



City of Hogansville
City Council
Work Session Meeting Agenda

Monday, December 18, 2023 – 5:30 pm

Meeting will be held at Hogansville City Hall

Mayor: Jake Ayers	2025	City Manager: Lisa E. Kelly
Council Post 1: Michael Taylor, Jr	2025	Assistant City Manager: Niles Ford
Council Post 2: Matthew Morgan	2025	City Attorney: Alex Dixon
Council Post 3: Mandy Neese*	2023	Chief of Police: Jeffrey Sheppard
Council Post 4: Mark Ayers	2023	City Clerk: LeAnn Lehigh
Council Post 5: Toni Striblin	2023	* Mayor Pro-Tem

WORK SESSION – 5:30 pm

ORDER OF BUSINESS

1. Royal Theater – Sponsorship Program and Criteria
2. RAISE Grant
3. Police Department – OPB Grant Funds

CITY COUNCIL
Mayor Jake Ayers
Michael Taylor, Jr., Post 1
Mathew Morgan, Post 2
Mandy Neese, Post 3
Mark Ayers, Post 4
Toni Striblin, Post 5



City Manager – Lisa Kelly
Assistant City Manager – Niles Ford
City Attorney – Alex Dixon

111 High St
Hogansville GA 30230-1196
706-637-8629 | cityofhogansville.org

COUNCIL ACTION FORM

MEETING DATE: December 18, 2023

SUBMITTED BY: Lynne Miller

AGENDA TITLE: Proposed Royal Theater Sponsorship Program

CLASSIFICATION (City Attorney must approve all ordinances, resolutions and contracts as to form)

Ordinance (No. ____)

Contract

Information Only

Public Hearing

Resolution (No. ____)

Ceremonial

Discussion/Action

Other

BACKGROUND (Includes description, background, and justification)

For the Royal Theater renovation (now and in near future), attached are proposed answers to folks who say: “How can we help?” The proposed sponsorship program would offer benefits ranging from a chance to have part of the theater named after the donor, to a nameplate on one of the theater seats.

Sponsorship funds will help pay for:

- Construction change orders,
- Future capital improvements such as the theater spire, stage curtain, and front door replacements with historic replicas,
- Start-up equipment for the concession area and meeting rooms, etc. and
- Initial staff costs

Our Business Model (2019) has the theater breaking even within 2 years of opening, with a \$8,299 net loss in Year One and \$1,099 net loss in Year Two, then \$6,101 net profit in Year 3. During the first two years, operating and maintenance costs would be offset by Hotel/Motel tax revenues.

BUDGETING & FINANCIAL IMPACT (Includes project costs and funding sources)

STAFF RECOMMENDATION (Include possible options for consideration)

Mayor and Council thoughts?

Proposed Hogansville Royal Theater Sponsorship Program

PURPOSES

- (1) To provide funds for:
 - Construction change-orders,
 - Future capital improvements including theater spire, stage curtain and rigging, front door replacements with historic replicas, other
 - Start-up costs –furnishings/equipment for concession area, meeting rooms, etc; and for initial staff costs
- (2) To establish donor benefits including but not limited to:
 - Permanent recognition on donor board in lobby
 - Donor name on sponsored theater parts such as lobby, stage, balcony, concession station, ticket booth, curtain, historic seating area, spire. (Five-year renewable opportunity, with right of first refusal on renewing this sponsorship benefit. The spire sponsorship would be recognized at ground level and not on the spire itself)
 - Recognition on Royal Theater Facebook page, other media
 - Invitation to sit on the Royal Theater Advisory Board
 - Ticket discounts, VIP seating, etc.

INTRODUCTION

Royal Theater rehabilitation is nearing completion, with opening scheduled for Late Summer 2024. To date, this project has cost approximately \$3.4 million (including spent and committed funds), with all but \$110,401 covered by

- U.S. Department of Commerce, Economic Development Administration - \$1,789,270,
- Dedicated 2013-2018 Royal Theater SPLOST (used primarily as grant matches) - \$700,000,
- Callaway Foundation - \$250,000
- USDA Rural Development - \$200,000
- John and Glenda Jones - \$200,00
- Georgia Arts Council - \$75,000
- Fox Theatre Institute (3 grants)- \$155,375, and
- U.S. Department of Interior – Historic Preservation Fund -- \$20,300

Gap funds will be needed to cover that \$110,401 change order amount, and to enable future capital improvements such as the theater curtain and spire, and for start-up staffing and equipment (except for the theater screen, AV/lighting and film technology, which are covered in our budget).

