



Mayor & City Council

Workshop Session

~ Agenda ~

City of College Park
3667 Main Street
College Park, GA 30337

<http://www.collegeparkga.com>
404-669-3756 (Main)

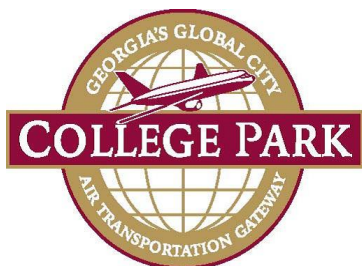
Experience College Park
Georgia's Global City

Monday, October 18, 2021

6:00 PM

Council Chambers

1. Public Hearing to receive comments on the adoption of the proposed Millage Rate for Fiscal Year 2021-2022. This is the second of three public hearings scheduled to receive public comments. See memorandum dated October 7, 2021 from Director of Finance & Accounting Althea Philord-Bradley. Also, see attached background information.
2. Fiscal Year End 2020-2021 & First Quarter 2021-2022 budget and financial review and with a 3-year forecast. See memorandum dated from Director of Finance & Accounting Althea Philord-Bradley. (45 minutes presentation / Q& A.)
3. Consideration of a presentation on city branding and logo selection from Wayne Whitesides, Ethic, Inc. See memorandum dated October 11, 2021, from Director of Communications, Gerald Walker. Also see attached supporting documentation. (30 minutes presentation / Q&A)



CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

WORKSHOP AGENDA ITEM

DOC ID: 9173

DATE: October 7, 2021

TO: The Honorable Mayor and Members of City Council

THROUGH: Mercedes Miller, Interim City Manager

FROM: Althea Philord-Bradley, Director of Finance & Accounting

RE: Millage Rate Public Hearing

PURPOSE: First Public Hearing to discuss the Millage Rate with the general public.

REASON: To provide the second of three Public Hearings on Monday, October 18, 2021 at 6:00pm, for public comment concerning the adoption of the current year millage rate of 12.619 mills. The City of College Park has received the complete Tax Digests from the Tax Assessors of Fulton and Clayton County.

Pursuant to Georgia Code, Section 48-5-32, the city needs to advertise 3 times in the local South Fulton Neighbor newspaper that the Millage Rate will be set by the Mayor and City Council on November 1st, 2021 at 7:30 pm at the College Park City Hall Council Chambers via remote video conference, Zoom platform. The public hearing dates are October 4th, October 18th and November 1, 2021 respectively. Georgia Code requires three advertisements when the City's proposed Millage Rate of 12.619 mills exceeds the County's rollback Millage Rate of 11.869 mills.

RECOMMENDATION: Pursuant to Georgia Code, Section 48-5-32 the City of College Park is recommended to schedule a public hearing for the final adoption at the convenient time of 7:30 p.m. and the convenient place of the College Park City Hall Council Chambers to afford the public an opportunity to respond to the notice of change in the millage rate to 12.619 mills. The City began advertising in the local South Fulton Neighbor newspaper on October 6, 2021 that the millage rate will be set by the Mayor and City Council on November 1st, 2021 at 7:30 p.m. via remote video conference, Zoom platform. Instructions on how to participate will be available on the College Park website at www.collegeparkga.com <<http://www.collegeparkga.com>>. The City is advertising the five (5) year history of the City's Tax Digest, along with the digest for 2021, per Georgia Code, Section 48-5-32. The City of College Park's proposed millage rate of 12.619 is .75 mils above the current rollback millage rate. Likewise, the proposed Special District Tax rate of 20.00 mills and GICC Special District Tax rate of 20.00 mills as well.

BACKGROUND: Pursuant to Georgia Code, Section 48-5-32 the City needs to advertise in the

local South Fulton Neighbor newspaper on October 6th, 2021 that the millage rate will be set by the Mayor and City Council on November 1, 2021 at 7:30 p.m. via remote video conference, Zoom platform. The millage rate of 12.619 mills is .75 mills above rollback rate of 11.869 mills.

COST TO CITY: \$1,000 - \$2,000

BUDGETED ITEM: Yes.

REVENUE TO CITY: \$14,696,616 General Fund, \$3,028,630 Special District, \$515,838 GICC Special District

CITY COUNCIL HEARING DATE: October 18th, 2021

CONSIDERATION BY OTHER GOVERNMENT ENTITIES: None.

AFFECTED AGENCIES: Finance and Accounting

RELATIONSHIP TO EXISTING ORDINANCE OR RESOLUTION: None.

