya Romero
2. Public notice of the meeting was distributed to media and posted at City Hall.
3. Treasurer's Report (February 2024) – Shonda Mickel, Detailed report attached (pages 3A-3C)
4. Secretary's Report -- February 28, 2024 board minutes and March 8 workshop notes presented by Shonda Mickel, attached (pages 3A-3C) – Motion to approve by R.Jones, 2nd by S.Mickel, vote unanimous.
5. Action Items
 - a. Incentives & Façade Grants –
Façade Grant Requests –
JG Powerhouse Gym, application incomplete. No action taken.
Revolving Loan Fund Applications –
A few months ago, a board member asked if we should consider increasing the funding threshold for the revolving loan fund. The staff does not recommend increasing the \$50,000 cap at this time, because we are talking with multiple applicants/candidates. The consensus among board members was to continue with the cap of \$50,000.
Mayank Patel, owner of the Econo Lodge, is working on rebranding his property. He is applying for Georgia Cities Foundation RLF. A letter of support is required from the DDA. The Chairman asked board members if they were in support of the plans to upgrade the hotel. The consensus was yes.
 - b. Parks/Events –
 - i. Request for use of the amphitheater and grounds for concert (pages 5Bi 1-2)
 - ii. Result for Domestic Assistance from the 92nd Engineer Battalion (pages 5Bii 1-4)
6. HDDA Program Reports and Updates
 - a. Main Street District -- attached (page 6A) report by Kenya Romero
FEB: 5 biz opened/expand, 7 jobs, 3 biz closed, -7 jobs, 47 events, 581 attendance, Investment: \$65,150
 - b. Hinesville Farmers & Makers Market (3-7pm), All is going well.
 - c. Parks/Events –
 - iii. Bryant Commons -- Monthly report attached (page 6C) – report by Candice Bryant
The Lewis and Clark Circus is coming to town next week.
FEB/FY24: Events 3/ytd 13, attendance 62/ytd 2,353, revenue \$ 30/ytd \$555
 - d. Old Liberty County Jail – reported by Kenya Romero – FEB: 57 Visitors, 52 Vol. Hrs, \$13.50 Income
 - e. Historic Preservation Commission & Downtown Historic District –
HPC is working on downtown Historic Inventory to establish standards for the Historic District.
 - f. Promotion:
Calendar Items and Upcoming Events –
April 13: Art in the Park (10-3) and Small World Festival (12-9)
May – PB&J → June 6 – PB&J Collection, June 13 – Army's Birthday
2nd Saturday Block Parties: May 11 – Buffalo Kings, June 8 – The Groove Benders
Sept. 14 – Mason Jarr Oct. 12 – Hispanic Heritage Fest
Oct. 25 – Scarecrow Stroll
Oct. 22-27 – The Wall That Heals

7. Director's Report -- Michelle Ricketson, attached (page 7A-D)
 - a. Downtown Inventory – Cleaning up final entries.
 - b. Board goal tracker & staff accountability – Attachment with work for the top three board priorities.
 - c. 250 Project – Meeting every other month virtually.

8. Old/New Business --
 - a. Enhanced Façade & Activating Corners:
 - b. Wayfinding and Branding Downtown Committee: Marcus, Roger
 - c. Bryant Commons Amphitheater Committee: Marcus, Tom, Sabrina, K.Howard – The committee is charged with bringing a vision for the look and seating capacity for the amphitheater.

