



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, June 6, 2022

6:00 PM

Council Chambers

1. Residential Electric Rate Update
2. Code Compliance & Inspection Update
3. Atlanta District Update - Ms. Cookie Smoak



CITY OF COLLEGE PARK

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

WORKSHOP AGENDA ITEM

DOC ID: 9673

DATE: May 18, 2022

TO: The Honorable Mayor and Members of City Council

THROUGH: Darnetta Tyus, City Manager

FROM: Hugh Richardson, Power Director

RE: Residential Electric Rate Update

PURPOSE: To review our current residential rates and how they compare to other electric utilities in Georgia.

REASON: The residential rates have not changed since January 2016. However, a power cost adjustment (PCA) was implemented starting in May 2019 and ramped up until Dec. 2020 and now at \$.029 per KWH. The PCA was necessary to cover increased whole power cost.

RECOMMENDATION: Continue to monitor our rates and consider adjustments to bring our summer rates to a better competitive level. Customer growth can offset adjustments.

BACKGROUND: Residential electric rates have undergone very little changes in the past 15 years. An increase including adding a \$,005 per KWH franchise fee was changed in January 2011, but followed by a 3.4% decrease in January 2016. In 2011, the Senior rate was added and available for those residents 65 and older and excluded the \$10.00 monthly facilities charge.

COST TO CITY: N/A

BUDGETED ITEM: Yes

REVENUE TO CITY: N/A

CITY COUNCIL HEARING DATE: June 6, 2022

CONSIDERATION BY OTHER GOVERNMENT ENTITIES: N/A

AFFECTED AGENCIES: N/A

RELATIONSHIP TO EXISTING ORDINANCE OR RESOLUTION: N/A

REQUIRED CHANGES TO WORK PROGRAMS: N/A**STAFF:** Power Department**ATTACHMENTS:**

- Residential Rate Presentation 2022 (PDF)

Review:

- Hugh Richardson Completed 05/18/2022 3:37 PM
- Sonya Harold Completed 05/23/2022 4:30 PM
- Darnetta Tyus Completed 06/01/2022 4:15 PM
- Mayor & City Council Pending 06/06/2022 6:00 PM



Residential Electric Rates



History of Rate Changes

January 2011

- Small increase – less than 2%
- Moved \$.005/kwh PCA to franchise fee
- Added senior rate – 65 and older

January 2016

- Overall reduction of 3.4%
- Base charge: \$7.80 to \$10.00
- Senior rates reduced by 6.4%
- Blended in PCA

PCA History

Power Cost Adjustment				
\$ per KWH				
Date	PCA	Franchise	PCA2	Total
Aug. 2010	0.005	0	0	0.005
Jan. 2011	0	0.005	0	0.005
Aug. 2011	0.004	0.005	0	0.009
Dec. 2011	0.011	0.005	0	0.016
July 2012	0.015	0.005	0.003	0.023
July 2013	0.015	0.005	0.006	0.026
July 2014	0.015	0.005	0.009	0.029
July 2015	0.015	0.005	0.012	0.032
Jan. 2016	0	0.005	0	0.005
May 2019	0.002	0.005	0	0.007
Nov. 2019	0.004	0.005	0	0.009
June 2020	0.009	0.005	0	0.014
July 2020	0.014	0.005	0	0.019
Aug. 2020	0.019	0.005	0	0.024
Nov. 2020	0.024	0.005	0	0.029
Dec. 2020	0.029	0.005	0	0.034

Contract Default Jan. 2017

Trust Fund Depleted Dec. 2018

Acquired 15 MW March 2020



Rate Design Considerations

- First 500 KWH typically are used by appliances, lighting, water heaters
- Over 500 KWH is typically heating or cooling energy
- Summer: Over 500 KWH higher cost is a pricing signal – higher cost to generate peaking power
- Winter: Over 500 KWH reduced cost encourages electric heat over gas and rewards those with electric heat.
- Average monthly usage: 812 in summer, 823 in winter
- 7400 Residential customers including 417 senior accounts



Current Rate Details

Base Charge: \$10.00 per month

First 500 KWH: \$.088 per KWH

Over 500 KWH:

Summer = \$.128 per KWH (May – Oct.)

Winter = \$.078 per KWH (Nov. – Apr.)