REQUIRED CHANGES TO WORK PROGRAMS: None.

STAFF: Finance and Accounting staff.

ATTACHMENTS:

- NOTICE OF PUBLIC HEARINGS 2021 (PDF)
- NOTICE OF PROPERTY TAX INCREASE 2021 (PDF)
- 2021 Five Year History (PDF)
- 2021 Press Release (PDF)

ATTACHMENTS:

- 2021 Five Year History - Revised (PDF)
- 2021-22 MILLAGE RATE PRESS RELEASE (PDF)
- REVISED NOTICE OF PROPERTY TAX INCREASE 2021 (PDF)
- REVISED NOTICE OF PUBLIC HEARINGS (PDF)

Review:

- Althea Philord-Bradley Completed 10/07/2021 2:02 PM
- Sonya Harold Completed 10/07/2021 4:54 PM

- Mercedes Miller Completed 10/08/2021 10:43 AM
- Mayor & City Council Pending 10/18/2021 6:00 PM

NOTICE

The Mayor and City Council of the City of College Park announce the millage rate will be set at a Mayor and City Council meeting on **Monday, November 1, 2021, at 7:30pm via video conferencing, Zoom platform.** Instructions on how to participate are on the College Park website at www.collegeparkga.com and pursuant to the requirements of O.C.G.A 48-5-32 do hereby publish the following presentation of the current year's tax digest and levy, along with the history of the tax digest and levy for the past five years.

City of College Park 2021 Tax Digest and Five Year History of Levy

	2016	2017	2018	2019	2020	2021
Real and Personal	702,030,774	745,220,327	782,496,082	873,393,070	916,512,932	1,006,819,408
Motor Vehicles	10,706,900	7,851,790	5,782,330	4,615,690	3,651,500	4,227,650
Public Utility	123,798,843	130,482,253	159,758,023	212,994,332	222,114,207	227,196,422
Gross Digest	836,536,517	883,554,370	948,036,435	1,091,003,092	1,142,278,639	1,238,243,480
Less : M & O Exemptions	56,377,048	38,096,203	71,745,882	70,545,514	53,456,656	73,601,558
Net M & O Digest	\$780,159,469	\$845,458,167	\$876,290,553	\$1,020,457,578	\$1,088,821,983	\$1,164,641,922
Gross M & O Millage	17.264	17.128	17.124	16.645	16.102	15.857
Less : Rollbacks	4.645	4.509	4.505	4.026	3.483	3.238
Net M & O Millage	12.619	12.619	12.619	12.619	12.619	12.619
Net Taxes Levied	9,844,832	10,668,837	11,057,910	12,877,154	13,739,845	14,696,616
Net Tax Dollar Increase/(Decrease)	(240,960)	824,004	389,074	1,819,244	862,690	956,772
Net Tax Percent Increase/(Decrease)	-2.39%	8.37%	3.65%	16.45%	6.70%	6.96%
Special District Tax						
Special District Digest	108,166,382	118,514,547	117,342,091	140,231,528	151,402,138	151,431,509
Special District Millage Rate	14.50	14.50	14.50	14.50	20.00	20.00
Net Taxes Levied	1,568,413	1,718,461	1,701,460	2,033,357	3,028,043	3,028,630
Net Tax Dollar Increase/(Decrease)	125,618	150,048	(17,001)	331,897	994,686	587
Net Tax Dollar Increase/(Decrease)	8.71%	9.57%	-0.99%	19.51%	48.92%	0.02%
GICC Special District Tax						
GICC District Digest	13,150,771	17,749,495	15,728,775	15,440,061	20,634,955	25,791,916
GICC District Millage Rate	7.50	7.50	7.50	7.50	20.00	20.00
Net Taxes Levied	98,631	133,121	117,966	115,800	412,699	515,838
Net Tax Dollar Increase/(Decrease)	(571)	34,490	(15,155)	(2,165)	296,899	103,139
Net Tax Dollar Increase/(Decrease)	-0.58%	34.97%	-11.38%	-1.84%	256.39%	24.99%

Net Levy reflects the total amount billed, not collected.



PRESS RELEASE CITY OF COLLEGE PARK

P.O. Box 87137  COLLEGE PARK, GA 30337

WWW.COLLEGEPAKGA.COM

FOR IMMEDIATE RELEASE
Contact: Phase 3 Media, LLC.
Phone: (404) 767-1537 x1703

September 8, 2021

College Park to Maintain Same Property Tax Millage Rate for 2021

College Park – The Mayor and Council of the City of College Park announced today its intention to maintain the same ad valorem property tax millage rate of 12.619 mills. From 2012-2020 College Park has maintained this rate – 12.619. This represents a 0.75 mils above the most recent rollback rate of 11.869.