PROPOSAL

For institutions such as individuals, banks and/or foundations who are asking: “How can we help?” we are suggesting a donation toward the above. For donations of \$200,000 and up, a 5-year renewable “gift agreement” would be prepared. The donor would select a piece of the theater for their name and also have their name placed permanently to a “donation board” in the lobby. Sponsorship donation levels would look something like this (so far):

- Diamond Sponsors - \$700,000 - \$2,000,000

U.S. Economic Development Administration
Troup County 2013 –2018 SPLOST

- Platinum Sponsors- \$200,000 - \$699,999

Callaway Foundation
John and Glenda Jones
USDA, Rural Development

--Gold Sponsors - \$50,000 - \$199,999

Fox Theatre Institute
Georgia Arts Council

Diamond and *Platinum* sponsors would be permanently listed on the donation board, have their name on a selected part of the theater for five years (with right of first refusal on renewal every 5 years), be invited to sit on the Royal Theater advisory board, and could select a seat for a nameplate.

Gold Sponsors would be listed on the donation board and could select a seat for their nameplate.

Anyone donating at least \$500 could select a seat for their nameplate.

CONTINUING SUPPORT

Another section of lobby wall could recognize various groups that provide continuous support, such as:

-Continuing Support

1937 Club*
City of Hogansville
Hogansville Charitable Trust
Royal Theater Advisory Board
Visit Hogansville
Troup County Hotel/Motel Tax

* The 1937 Club would be for people who pledge \$1,937 per year and would get some kind of benefit for that. 1937 is the theater's birthday.

FUNRAISING DINNER OR RECEPTION

A fundraising dinner or reception is proposed, preferably at the Royal when appropriate, to help encourage these sponsorship opportunities.

From 2019 Royal Business Plan

Month 1 Month 2 Month 3 Month 4 Year 1 Year 2 Year 3 Year 4 Year 5

Revenue:

Film Ticket Sales					\$48,274	\$48,274	\$48,274	\$48,274	\$48,274
Live Event Sales					\$109,512	\$109,512	\$109,512	\$109,512	\$109,512
Concession Revenue					\$55,225	\$55,225	\$55,225	\$55,225	\$55,225
Alcohol Sales					\$10,951	\$10,951	\$10,951	\$10,951	\$10,951
Facility Rental					\$3,600	\$3,600	\$3,600	\$3,600	\$3,600
Friends of the Royal					\$12,000	\$20,000	\$28,000	\$34,000	\$40,000
Sponsorships					\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Seat Sales	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Preservation Fees					\$11,696	\$11,696	\$11,696	\$11,696	\$11,696
Grant Proceeds					\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
TOTAL REVENUE	\$5,000	\$5,000	\$5,000	\$5,000	\$265,258	\$273,258	\$281,258	\$287,258	\$293,258

Expenses:

Film Expenses

Film Rental Fees					\$26,550	\$26,550	\$26,550	\$26,550	\$26,550
Booking Agent Fees					\$2,400	\$2,400	\$2,400	\$2,400	\$2,400
Shipping Fees					\$2,400	\$2,400	\$2,400	\$2,400	\$2,400

Live Event Expenses

Performance Fees					\$96,000	\$96,000	\$96,000	\$96,000	\$96,000
Hospitality					\$9,000	\$9,000	\$9,000	\$9,000	\$9,000
Technical Labor					\$6,000	\$6,000	\$6,000	\$6,000	\$6,000

Cost of Goods Sold

Concessions (non alcohol)					\$18,224	\$18,224	\$18,224	\$18,224	\$18,224
Alcohol					\$3,614	\$3,614	\$3,614	\$3,614	\$3,614