Plus franchise fee: \$.005 per KWH

Plus PCA: \$.029 per KWH



Winter Survey

500 KWH

1. Highest

45. College Park

94. Lowest

1000 KWH

1. Highest

36. College Park

94. Lowest

1500 KWH

1. Highest

33. College Park

94. Lowest

2000 KWH

1. Highest

31. College Park

94. Lowest



Summer Survey

500 KWH

1. Highest

42. College Park

94. Lowest

1000 KWH

1. Highest

7. College Park

94. Lowest

1500 KWH

1. Highest

6. College Park

94. Lowest

2000 KWH

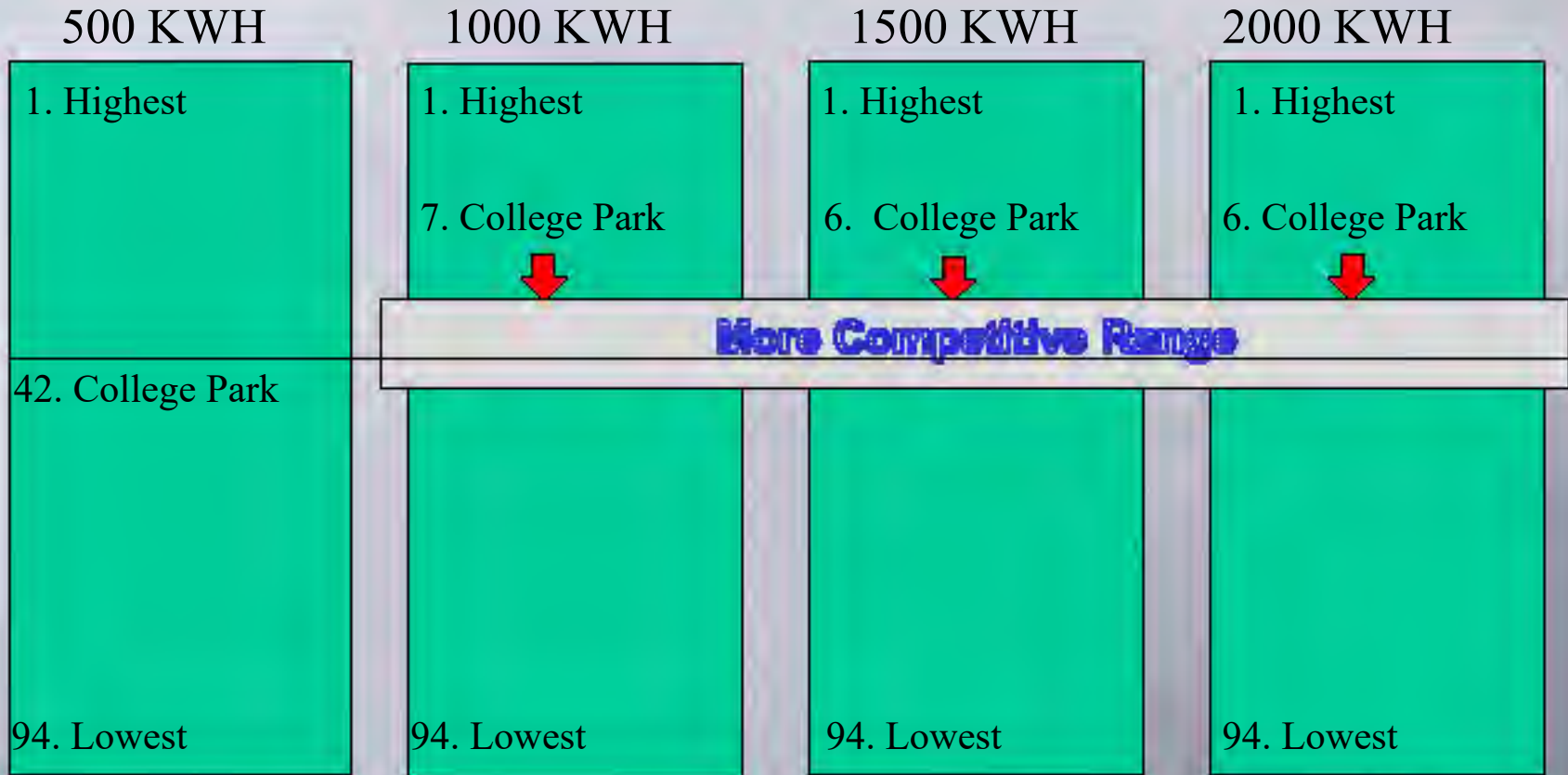
1. Highest

6. College Park

94. Lowest



Summer Survey More Competitive





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WORKSHOP AGENDA ITEM

DOC ID: 9697

DATE: May 31, 2022

TO: The Honorable Mayor and Members of City Council

THROUGH: Darnetta Tyus, City Manager

FROM: Tasha Hall-Garrison, Economic Development Program Assistant

RE: Code Compliance & Inspection Update

PURPOSE: To update Mayor and Council on ongoing works of Code Compliance and Inspections Department and review implementation of Multi-Tenant Rental Ordinance.