The proposal by the Mayor and City Council is to continue with the 2012-2020 millage rate. Furthermore, the *Net Tax Digest* (equal to the millage rate, multiplied by the taxable assessed value of property, minus deductions) for calendar year 2021 is \$75.8 million more, when compared to the Net Tax Digest for calendar year 2020. Additionally, the net tax levied for FY 2021-2022 is \$956,772 greater than the previous year.

The Mayor and City Council invite all concerned citizens to three public hearings regarding the setting of the 2021 millage rate - to be held Monday, September 20, 2021 at 6:00pm; Monday, October 4, 2020 at 6:00pm; and Monday, October 18, 2021 at 7:30pm. Each meeting will be held virtually via remote video conferencing, Zoom Platform.

###

Find out what's happening in College Park by logging onto the City's streaming web, @ <http://collegeparkga.pegstream.com/> or like us on Facebook @ www.facebook.com/cityofcollegepark

NOTICE OF PROPERTY TAX INCREASE

The **Mayor and Council of the City of College Park** has tentatively adopted a General Fund millage rate which will require an increase in property taxes by **6.32 percent**.

The **Mayor and Council of the City of College Park** has tentatively adopted a Special District Property Tax millage rate of 20.00 mills, which represents a **0.02** percent increase in property taxes over the previous year.

The **Mayor and Council of the City of College Park** has tentatively adopted a Georgia International Convention Center Tax millage rate of 20.00 mills, which represents a **24.99** percent increase in property taxes over the previous year.

All concerned citizens are invited to the public hearing on this tax increase to be held remotely via video conferencing (the Zoom Platform) on **October 4, 2021 at 6:00 pm**. Instructions on how to participate will be available on the College Park website at www.collegeparkga.com

Times and places of additional public hearings on this tax increase will remain as virtual meetings via video conferencing (Zoom Platform) on **October 18th, 2021 at 6:00 pm and November 1, 2021 at 7:30pm**.

This tentative increase will result in a General Fund millage rate of **12.619 mills**, an increase of **0.75 mills**. Without this tentative tax increase, the millage rate will be no more than **11.869 mills**. The proposed tax increase for a home with a fair market value of **\$200,000** is approximately **\$30.00** and the proposed tax increase for non-homestead property with a fair market value of **\$200,000** is approximately **\$60.00**.

NOTICE OF PUBLIC HEARINGS

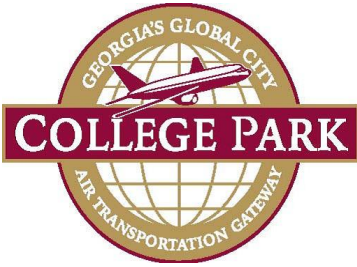
The Mayor and Council of the City of College Park will hold three (3) Public Hearings to discuss the proposed FY22 Tax Millage of 12.619.

The Public Hearings will be held remotely via video conferencing (Zoom Platform) on the following dates and times: Instructions on how to participate will be available on the College Park website at www.collegeparkga.com.

Monday, October 4, 2021 at 6:00p.m.

Monday, October 18, 2021 at 6:00p.m.

Monday, November 1, 2021 at 7:30p.m.



CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

WORKSHOP AGENDA ITEM

DOC ID: 9123

DATE: October 5, 2021

TO: The Honorable Mayor and Members of City Council

THROUGH: Mercedes Miller, Interim City Manager

FROM: Althea Philord-Bradley, Director of Finance & Accounting

RE: Second Quarter Budget & Financial Review with 3 year forecast

There will be a presentation of the City's Fiscal Year End 2020-2021 and First Quarter FY2022 financial update offered by the City's external Financial Advisor, ED Wall. Our focus will involve a comparative analysis of the previous fiscal year revenue and expense outcomes, so as to compare such with current fiscal year trends to date as well as a 3 year forecast moving forward.