9. Adjournment - Motion by R.Jones, 2nd by S.Mickel, vote unanimous at 3:47p.m.



HINESVILLE
DOWNTOWN DEVELOPMENT AUTHORITY



Action Items

Discover Downtown Hinesville
Revolving Loan Fund Application Review Checklist



115 East M.L.King, Jr. Drive ○ Hinesville, Georgia 31313

Amount of request: \$50,000 for 15 years at ____% P.Ortiz - 725 E. Oglethorpe Highway

- **In DDA yes , In MS District no**
- **Application fee paid --**
- **3-yrs of tax returns - yes**
- **Business Plan -- yes**
- **Creates, retains or expands business(es) – expanding at a new location**
- **# of businesses to be served -- 1**

- **Spurs job creation -- Yes**
- **# of employees – Retain 3FT, 3PT, and 5FT, 1PT**

- **Prevents/eliminates slum or blight – Yes, building vacant for 5+ years,
Site appropriate for use LCPC and EPA (site was a former gas station)**
- **Project provides beneficial goods/services – Puerto Rican Bakery & Cafe**
- **“Alive After 5” and/or cultural – Yes, also consistent with DT strategic plan, URP, Comp Plan**

How will \$\$ be used? (Land, Bldg, Equip, Renov)

Timeline: Renovations will take approximately 8 weeks

Total project cost:	Land/bldg.	Renovation	New Equipment	Total Project
	389,000	131,000	15,000	\$535,000

Lender(s)/amount:

63%	\$ 336,000	United Community Bank (8% APR) – property purchase
11%	\$ 60,000	Owner – property purchase
9%	\$ 50,000	Hinesville RLF - renovation & UCB loan pay down
17%	\$ 89,000	Georgia Cities Foundation RLF (3.5% APR) - renovations
	\$ 110,000	Georgia Cities Foundation RLF (3.5% APR) - paydown UCB loan

Down payment/equity/collateral

- **UDC – Jr Lien**

Copy of purchase agreement or lease

Attach detailed budget (construction, quotes for furniture & fixtures)

Credit score:

Debt ratio: low – mid – high

GOAL & OBJECTIVE: The goal of the Hinesville Downtown Development Authority’s (DDA’s) Revolving Loan Fund (RLF) Program is to provide flexible and expedient gap funding to new or expanding small businesses to purchase land or buildings within the HDDA boundaries; and make them move-in ready. Preference will be given to projects that provide permanent employment and/or prevent or eliminate slum or blight, maximize vacant downtown spaces, and/or interject cultural experiences in downtown. The Hinesville Downtown Development Authority functions as the Economic Restructuring Committee of the Hinesville Downtown/Main Street Program.

Discover Downtown Hinesville
Revolving Loan Fund Application Review Checklist



115 East M.L.King, Jr. Drive ○ Hinesville, Georgia 31313

Amount of request: \$50,000 – from Mayank Patel, 726 E. Oglethorpe Highway

- In DDA yes, In MS District no
- Application fee paid --
- 3-yrs of tax returns -- yes
- Business Plan --
- Creates, retains or expands business(es) – Improves facilities, increases visitor nights, increases jobs, and will positively impact surrounding businesses
- # of businesses to be served – Two businesses directly impacted

- Spurs job creation - yes
- # of employees – retains 7FT & 4PT, plan to add 4FT & 3PT

- Prevents/eliminates slum or blight – improves room conditions, some exterior updates
Anticipates improving occupancy rate from 52% to at least 65%
- Project provides beneficial goods/services --
- “Alive After 5” and/or cultural – yes, Puerto Rican/Dominican restaurant is in the bldg.
Many ethnic groups have cultural celebrations in the ballroom
The ballroom is booked most Saturdays. Brings income of \$2K/mo

How will \$\$ be used?

Land, Bldg, Equip, Renov -> interior renovations, new signage and sealing/stripping parking lot

Timeline: March – August 2024

Total project cost: \$670,000

Lender(s)/amount:

60%	\$420,000	Business owner
30%	\$200,00	Georgia Cities Foundation (requested)
10%	\$50,000	Hinesville Downtown RLF

Down payment/equity/collateral -- equity

- UDC – Jr Lien

Copy of purchase agreement or lease -- yes

Attach detailed budget (construction, quotes for furniture & fixtures)

Credit score:

Debt ratio: low – mid – high

GOAL & OBJECTIVE: The goal of the Hinesville Downtown Development Authority’s (DDA’s) Revolving Loan Fund (RLF) Program is to provide flexible and expedient gap funding to new or expanding small businesses to purchase land or buildings within the HDDA boundaries; and make them move-in ready. Preference will be given to projects that provide permanent employment and/or prevent or eliminate slum or blight, maximize vacant downtown spaces, and/or interject cultural experiences in downtown. The Hinesville Downtown Development Authority functions as the Economic Restructuring Committee of the Hinesville Downtown/Main Street Program.



