

TouRiSM Product Development (TPD)

Project Proposals- August 2019



TPD Committee Members

- Katrina Bradbury, Development Authority Representative
- Chloe Alexander, Council Representative
- David Burt, Economic Development Representative
- Shannon Short, Community Representative
- Tim Young, City Manager

2019 TPD Committee Goals :

- 1. Enhance Quality of Life for residents, leading to an organic increase in visitors**
- 2. Eliminating Long-Standing Blight in the city**
- 3. Supporting Existing Projects and priorities as allowed by hapeville's current hotel/motel tax designation**
- 4. Increasing Traffic to Hapeville's existing businesses**

Capital Vs. Ongoing Projects-

Capital projects are higher-budget items to be financed over a predetermined number of years, While “onGoing” projects can be budgeted using existing funds.

Ongoing Projects Proposed Priority List

Annual Shuttle Operating Cost	~ \$120,000
Painted Gateway Crosswalks	Up to \$50,000
Wayfinding and Parking Signage	Up to \$22,000
Depot Museum Part-Time Staff Position	~\$30,000
Total	~\$222,000 (\$150,000 annually recurring expenses)

Capital Projects Proposed Priority List

Atlanta Printmakers Studio (748 Virginia Ave renovation)	\$700,000
Pedestrian Bridge Art Installation	\$72,000
Tourism and Trade Ride-Share Solution	\$ 236,000
Splash Pad	Up to \$350,000
Walking Paths	~\$60,000
Skate Park	~150,000
Approximate Total	\$ 1,568,000



Shared Ride Program - Costs and Considerations

- Vehicle passenger capacity
- Battery capacity
- Operating costs (contract vs. direct employment)
- Operating hours
- Supplemental funding- DMO, rental car excise taxes



Other Considerations

- Hand-Applied vs. Manufactured crosswalks.
- Spring-fed vs. reservoir supplied splash pads
- city staffed shuttle operators vs. contract labor
- Unanticipated overruns