



STATE OF THE CITY ADDRESS

FEBRUARY 16, 2016





Welcome & Introduction

- Objective
 - Provide a “snapshot” of the City transitioning into 2016
- Agenda- Highlight
 - Significant Milestones
 - Financial Position
 - City Management/Services Departmental Highlights/Goals
 - Leadership & Teamwork

Milestones



**PUBLIC/PRIVATE PARTNERSHIPS
LEVERAGING FUNDING SOURCES
REGIONAL COLLABORATIONS
CREATING OPPORTUNITY
VIBRANT COMMUNITY**



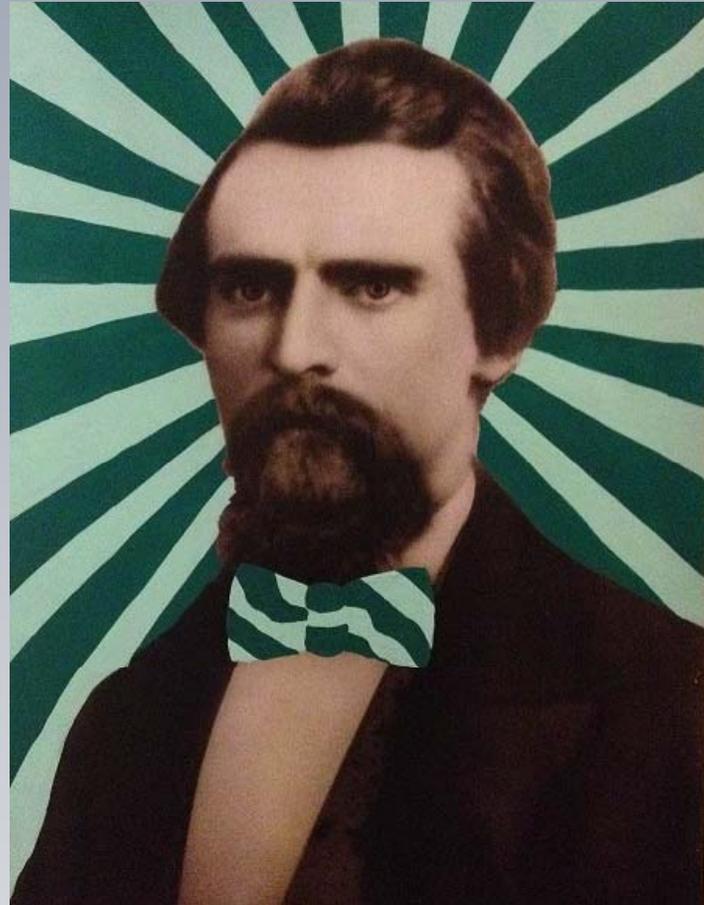
Significant Milestones

- Hapeville Celebrates 125th Anniversary
- Development Announcements
 - Solis Hotel Announcement
 - SpaceMax Redevelopment of Former Mark Inn Site
 - Holiday Inn Express Redevelopment
- Infrastructure Improvements



Chartered in 1891

125th
Commemorative
Celebration:
September 2016
and throughout the
year with special
exhibits at the
Historical Society
and activities
planned with the
125th Committee.



*Outdoor Exhibit at the Hapeville Depot Museum
features enlarged "Hand tinted photographs from
Hapeville's historical collection, bringing new life and
color to a beautiful history of local people and places."
Artist Statement, Katie Lebel*

Samuel Hape, Hapeville's first Mayor

Hapeville Depot Then & Now



c. 1800

2016

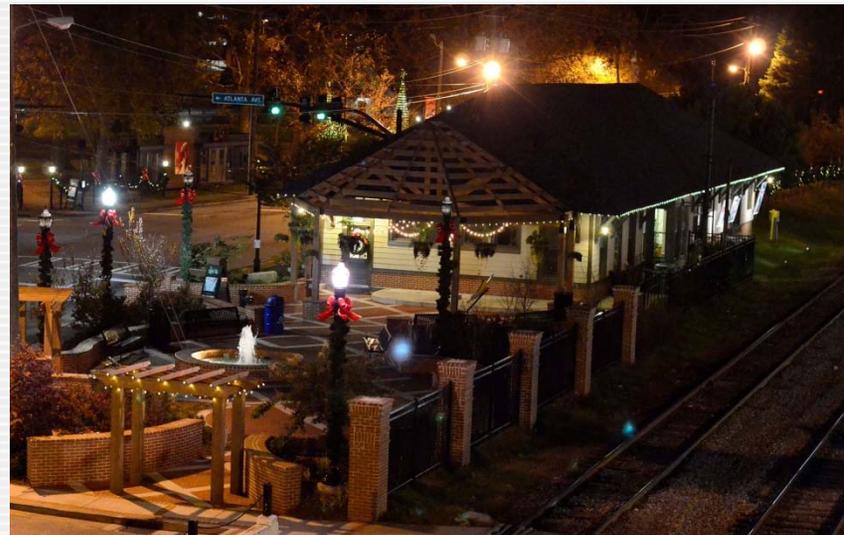
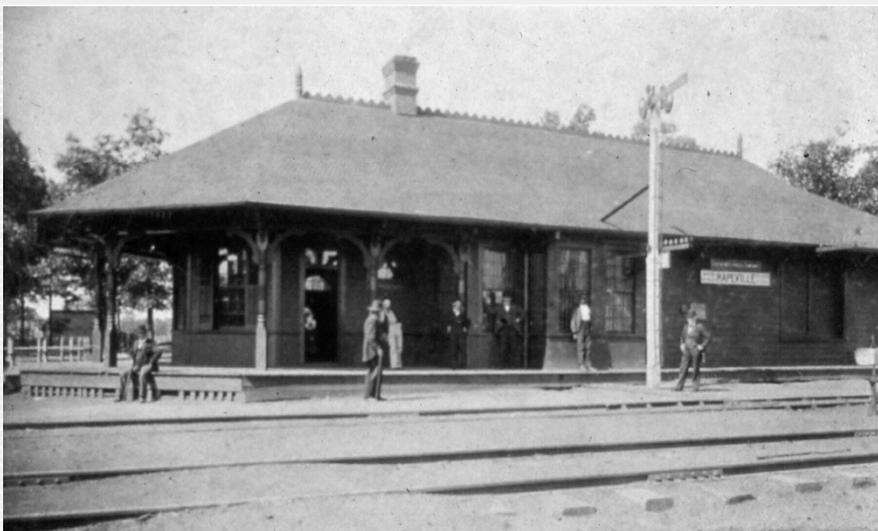


Photo Source: Hapeville Historical Society

Photo Credit: Michael Randman

Solis Hotel at Two Porsche Drive



Photo Source: Condra Development

Solis Hotel



- 4 Star Hotel w/ 5 Star Service
 - Swiss real estate investment company ACRON International Brand and hotel operator, the Capella Hotel Group, befitting the Porsche North America HQ and Driving Experience Center
 - 8 story/214 guestrooms
 - Conference Center
 - Restaurant
 - Roof top Event Space
 - Anticipated Groundbreaking April 2016, Hotel Opening 2017.