Operating Expenses

Payroll - Position									
Payroll - Position	\$883	\$1,178	\$1,472	\$1,767	\$18,768	\$18,768	\$18,768	\$18,768	\$18,768
Part Time Labor				\$1,260	\$37,260	\$37,260	\$37,260	\$37,260	\$37,260
Payroll Tax	68	90	113	232	4,286	4,286	4,286	4,286	4,286
Commissions	0	0	0	0	1,200	2,000	2,800	3,400	4,000
Advertising / Marketing	2,500	2,500	2,500	2,500	12,000	12,000	12,000	12,000	12,000
Printing	750	750	750	750	4,800	4,800	4,800	4,800	4,800
Electricity	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Water/Sewer	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Internet	\$0	\$0	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Cable	\$0	\$0	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Telephone	\$0	\$0	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Web Hosting	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Merchant Service Fees					\$8,958	\$8,958	\$8,958	\$8,958	\$8,958
Cleaning				\$1,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000
Miscellaneous Supplies					\$600	\$600	\$600	\$600	\$600

Pre-Opening Expenses	\$15,000			\$5,000					
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To Preservation Fund					\$11,696	\$11,696	\$11,696	\$11,696	\$11,696
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TOTAL EXPENSES	\$19,401	\$4,718	\$8,635	\$16,308	\$273,557	\$274,357	\$275,157	\$275,757	\$276,357
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NET INCOME	-\$14,401	\$282	-\$3,635	-\$11,308	-\$8,299	-\$1,099	\$6,101	\$11,501	\$16,901
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BACKGROUND (Includes description, background, and justification)

The U.S. DOT has announced availability of \$1.5 billion nationwide for the 2024 RAISE – Rebuilding America with Sustainability and Equity – competitive grant program for significant transportation improvements. Minimum grant award is \$1 million. Grants are due February 28, 2024 and awards will be announced by June 27, 2024. There is no match requirement.

In 2022 we applied for TAP – Transportation Alternatives Program – funds from Georgia DOT for sidewalks along Boyd Road, from US 29 to West Main Street, but were not funded. We would like to submit that TAP proposal to the RAISE grant program. This would give us a ready-made concept drawing and cost estimate (which we'll update) in the short time we have before February 28, 2024.

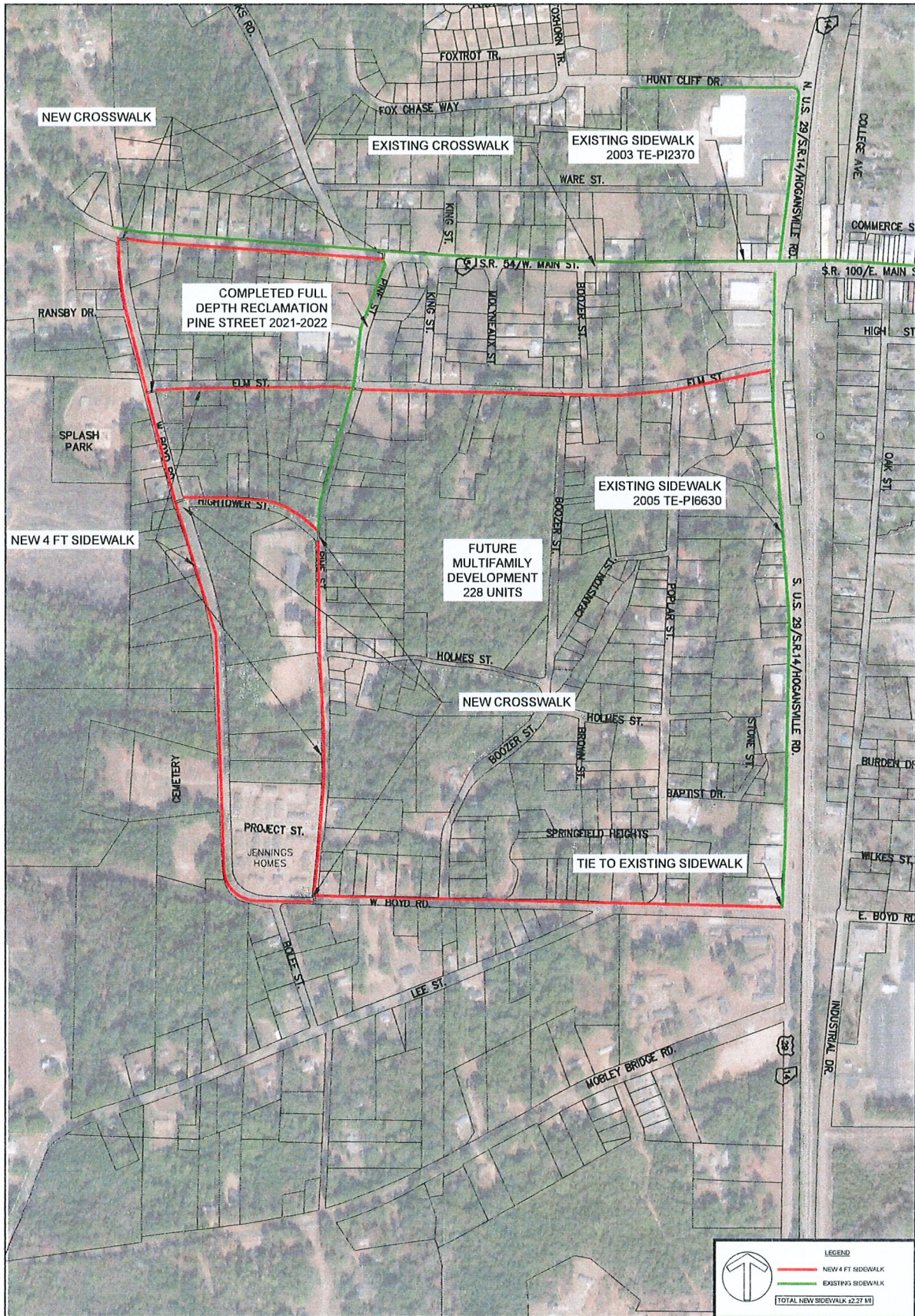
Attached are the 2022 concept drawing and cost estimate by GMC Engineers for the sidewalk project. GMC's estimated cost – including design, right-of-way and construction – was approximately \$1.7 million in June 2022.