HINESVILLE
DOWNTOWN DEVELOPMENT AUTHORITY



HDDA Program Reports and Updates

Main Street Report - MARCH 2024



	January	February	March	April	May	June	July	August	September	October	November	December	
Did you have a board mtg. this month?	YES	YES	YES										
Did you or any board members participate in training?	YES	YES	YES										
Program income	\$705	\$1,920	\$22,460										\$25,085
Program expenses	\$5,931	\$6,538	\$3,137										\$15,606
Downtown events	46	47	56										\$149
Event attendance	15,767	581	2,067										\$18,415
Volunteer hours	73	58	74										\$205
New business openings	4	5	4										\$13
Jobs from new business openings	13	7	24										\$44
Business closings	3	3	4										\$10
Jobs lost from business closings	6	7	34										\$47
Business expansions or relocations	0	0	0										\$0
Jobs resulting from expansions or relocations	0	0	0										\$0
Total property sales (Commercial) (#/1-10)	0	0	0										\$0
Private investment (Commercial) \$/value	\$0	\$0	\$0										\$0
Total property sales (Residential) (#/1-10)	0	0	1										1
Private investment (Residential) \$/value	\$0	\$0	\$208,450.00										\$208,450
New single-family units	0	0	0										0
Value of new single-family units	0	\$0	0										\$0
New multi-family units	0	0	0										0
Value of new multi-family units	0	0	0										\$0
New townhomes	0	0	0										0
New condos/lofts	0	0	0										\$0
New commercial buildings	0	0	0										0
Value of new construction	\$0	0	0										\$0
Private rehab projects	3	5	2										10
Total value of rehabs	\$153,640	\$65,150	\$63,360										\$282,150
Public improvement projects (DT City/County)	0	0	0										0
Total value of public improvements	\$0.00	\$0	\$0.00										\$0

MAIN STREET REPORT

• **Downtown Events:** Bryant Commons Events (10-808), Old Jail (12-65), ITPA (18-13), Hinesville Farmers & Makers Market (4-825), Activate Downtown Corners Workshop (6), Chief of Police Retirement Ceremony (45), City Council (2-40), Bob Ross Painting Class, Hinesville Area Arts Council (15), Business After Hours: The Hinesville Area Arts Council (40), Royal Adventure Sale Event Expedia Cruises (20), Hinesville Area Arts Council Exhibit Opening (30), Celebrity Bartending The Parrot & Frog (100), BIG Cafe @ GSU (10), Ribbon Cutting with Executive Salon Suites (30), Chamber of Commerce Permitting Workshop (20)

• **New Downtown Businesses Opened:** Georgia Foods LLC (Bojangles) - 130 Carter St. (21), Authentic Smokes - 104 W. Hendry St., Ste. B (1), Elite Sparkes Cleaning LLC - 116 Bradwell St. (1), Lisa's Lash Lounge - 445 Elma G Miles Pkwy (1)

• **Business Closings Downtown:** Hwy 17 BO OC LLC (Bojangles) - 130 Carter St. (22), Empire Event Center LLC - 718 E. Oglethorpe Hwy (9), Southern Premier Partners LLC - 111 Ryon Ave., Ste. A (2), Learning with Lyles - 319 W. General Screven Way, Ste. D2 (1)

• **Business Relocations & Expansions:** NONE

• **Private Rehab Projects:** Signs for Soothing Touch Massage - 117 W Hendry St., Ste. 141 \$5,000, Plumbing Renovation Vacant Lot - 606 E Oglethorpe Hwy \$800. RESIDENTIAL - 110 Booker St. Home remodel and addition \$57,560.