SpaceMax Announcement

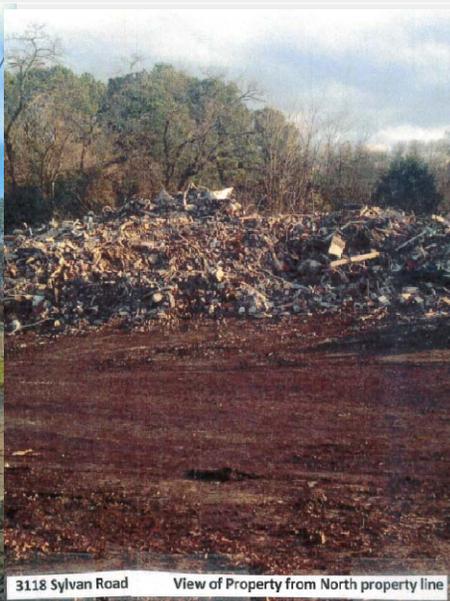


Existing Site Condition-Post Former Mark Inn Demolition

Landscape Plan Conceptual Future SpaceMax Site



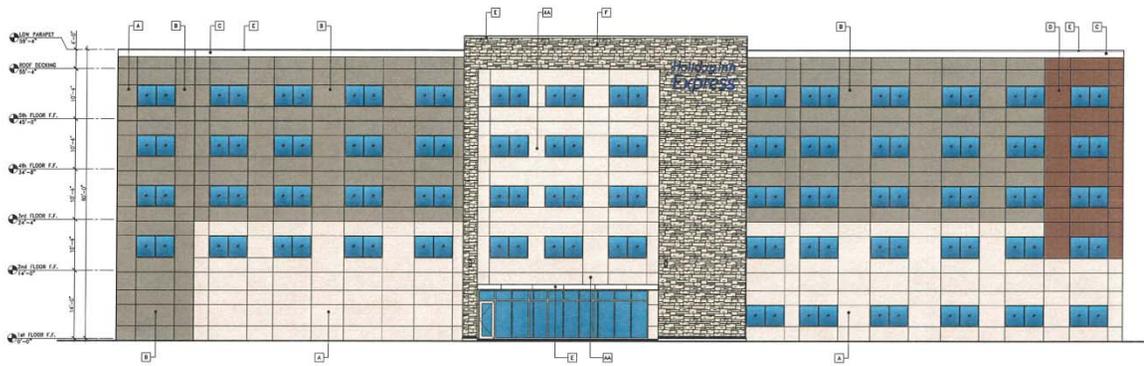
3118 Sylvan Road View of Entry Road and Monument Sign



3118 Sylvan Road View of Property from North property line



Holiday Inn Express



1 INTERSTATE ELEVATION
SCALE: 1/8" = 1'-0"

- GENERAL NOTES:**
1. COLORS AND FINISHES ARE SELECTED BY INTERIOR DESIGNER. CONTRACTOR SHALL PROVIDE A 4" x 4" NON-SLIP 1/4" THICK ROCK-UP WHICH INCLUDES ALL EXTERIOR MATERIALS FOR APPROVAL PRIOR TO INSTALLATION OF EXTERIOR FINISH MATERIALS.
 2. ALL COLOR CHANGES ARE TO OCCUR AT INSIDE CORNERS ONLY. NO EXCEPTIONS ALLOWED.
 3. NOTES ON THIS SHEET ARE TO BE CONSIDERED TYPICAL FOR ALL EXTERIOR FINISHING.
 4. WEATHERAL LOUVERS ARE TO BE FINISHED/PAINTED TO MATCH THE MATERIALS THEY ARE MOUNTED IN.
 5. REFER TO ARCH SERIES (SECTION) FOR GREATER DETAILS ON FLOOR TO FLOOR DIMENSIONS AND ALL OTHER DIMENSIONS.
 6. ALL EXTERIOR CASING/SHIMS MUST MATCH THE COLOR OF THE MATERIALS TO WHICH THEY ARE ADHERED TO / SCALING. IF THIS COLOR AND JOINTS, THE CASING WILL MATCH THE LARGER SIZE OF COLOR FIRST (SUCH AS EPS) UNLESS THE LARGER SECTION COLOR HAS NATURAL VARIANCES (SUCH AS STONE AND BRICK). CUSTOM COLOR MATCHING WOULD TYPICALLY BE REQUIRED.
 7. ALL SKIMMERS TO BE INSTALLED BY EYE INSTALLER.
 8. ALL OUTLETS TO BE 22 GA. AND 1/2" x 1/2" MINIMUM.
 9. ALL DOWNROUTS TO BE 1/2" x 1/2" MINIMUM.

COLOR/MATERIAL:

[A]	EPS-LS	LIMESTONE/QUARTZITE MULTI-TEXTURE FINISH COLOR MATCH MODERANCE 3027L
[AA]	EPS-LS3	LIMESTONE/QUARTZITE SMOOTH, SAND FINISH SURFACE COLOR MATCH MODERANCE 3027L
[B]	EPS-MS	SAND FINISH INTERM SAND FINISH COLOR MATCH TIVE 3027L
[C]	EPS-MH	WHITE SANDSTONE SAND FINISH COLOR MATCH SIGNORAL 15400L
[D]	EPS-MH	RUDE AND SMOOTH SAND FINISH COLOR MATCH RED ROCK SHARD
[E]	MTL-MH	SHEET METAL BONE WHITE
[F]	STONE	BORGAL - PRE-FIN LEDGERSTONE SANDWICH BLANK
[G]	MTL-1	SHEET METAL COLOR: R225 6236 B177 (TRUE RED COLOR)