Review:

- Althea Philord-Bradley Completed 10/13/2021 12:45 PM
- Sonya Harold Completed 10/13/2021 1:51 PM
- Mercedes Miller Completed 10/13/2021 1:55 PM
- Mayor & City Council Pending 10/18/2021 6:00 PM



CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

WORKSHOP AGENDA ITEM

DOC ID: 9184

DATE: October 12, 2021

TO: The Honorable Mayor and Members of City Council

THROUGH: Mercedes Miller, Interim City Manager

FROM: Gerald Walker, Director of Communications

RE: City Branding/Logo Selection

PURPOSE: To allow College Park's branding contractor - Wayne Whitesides (Ethic, Inc.) to present creative logo selections before Mayor and Council so as to inform and receive feedback on their preferences, focus points and collective summary for final decisions on new branding for the City of College Park.

REASON: College Park's logo has not been updated in many years; leadership has determined that new imagery, new messaging and new visual representation is necessary for branding purposes.

RECOMMENDATION: It is recommended that Mayor and Council view presentation from Ethic, Inc. to offer their perceptions, viewpoints and suggestions to further the cause of rebranding the city.

BACKGROUND: Ethic, Inc. was the selection from a committee that oversaw all applicants that sought to provide rebranding services to the city, some as far away as the state of California. Some of the outcomes/deliverables to include: new logo, tag lines; contractor will provide ideas that may enhance current logo uses, including branding of vehicles, signage around town, headers on stationery, web design, and more. Contractor will present final logo selection (after committee overview & Council's final directive) in standard format, to include hi-resolution files with standard 300-dpi settings.

COST TO CITY: The winning bid totaled approximately \$29,375

BUDGETED ITEM:

REVENUE TO CITY: n/a

CITY COUNCIL HEARING DATE: Oct. 18, 2021

CONSIDERATION BY OTHER GOVERNMENT ENTITIES:

AFFECTED AGENCIES: All city departments will benefit from new branding outcomes.

RELATIONSHIP TO EXISTING ORDINANCE OR RESOLUTION:

REQUIRED CHANGES TO WORK PROGRAMS: Upon verification and acceptance/adoption by Mayor and Council, the City of College Park may begin the (new) branding process.

STAFF:**ATTACHMENTS:**

- Council-Presentation-Ethic Inc. (PDF)

Review:

- Gerald Walker Completed 10/12/2021 8:48 AM
- Sonya Harold Completed 10/12/2021 10:17 AM
- Sonya Harold Completed 10/12/2021 10:17 AM
- Mercedes Miller Completed 10/12/2021 2:24 PM
- Mayor & City Council Pending 10/18/2021 6:00 PM

City of College Park Rebranding

The process of rebranding the City of College Park is entering its final phase, based on the proposal from Ethic, Inc. approved by the Council in May. The new brand direction aims to establish a better experience for the city's audience, improve brand awareness and engagement, and increase marketability.

After an extensive review College Park's existing brand, which included multiple meetings to collect valuable feedback and direction from citizens and staff, Ethic presented branding concepts to a city branch committee. The committee has provided feedback to hone and adjust these initial concepts, and Ethic will now present the committee's three recommendations to the Mayor and Council for final approval of one of the designs. Each concept will include the new brand mark (logo), select branding elements, type treatment, colors, tagline, and select institutional and marketing materials samples based on three branding write-ups below.

Concept 1: Raising the bar

Historic. Progressive. Steadfast. With a proud spirit of allyship and innovation, College Park is a destination, a home, and a beacon of upward momentum. Here, the "always on the rise" tagline subtly acknowledges the airport's positive influence on local culture and economy, while the shield motif evokes enduring images of shelter, strength and protection. Below, a shape reminiscent of a train recalls the city's past in railroads, while the spectrum of colors above represents the wonderful array of people and cultures found under the College Park sun today—as well as reflecting the city's broad sky, full of planes and promise. We're reminded that College Park's history and its future are intertwined, with all of us standing between, helping to shape the city we'll wake up in tomorrow.

Concept 2: City seal

College Park is a community deeply rooted in education, hospitality, and transportation. This concept acknowledges our long history while looking forward to a bright and prosperous future. The CPG monogram's traditional aesthetic pays homage to the city's past, accented by a graphic pinecone to symbolize the growth of our community and its many intricate layers. Images of days gone by are faded back like old memories, while photos of today's College Park are as bright and vibrant as our future.

Concept 3: An inclusive path to prosperity

A tree grows proudly from this logo, crowned by a joyful variety of dancing shapes. Symbolizing both community growth and personal relationships, its foliage is diverse in shape and color to represent our dynamic and inclusive community. The lively and welcoming serif font adds a touch of artistic playfulness to the clean and professional design. The letters "G" and "A" are connected, forming both a subtle nod to the state of Georgia and a visual path to continued growth and prosperity.