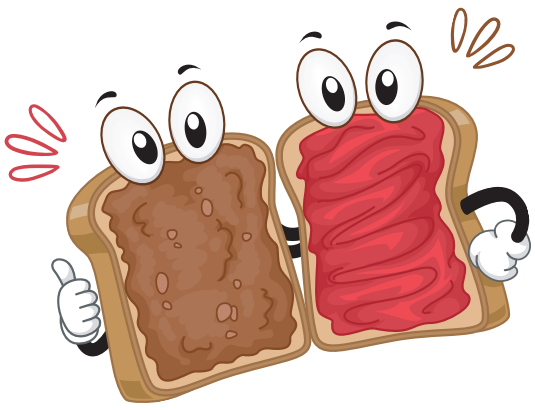
• **Public Improvement Projects:** NONE

• **Training:** Kenya Romero began Employee Development Program

Bryant Commons Facility Summary Report - 2024

Fiscal Year 2024	Showings	Inquiries	Applications	Withdrew/Cancelled	Public Event	Public Event Attendance	Private Event Attendance	Meeting Attendance	Total Attendance
Nov - Jan	3	30	11	1	10	2311			2311
Feb-April	7	28	23	2	21	3281			3281
May - July	3	15	9		4				
Aug.-Oct.									
Totals	13	73	43	3	35	5,592			5,592
Date	Name of Event				Attendance	Venue Used	Staff Time	Hours in Use	Revenue
7/6/2024	The 912 Southern Blues Festival				2000	STA, FPA		6	\$ 2,500.00
6/29/2024	5K Run/Walk				75	STA,FPA,AWN, WTL		3	
6/15-6/16	Juneteenth Celebration Festival				500	STA,VEH,FPA,BPG, WTL,BLA		5	\$ 225.00
6/1/2024	Welcome Home Party				35	VEH, FPA, AWN, BPG		5	\$ 100.00
5/19/2024	Sleep in Heavenly Peace/Bed build				30	AWN, FPA		3	
5/18/2024	Community Cleanup/Litter Pickup				30	STA,VEH,FPA,BPG, WTL,BLA		3	
5/18/2024	Birthday Party				45	AWN, FPA		2	\$ 90.00
4/27/2024	Jessica's Baby Gender Reveal				12	OAG		6	\$ 25.00
4/27/2024	2nd Pastoral Anniversay Celebration				500	STA,VEH,FPA,BPG, AWN		6	\$ 240.00
4/19/2024	Earth Day Celebration				1000	STA,VEH,FPA,BPG, WTL,BLA		6	
4/18/2024	Gender Reveal				50	VEH,FPA		3	\$ 240.00
4/13/2024	Birthday Party				20	AWN		2	\$ 60.00
4/9/2024	Lewis & Clark Circus				412	VEH,FPA	0.5	12	
4/8/2024	Lewis & Clark Circus				412	VEH, FPA	0.5	12	\$ 500.00
3/30/2024	Birthday Party				30	AWN		1	\$ 30.00
3/29/2024	Recognition Ceremony				45	AWN	0.5	2	
3/27/2024	Birthday Party				20	AWN		2	\$ 60.00
3/19/2024	Wedding				8	VEH, AWN, VMW		1	\$ 30.00
3/16/2024	Client Appreciaion				250	BLA		4	\$ 360.00
3/14/2024	RTS Homes Field Day				20	AWN, VEH		6	\$ 135.00
3/16/2024	CAR SHOW				300	STA, AWN, VEH, FPA	1	7	\$ 200.00
3/9/2024	Birthday Party				30	AWN		2	\$ 60.00
3/2/2024	Cars for CASA				100	AWN,VMW	1	5	\$ 250.00
3/2/2024	Promotion Ceremony				30	AWN,VMW		3	
2/22/2024	Latino Cardio Dance Training				20	AWN		1	\$ 30.00
2/18/2024	Baby Shower					AWN			
2/4/2024	Drive in Movie					STA			
2/3/2024	Sleep in Heavenly Peace/Bed build				30	AWN, FPA		3	
1/6/2024	Org Day				49	AWN		3	\$ 25.00
1/5/2024	Org Day PT				40	VEH		2	
12/12/2023	Sleep in Heavenly Peace/Bed build				15	AWN		2	
11/19/2023	Birthday Party					AWN			
11/18/2023	Fall in the Park				1000	STA,VEH,FPA,BPG, WTL,BLA	4	8	
11/18/2023	Wellness Challenge				35	FPA	0.5	3	
11/17/2023	BCO Thanksgiving Luncheon				150	AWN	2	3	\$ 75.00
11/12/2023	Life Veterans Day Recognition				130	STA,BPG,AWN,PON	0.5	4	\$ 150.00
11/8/2023	Org Day				47	AWN,BPG	0.5	5	\$ 25.00
11/4/2023	Veteran Memorial Yard Sale				300	AWN	2	4	
11/4/2023	Battle of the Bands				525	STA,VEH,FPA	4	4	\$ 250.00
TOTALS					8295		17	149	\$5,660.00