2 RIGHT SIDE ELEVATION
SCALE: 1/8" = 1'-0"

REVISION	DATE

Hapeville
Georgia

Holiday Inn Express

DANIEL LEMBERG - ARCHITECT
345 CONCORD CORNER
CONYERS, GA 30013
PHONE: 770/922-8322

DATE: 04/11/2013
BY: DANIEL LEMBERG
A202

FOR PERMIT



Holiday Inn Express

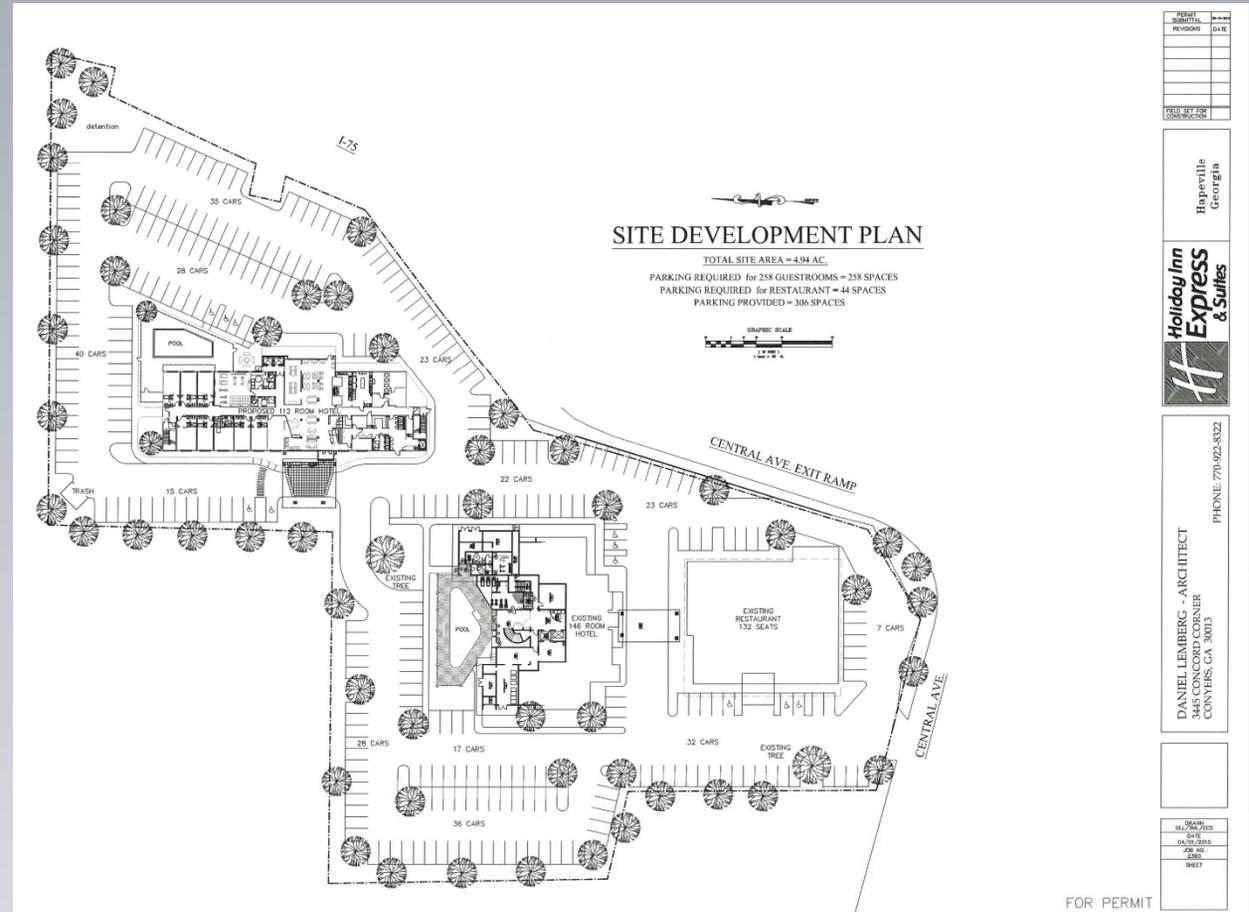
Redevelopment of existing hotel—at 301 N. Central Avenue

Demolition of existing 2-story hotel—behind existing 146-room hotel tower and restaurant.

New 5-story, 112 room Holiday Inn Express

65,000 sq.ft.

\$5.2 M Construction Investment



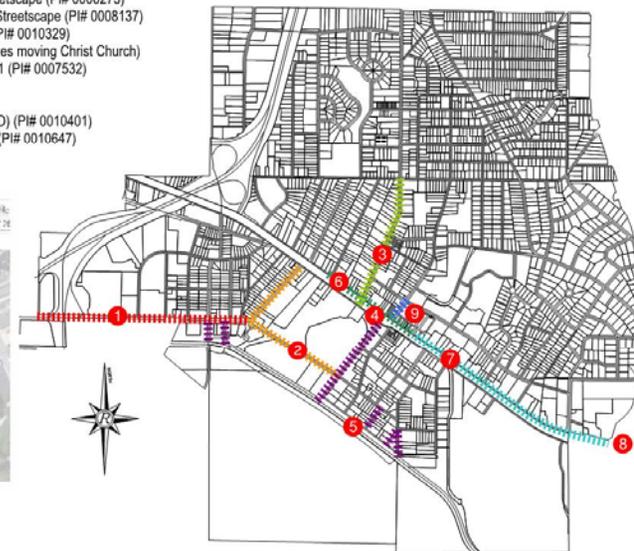
Transportation Improvement Projects



Transportation Improvement Project Status Map



- 1. Virginia Avenue Gateway LCI Streetscape (PI# 0006273)
- 2. Virginia Avenue / Doug Davis TE Streetscape (PI# 0008137)
- 3. Dogwood Drive LCI Streetscape (PI# 0010329)
- 4. Hapeville Depot TE Project (Includes moving Christ Church)
- 5. Airport Loop Road Access Roads 1 (PI# 0007532)
- 6. North Central LCI (PI# 0008903)
- 7. Rail Facilities (PI# 0007949)
- 8. I-75 Gateway Beautification (LOGO) (PI# 0010401)
- 9. North Fulton Avenue Streetscape (PI# 0010647)



PROJECT STATUS

1. Virginia Avenue Gateway LCI Streetscape (PI# 0006273)
Completed in April 2012. New brick pavers, streetlights, sidewalks, street furniture, landscaping and paving. Total Amount = \$1,683,000
2. Virginia Avenue / Doug Davis TE Streetscape (PI# 0008137)
Completed in April 2012. New brick pavers, streetlights, sidewalks and street furniture. Total Amount = \$609,000
3. Dogwood Drive LCI Streetscape (PI# 0010329)
Project limits from South Central to North Avenue. Project includes new sidewalks, street lighting, brick pavers and street furniture. Total Amount = \$1,250,000
4. Hapeville Depot TE Project (PI# 0009052)
Renovation of Depot and installation of new plaza area. Total Amount = \$801,825
5. Airport Loop Road Access Roads 1 (PI# 0007532)
Project includes Atlanta Avenue, Union, Gainridge, Flaney, Oak Street and Forrest Avenue. Installation of new sidewalks, brick pavers, streetlights and street furniture. Total Amount = \$4,262,300
6. North Central LCI (PI# 0008903)
Project includes new brick pavers, streetlights, sidewalks, and street furniture from North Whitney to Dearborn Plaza. Total Amount = \$1,149,000
7. Rail Facilities (PI# 0007949)
Railroad improvements include retaining walls, curb & gutter and crossing improvements. Total Amount = \$2,970,000
8. I-75 Gateway Beautification (LOGO) (PI# 0010401)
Completed December 2012. Landscaping ramp areas with plants, trees and sod. Total Amount = \$400,000
9. North Fulton Avenue Streetscape (PI# 0010647)
Project includes new brick pavers, streetlights, sidewalks, street furniture and improvements to the War Memorial plaza. Total Amount = \$455,000



Transportation Projects Update



- **2015 Projects Underway:**
 - **North Central Avenue LCI Streetscape:** includes brick pavers, streetlights, sidewalks and street furniture. North Whitney to Dearborn Plaza. Total = \$1,149,000
 - **North Fulton Avenue TE Project:** includes brick pavers, alleyway improvements, new sidewalks, street furniture and streetlights. Total Amount = \$455,000
- **2016 Projects:**
 - **Construction to begin on the Rail Facilities Corridor Improvement Project and the Dogwood LCI Streetscape Project in 2016**
 - **Loop Road Improvement Project is in ROW & Design**