BUDGETING & FINANCIAL IMPACT (Includes project costs and funding sources)

No match requirement.

STAFF RECOMMENDATION (Include possible options for consideration)

Submit a RAISE grant application for sidewalk improvements along Boyd Road, from US 29 to West Main Street.



CITY OF HOGANSVILLE
 SIDEWALK TAP GRANT PROPOSAL
 HOGANSVILLE, GA

CONCEPTUAL SIDEWALK MAP

C-001

SCALE: 1"=200'

6/17/2022
 DRAWN BY: KS

6120 Powers Ferry Road NW, Suite 200
 Atlanta, GA 30339
 T 770.952.2481
 GM.NETWORK.COM



LEGEND

- NEW 4 FT SIDEWALK
- EXISTING SIDEWALK

TOTAL NEW SIDEWALK: 12.27 MI



City of Hogansville
TAP Sidewalk Grant Proposal 2022

6/17/2022

ITEM No.	DESCRIPTION	ESTIMATED QUANTITY	UNIT OF MEASURE	UNIT PRICE	TOTAL PRICE
1.	Mobilization and Demobilization	1	LS	\$40,000.00	\$40,000.00
2.	Clearing, Demolition & Grubbing	1.15	AC	\$20,000.00	\$23,000.00
3.	Grading Complete	1.00	LS	\$100,000.00	\$100,000.00
4.	Concrete Sidewalk (4" Thick)	12,000	LF	\$60.00	\$720,000.00
5.	Reroute/Adjust Utilities	1	LS	\$75,000.00	\$75,000.00
6.	8' Wide Solid White Crosswalk Stripe (Thermoplastic)	600	LF	\$7.00	\$4,200.00
7.	Environmental Services	1	LS	\$5,000.00	\$5,000.00
8.	Right-of-Way Acquisition	1	LS	\$100,000.00	\$100,000.00

Total Estimated Construction	\$1,067,200.00
Misc. 10% Contingency	\$106,720.00
Preliminary Engineering Design Fee	\$28,174.08
Final Engineering Design Fee	\$65,739.52
Total	\$1,267,833.60

OPB Grant Equipment Purchase Request Order:

Phase 1:

1. In Car Computers	Howard Technology	\$76,152.45
2. Cellular Device Reader System	Cellbrite	\$34,445.00
3. K-9 Equipment	Multiple Vendors	\$21,935.32
4. Voice Stress Analyzer	NITV Federal Services	\$10,995.00
5. Armor Shields	BlueRidge Armor	\$19,524.00
6. Mobile LPR Camera	Vigilant Solutions	<u>\$33,440.00</u>
	TOTAL	\$196,491.66

Phase 2:

1. Rapid Deploy Cameras	RATT	\$119,980.00
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Phase 3:

1. Automated Robot Dog	Uncommon Objects	\$305,190.00
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GRAND TOTAL: \$621,661.77