Previous Total								
2023	10,712							
2022	10,074							
2021	8,807		AMP - Amphitheater	DGP - Dog Park	PON - Pond Area			
2020	3,125		AWN - Awning	FPA - Field Parking	SHA - Shade Area			
2019	13,631		BLA - Back Lawn	GSP - Green Space	STA - Stage			
2018	18,509		BPT - Back Patio	MSM - Museum	STB - Stables			
2017	17,928		CAM - Calmellia	OAG - OAK GROVE	VEH - Vendors Hill			
2016	10,952		CPA - Cisco Park	PAR - Parking	WTL - Walking Trail			
2015	8,240		BPG - Brambles Playground		VMW - Veterans Memorial Walk			



Please help make our 10th year *#PBJellyTime* by donating jars of peanut butter & jelly which will be given to the Manna House Food Pantry in Hinesville for local residents.

Final Drop-off:
June 6, 2024
3 to 7 pm
Bradwell Park

Collecting starts May 1st at:

- Hinesville Farmers Market
- City Hall
- More sites to be announced

Our goal this year is to collect 5,000 jars!


2024 SPONSORSHIPS:
\$1,000 -- Top Jammer
\$500 -- Peanut Pal
\$250 -- Sweet Supporter
\$100 -- Feeding Friend
\$50 -- 10-Jar Buddy



Make checks payable to:
Hinesville Downtown Development Authority
115 East MLK Jr Drive
Hinesville, GA 31313.



HINESVILLE
DOWNTOWN DEVELOPMENT AUTHORITY



Director's Report

TO: Hinesville Downtown Development Authority/ Main Street Board
FR: Michelle K.W. Ricketson
RE: Executive Director's Report
DA: April 2024



Economic Restructuring/Development

- Assisted in the collaboration between Art in the Park & Small World Festival: April 13
- Coordinated with City and County staff to build a true inventory of downtown property.
- Working with two downtown businesses on new applications for low-interest loans.
Stayed in communication with loan partners: the Georgia Cities Foundation and CADDA
- Worked with the architect to activate the Corner initiative.
- Met with a developer to discuss the possible expansion of the disc golf course.

Design/Historic Preservation

- 250 Project: Community will begin planning our semiquincentennial celebration.
- The 92nd 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.

Organization/Management

- Kenya began the employee development program in March.
- Staff worked on Action Plans for Farmers Market, 2nd Saturday Block Parties and PB&J Collection.
- Michelle attended Chief Lloyd Slater's retirement.