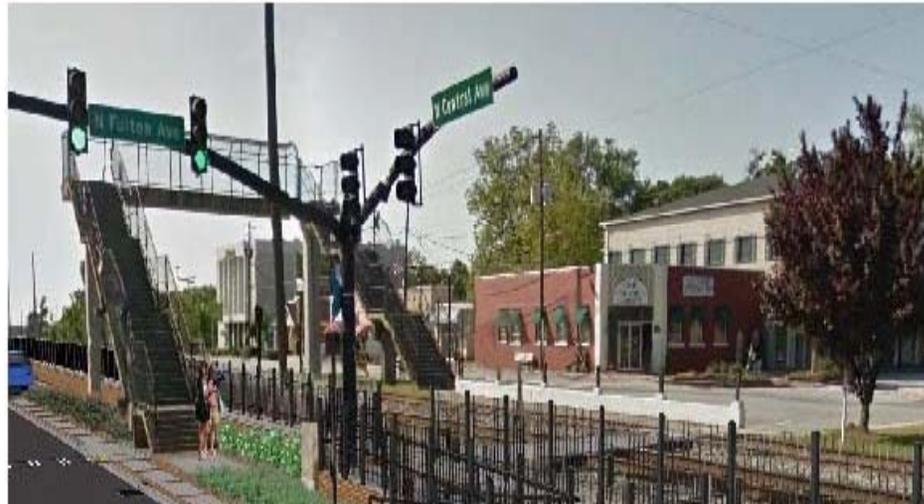
\$2.4 M RR Corridor Improvement

100% federally funded with no local match.

Improve the rail crossings, roads, curbs, sidewalks and drainage features.

The Perkins Street vehicular crossing will be closed and improvements will be made to the Dogwood & South Street crossings.

Construction is scheduled to begin in 2016.



BEFORE:



AFTER:



RR Corridor Improvement

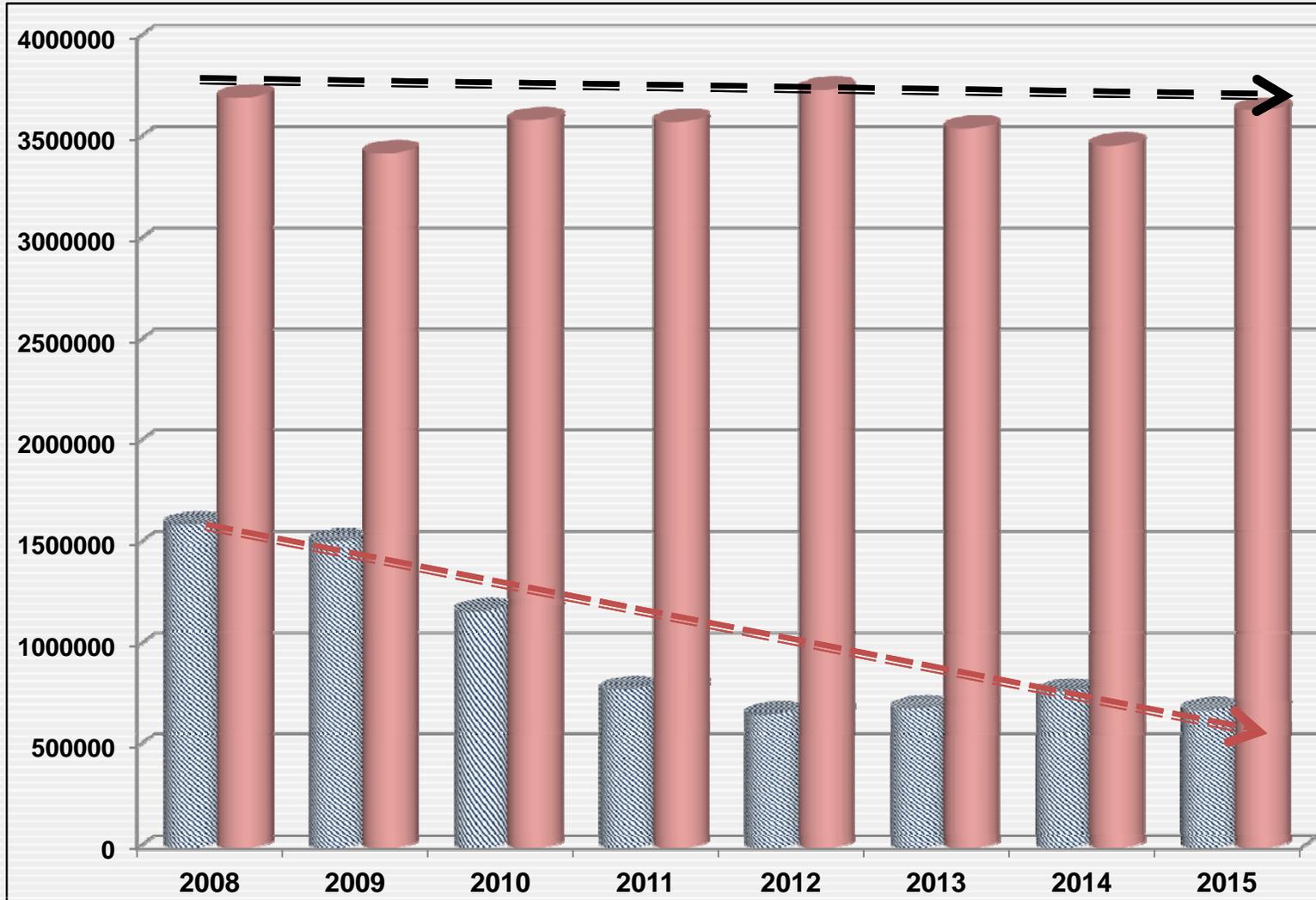
Vantage Point from Porsche NA HQ

Financial Position



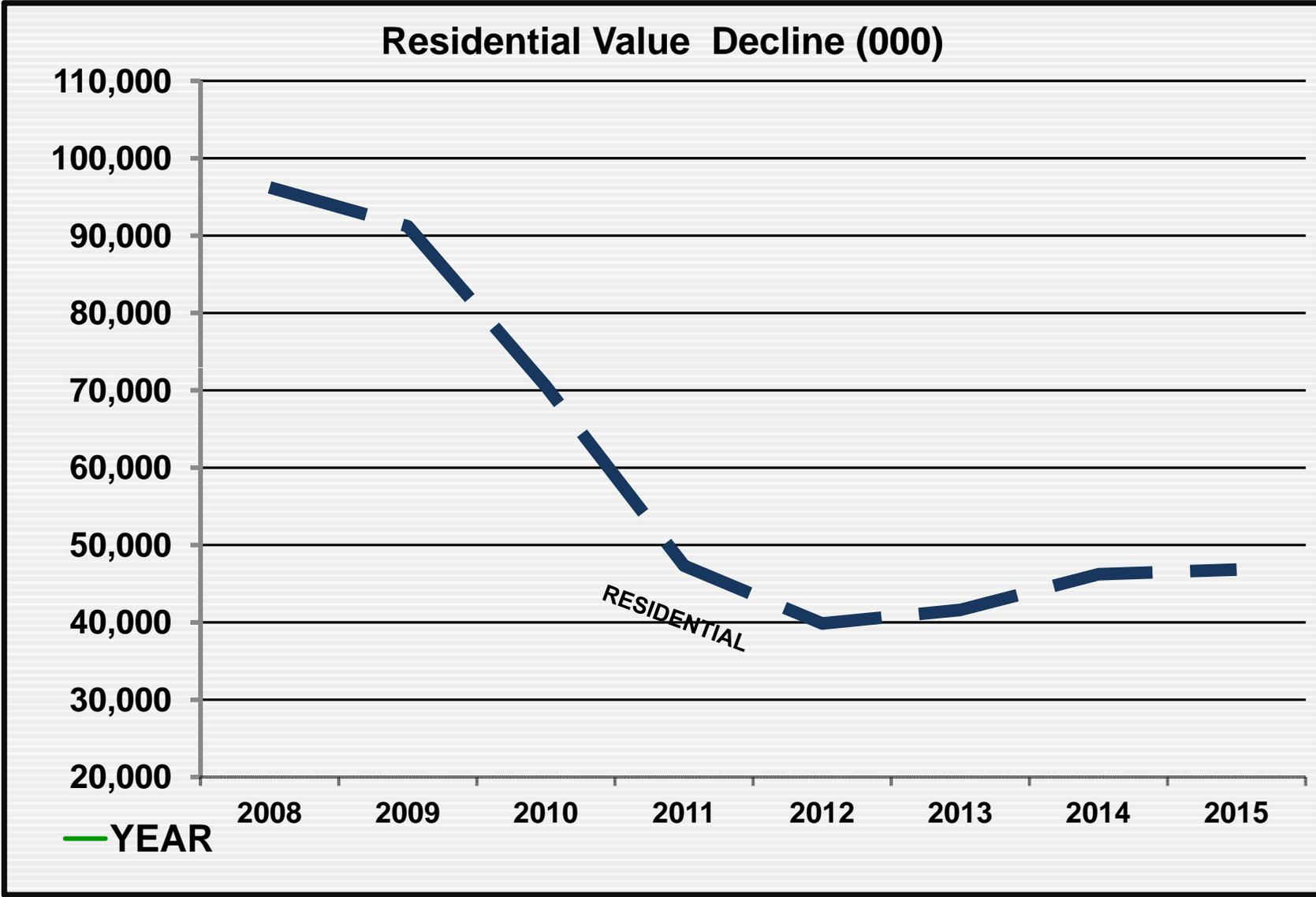
PROPERTY TAXES
AVAILABLE FUND BALANCE
RESULTS OF OPERATIONS
CASH FLOW

COMMERCIAL & RESIDENTIAL PROPERTY TAXES TRENDS IN TAXABLE VALUES



RESIDENTIAL COMMERCIAL

TAXABLE PROPERTY VALUES



TAX DIGEST FOR CITY OF HAPEVILLE 2008- 2015

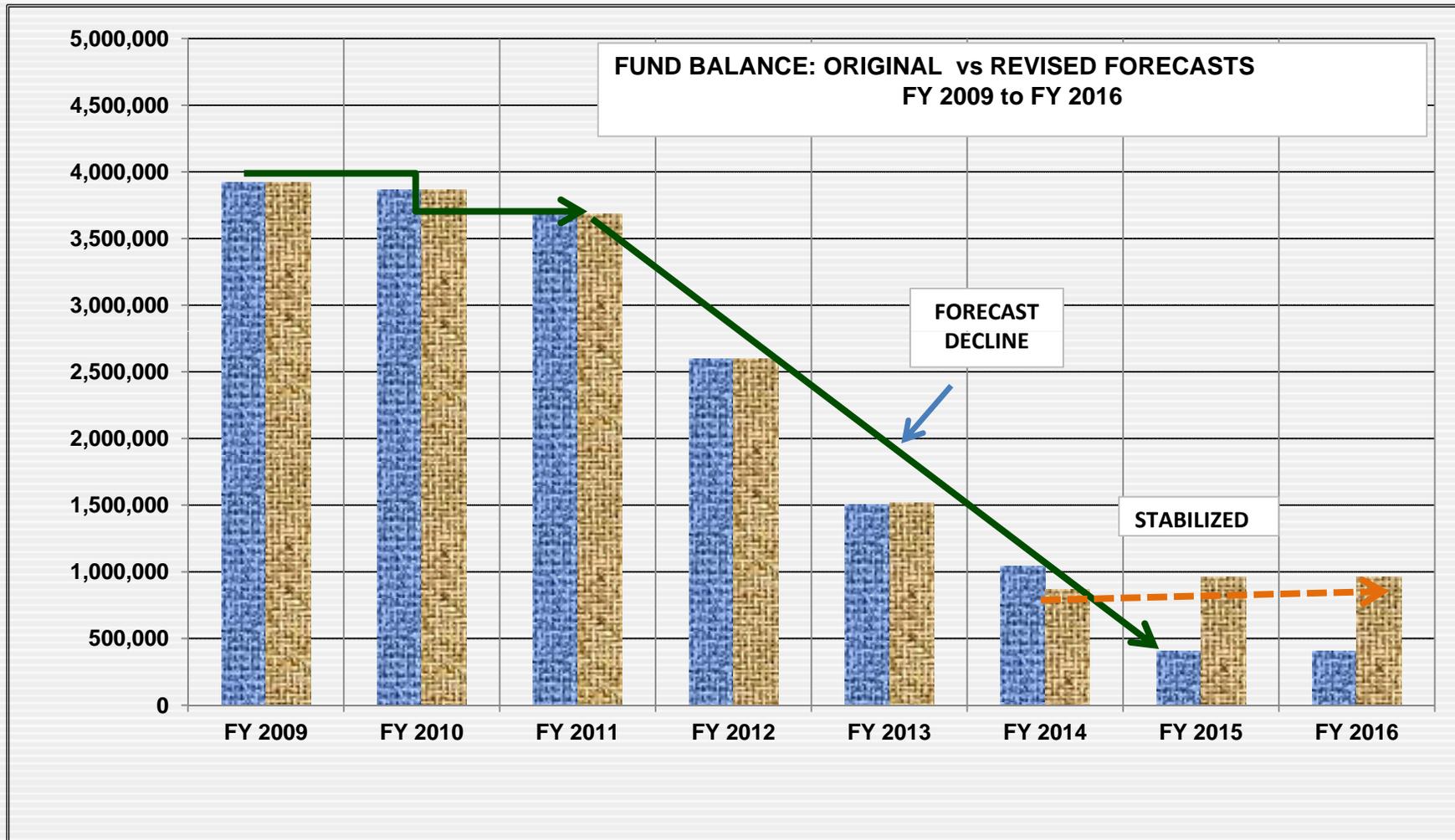
	2008	2009	2010	2011	2012	2013	2014	2015	Change in Values
Real & Personal	328,488,835	307,294,312	286,843,486	263,245,516	265,309,411	255,546,370	255,349,220	260,452,867	
Residential	96,232,880	91,194,780	70,509,990	47,329,540	39,851,960	41,614,540	46,520,560	41,151,360	(55,081,520)
Commercial	223,100,425	206,515,662	216,333,496	215,915,976	225,457,451	213,931,830	208,828,660	219,301,507	-57.24%
Total R & P	297,710,442	297,710,442	286,843,486	263,245,516	265,309,411	255,546,370	255,349,220	260,452,867	
Residential tax Yield	1,598,428	1,514,745	1,171,171	786,144	661,941	691,218	772,707	683,524	(914,904)
Tax Value Per Residence	47,104	44,162	33,981	22,776	19,114	20,017	22,398	19,880	
Tax Per Residence	\$ 782.39	\$ 733.53	\$ 564.42	\$ 378.32	\$ 317.48	\$ 332.48	\$ 372.03	\$ 330.20	\$ (452.19)