Promotions

- Staff supported KLB's Earth Day Celebration at Bryant Commons.
- Staff supported the event workshop coordinated by the chamber.
- Kenya interviewed, edited and produced videos for National Small Business Week. They are on our website.
- Planning for the 10th Annual Peanut Butter and Jelly Collection.
- Billboard Campaign: April - FM, Art in the Park/Small World Festival, May: FM, 2nd Sat, PB&J
- Produced HMAAC Briefing presentation for the Mayor and Garrison Team

2024 HDDA/MS Board Meetings: (4th Wednesday of each month)

@4p.m.: Feb.28, Mar27, May22, June26, Aug28, ?Sept25, Dec4, countywide workshop Sept 26-27

@5:15p.m.: Jan24, Apr24, July24, Oct23,

2024 JMB Meetings: (quarterly at 4p.m.)

Jan24, Apr24, July24, Oct23, Nov2 social

2024 events:

Mar.7: Farmers & Makers Market Opens (3-7pm), RC at 5

May11: Block Party-Buffalo Kings, 7-10pm

June8: Block Party-Groove Benders 7-10pm

Sep.14: Block Party-Mason Jarr, 7-10pm

Oct.17: Pink Out! Final Market-Bucky & Barry, 3-7pm

Apr.13: Art in the Park and Small World Festival

June6: PB&J Collection at FM, 3to7pm

June13: Army's Bday Celebration, 3-7pm

Oct.12: Block Party-Hispanic Heritage Fest, 7-10pm

Oct.25: Scarecrow Stroll, 6-9pm

HDDA Goal Tracker: 2024 April

Priority # 1: Redevelopment at 133-135 S. Main Street

- ✓ Made pitch to the County to allow the HDDA to develop a concept for the project.
- ✓ Board met to agree on a flexible concept for the space
 - Architect Rendering & Cost analysis – in the works

DDA & City pitch to County leadership

Define relationship through an MOU

Decide HDDA & City level of investment

Conduct cost analysis

Decide to build to suit or white box

Evaluate lease, landlord, or sell it

Develop a pitch for project

Develop incentive packages to recruit the right businesses to activate this corner of downtown.

RFP for the buildout

Priority #2: Business Activation & Development

- ✓ Develop and incentive packing highlighting financial resources

Attract more restaurants

Encourage minority and women-owned businesses

Develop a program to help businesses recruit and retain staff

Research feasibility of special tax district for additional funding for the HDDA

Develop new incentives for business owners and property owners

Possible examples: waving of fees and licenses, advertising packages, job tax credits, building maintenance assistance, bricks to clicks

Priority #3: Redevelopment of Bryant Commons Amphitheater

- ✓ Identify funding, \$1M in SPLOST

RFP to work with a professional to determine venue features and design

Cost analysis

Architect Rendering

RFP for the buildout



<u>NAME</u>	<u>TELEPHONE No. (ALL#912)</u>	<u>MAILING ADDRESS</u>	<u>EMAIL ADDRESS</u>
<u>CHAIRMAN</u> Marcus Sack Term Expires: 05/2024	401-1387 ©	515 N. Main Street Hinesville, GA 31313	marcus@mesack.com
<u>VICE-CHAIRMAN</u> Roger Jones Term Expires: 05/2024	320-0514 (c) 492-4001	924 Highland Drive Hinesville, GA 31313	Rogerjones4@hotmail.com
<u>SECRETARY & TREASURER</u> Shonda Mickel Term Expires: 05/2026	368-2962 (dk) 369-9592 (w) 368-0818 (h) 980-0697 ©	727 Stacy Dr, Hinesville 241-C W. Gen Screven Way Hinesville, GA 31313	shondamickel@hotmail.com
Dana Ingram Term Expires: 5/2026	877-4243 (w) 2661194 ©	PO Box 806 Walthourville, GA 31333	dingram@jcvision.org
Sabrina Newby Term Expires: 05/2024	492-8247 (c)	343 Clairemore Circle Hinesville, GA 31313	sabrinalcmc@gmail.com
Tom Ratcliffe Term Expires: 05/2026	369-8000 (w) 369-2622 (dk) 977-5002 (c)	103 North Main Street Hinesville, GA 31313	tratcliffe@hinesvillelaw.com
Mayor Karl Riles Term Expires upon leaving office	463-2808 (c)	115 East M.L. King Jr., Dr Hinesville, GA 31313	mayor@cityofhinesville.org
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