Tax Digest Highlights



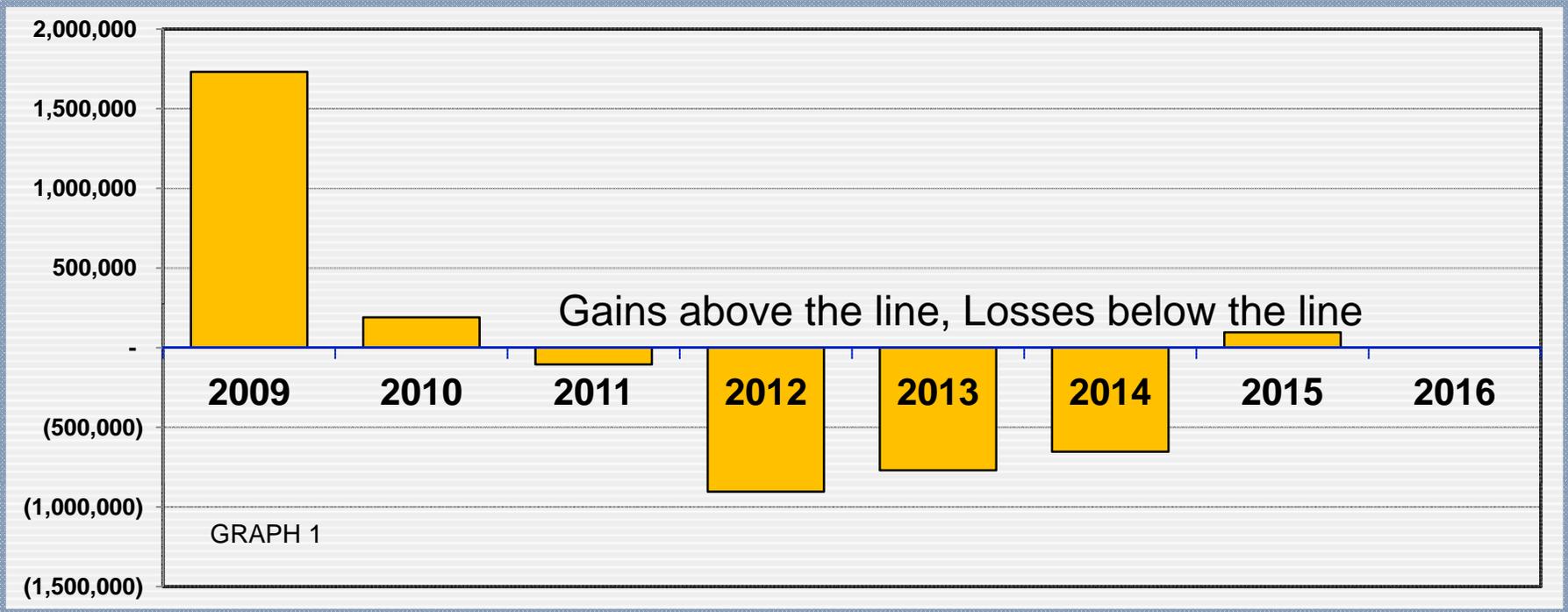
- **Residential property values declined \$55,081,520. A reduction of 57%**
- **The yield from residential property has declined from \$1,598,428 to \$683,524, almost \$1 million.**
- **The average Taxable Value decreased from \$47,104,000 to \$19,880,000**
- **The average residential tax bill has declined from \$782.39 per residence in 2008 to \$330.20 in 2015**
- **Including homestead exemption the average bill drops to \$250, a decline of \$532**

Historical Decline and Subsequent Stabilization of General Fund Balance



Operating losses reduce fund balance (equity) that is often considered "reserves" or uncommitted value

Decline and Recovery of Net Revenues



City Services



**ORGANIZATION MANAGEMENT
DEPARTMENTAL HIGHLIGHTS**



City Management

New City Manager
appointed in June 2015

- Managed team through FY-2016 Budget Hearings.
- Working with team for a smooth transition- IT Dept. changes, fiscal stabilization, improved Economic Development efforts.
- Working to implement the City's strategic vision, improving policy with leadership, and process with staff.
- Striving for excellence in service: identifying new revenue sources and planning ahead of the curve for growth and community development.

IT Department



Liberty
Technology

IT Department: 2016 Goals



- **Develop 5-year Technology Plan; Adding new Hardware and equipment beginning in 2016.**
- **Address phased plans for Essential Equipment Replacement for Optimal Service throughout the City.**

Police Department



Police Department: 2015 Highlights



- Successfully completed all requirements for International Accreditation. (Awaiting formal recognition.)
- Maintained State Certification.
- Successful completion of citizen programs: Safety-Ville and the Citizen Police Academy.

Police Department: 2016 Goals



- Bring department into full staffing by filling vacancies and retaining current compliment.
- Work with Liberty Technology to fix all department It issues.
- Continued Focus on Improved Code Enforcement .
- Continue and grow our Community Policing effort through department programs.

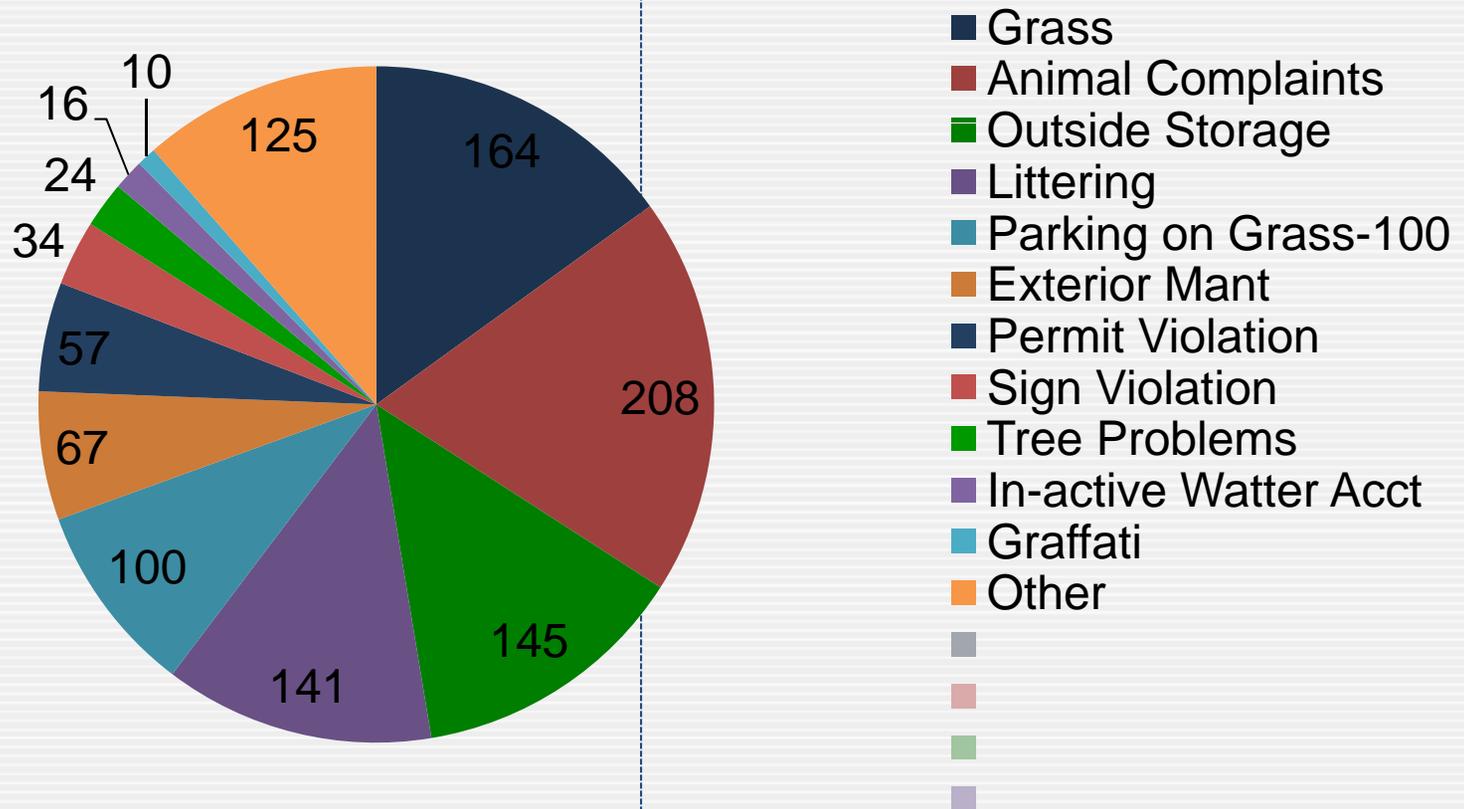
Response Time
Average response time of
2 minutes and 5 seconds

Police Department: Code Enforcement 2015 Highlights



1091 Calls for Service To Date

Data Source Through August



Police Department: Code Enforcement 2015 Highlights



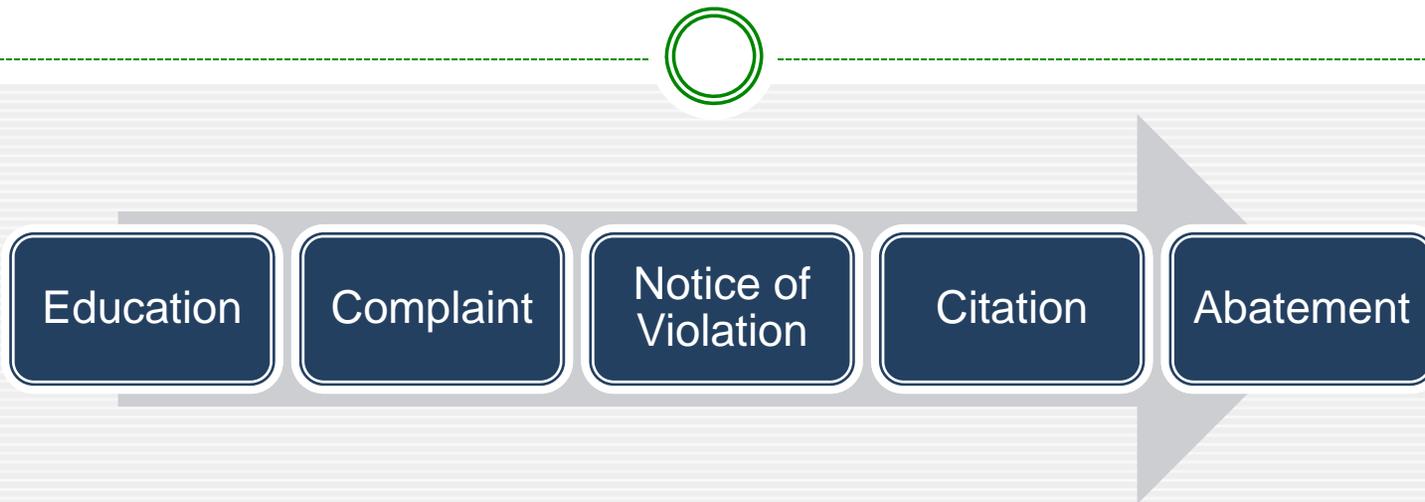
Before



After



Police Department: Code Enforcement 2016 Goals



- Add processes to Identify Code Violations & Communicate with the Public
- Create a Blighted Property Tax based on an Established Point System

Fire Department



Photo Credit: Jeannette Aymerich

Fire Department: 2015 Highlights



- Led the Mayors' Motorcade project collecting donations and representing the City at the event.
- Participated in 6,647 hours of emergency response training.
- Collected money for the Hapeville Toys for Kids project: approximately \$3,300.
- Conducted Safety and Health Trainings at the Porsche N.A. Headquarters for their employees .
- Initiated efforts to purchase new Fire Ladder Truck in 2016-17.



Response Time
Average response time 2:11

Photo Credit: Jeannette Aymerich

Fire Department: 2016 Goals



- Aim for >98% approval rating by the citizens of Hapeville.
- Working to Achieve Insurance Services Office (ISO) rating of Class I F.D.

- Encourage larger participation in community safety programs (CERT, First Aid, BLS, CPR) through direct communication via the water bill and all 4 neighborhood associations.
- Expand emphasis on emergency management and disaster preparation.
- Selection of a new Fire Chief in 2016.

Community Services Department



Photo Credit: Jeannette Aymerich

Community Services: 2015 Highlights

- Paved Lake Ave., Coleman St. and Perkins Street with LMIG funds.
- Installed new wood gym floor at the Hoyt Smith Center with CDBG funds.
- Completed the Dogwood, Hope, and Oak Street Water Main Replacement Projects.



Photo Credit: Jeannette Aymerich

Community Services: 2016 Goals

- Pave Woodrow Ave. with LMIG funds.
- Complete Rail Facilities Corridor Improvement Project.
- Begin construction on the Dogwood Dr. LCI Streetscape Project.
- Complete Parking Improvements.



Photo Credit: Jeannette Aymerich

Recreation Department



Hoyt Smith Center Gym, Resurfaced with CDBG Funds

Recreation 2015 Highlights



RECOGNITION

Our youth athletics not only excelled in baseball but also had three football teams make it to their championship games (winning one), placing two teams in the GRPA boys basketball state tournament (one was a runner up) and placing first in the Youth Cheer Alliance Cheerleading Competition in the 12 year old division.

Recreation 2015 Highlights



- Awarded a non – matching State Grant “Bright from the Start” that enabled the Recreation Department to feed children under the age of 18 yrs old breakfast and lunch, serving 3,851 meals, to children who participated in our Busy Bee Summer Camp or lived in the City of Hapeville for free during the months of June and July.
- In just our second year the annual Spooktacular Trunk or Treat event tripled in attendance. This year over 900 participants attended the event.
- In 2015 we experienced our most successful baseball season as it pertains to winning. Out of seven age divisions offered for boys and girls, the program won six championships and was a runner up in the other. The 13 teams in the park had a combined record of 129 wins and 29 losses.

Recreation 2016 Goals

- Continue search for grants and sponsors offsetting programming costs.
- Provide recreational offerings at parks and facilities that would expand opportunities especially for teens, senior citizens, and families.



- Introduce new and innovative programs.

Campers Enjoy Laser Tag!

Economic Development Department



RECOGNITION
Hapeville was selected
by the Department of
Community Affairs to
host a National Main
Street Conference Mobile
Educational Tour



DCA Tour, Mural Artist Shannon Lake

Economic Development: 2015 Highlights

- Created Art Fund providing seed money and a mechanism for arts partners to leverage City dollars and arts initiatives to date
- Participated in Aerotropolis Alliance Airport Area Blue Print development process which positions Hapeville as a leader, leveraging catalytic sites in the community for future investment
- Continued partnership initiatives to develop City's underused Development Authority properties such as Dearborn Plaza



Community Volunteers and Academy Theatre Performers

Economic Development Goals 2016



- Continue seeking grants, managing incentive programs, and leveraging public/private partnerships and resources for business attraction.
- Continue cultural arts projects and programs to meet arts destination and tourism goals.
- Improvement of Development Process: including one stop shop concept, business services and PR/communications.
- Continue focused efforts to create a new Charter High School for Hapeville.



Main Street Board of Directors 2015 Highlights & 2016 Goals



2015 Highlights

- Volunteers worked on events including a successful Film Series, Merchant Mixers, a Gallery Crawl, and hosted a new Business Appreciation Event!



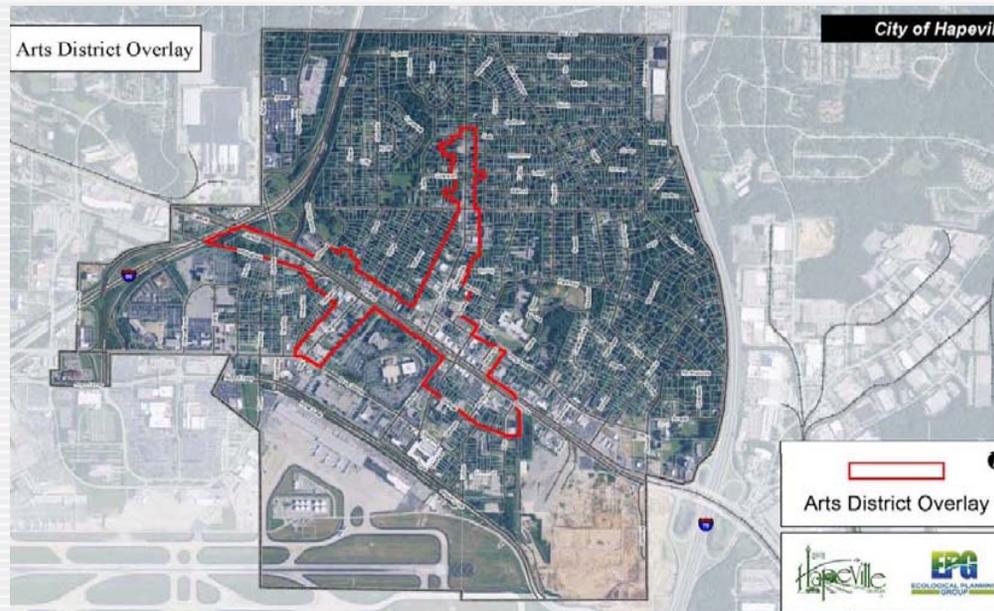
2016 Goals

- Continue work on South Arts and ARC Grants.
- Align Plan & Trainings with National Program.
- Improve Program's Business Services.



Main Street Business Owners and City Leaders

Planning & Zoning



**Initiate
ordinance/
ordinance
revisions**

**Enhance
defensibility
of
ordinances**

**Elimination of
impediments to
desirable
development**

**Responsive
to Blueprint
2020
objectives**

Planning & Zoning



• 2015 HIGHLIGHTS

- Awarded LCI Study Funding
- Fast tracked the Solis Hotel approval.
- Bringing the zoning ordinance into compliance with the Fair Housing Act.
- Reshaping the Adult Entertainment Ordinance.
- Adopted new Arts Overlay District Ordinance
- Initiated essential revisions to the Architectural Design Standards.

• 2016 GOALS

- Re-adopt the Official Zoning Map.
- Coordinate the Comprehensive Plan Update and LCI Study
- Re-adopt the Architectural Design Standards
- Expedite approval of all applications: rezoning, variances, appeals, special use permits, site plan, design review, occupational tax permits and signs.

Administration Department



Photo Credit: Jeannette Aymerich

Administration Department: 2015 Highlights



- **HUMAN RESOURCES**

- Updated the Benefit Guide
- Processed 157 Applications for Positions
- Completed Open Enrollment for FTE and Retirees
- Updated City Website

- **CITY CLERK**

- Continued training to maintain City Clerk's Certification
- Organized the City's Permanent Files
- Codified the Code of Ordinances
- Processed 15 Service Board Applications
- Processed 203 Open Records Requests
- Held Qualifications for Municipal Elections

Administration Department: 2016 Goals



- **HUMAN RESOURCES**

- Host training through the Safety Committee
- Review/ Recommend amendments to Employee Handbook/Benefits Guide
- Continue Organization of Personnel files
- Initiated Pay Study
- Initiated New Pension Board

- **CITY CLERK**

- Continue Document Shredding Program
- Continue training, maintain City Clerk's Certification
- Organize the City's Permanent Files
- Codify the Code of Ordinances

Finance Department



Finance Department: 2015 Highlights



- Restructured the Budgeting System to Integrate HATT and the Development Authority.
- Awarded the National Achievement Certificate for outstanding reporting from GFOA (Pending).
- Improved internal controls further by training, staffing, documentation of transactions and separation of duties.
- Prepared Numerous Financial Reports and Presentations to the Council and the Public.
- City's finances "in the black" for first time in 5 years.
- Prepared first "break even" budget not using any "reserves" (Fund balance).

Finance Department: 2016 Goals



- Continue to Improve City's Financial Condition.
- Increase Revenues with New Sources (Enhancements).
- Continue Training for Accounting Staff and City employees.
- Continue to Improve Timeliness of Financial Reporting.
- Citizen Chalkboard Budget Workshop.

Leadership & Teamwork



**COMMUNITY INPUT
PLANNING FOR GROWTH
LEVERAGING OPPORTUNITY
PROFESSIONALISM**



**Leadership & Team
Work- Citizens,
Council & Staff**

Council Strategic
Planning Retreat
2016

Improved Civic
Dialog

Improved Advisory
Board Training &
Communications

Expanded Citizen
Partnerships



www.hapeville.org

Thank you for your interest in the City of Hapeville!

Leadership & Teamwork Working Hard for You!



Councilman at Large Michael Randman, Alderman at Large Ruth Barr, Mayor Alan Hallman, Councilman (2nd Ward) Diane Dimmick, Councilman (1st Ward) Josh Powell