STAFF: Tasha Hall-Garrison, Community Development Administrator
Sabrina Walters, Permitting Administrator

ATTACHMENTS:

- Code Compliance and Inspections 5.16.22 (PDF)

Review:

- Sonya Harold Completed 05/31/2022 12:13 PM
- Darnetta Tyus Completed 06/01/2022 4:18 PM
- Mayor & City Council Pending 06/06/2022 6:00 PM

Code Compliance

Under Administrative guidance of Economic Development

Code Compliance Officer Responsibility

- ▶ Job Summary- Responsible for on-site inspections of commercial and residential properties in the City including the investigation of potential violations and the enforcement of municipal codes, ordinances, and regulations

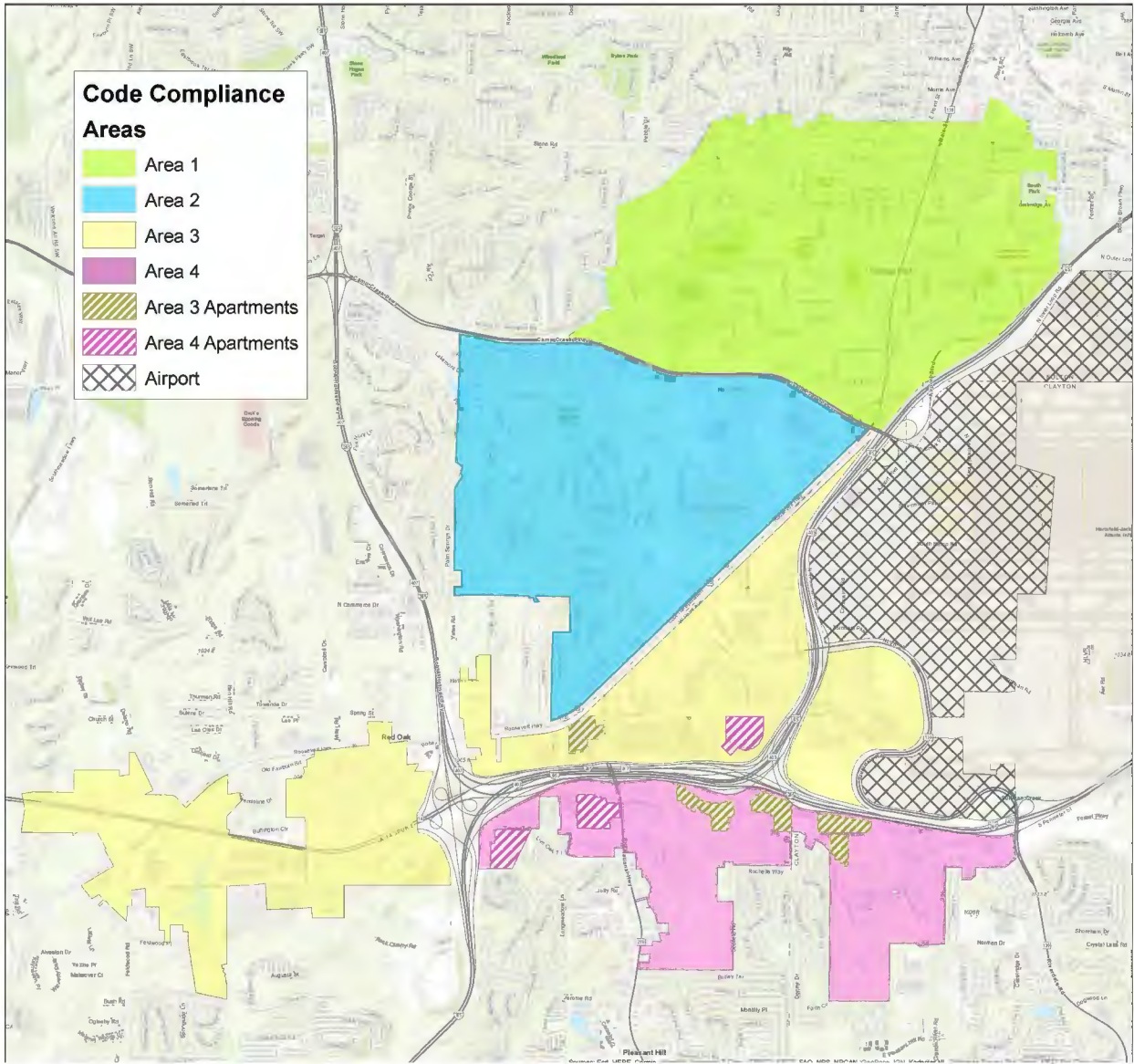
- ▶ Major Duties:
 - ▶ Investigate complaints of violation of City code; issue courtesy notices, citations
 - ▶ Meet with owners, tenants, and businesses to seek compliance with City ordinances
 - ▶ Patrol and monitor assigned area
 - ▶ Maintain records and files related to citations and violations

Community Development Administrator Responsibility

- ▶ Job Summary- Plans, directs, and supervises the activities and operations of community development which includes grant making, grant management and administration, and supervision of code enforcement for the City of College Park

- ▶ Major Duties:
 - Train, motivate, and evaluate code enforcement personnel; provide or coordinate staff training' work with employees to correct deficiencies; recommend discipline and termination procedures.
 - Assess and monitor workload, administrative, and support systems and internal reporting relationships; identify opportunities for improvement; direct and implement changes.
 - Consult with developers, contractors, and the public on construction and land use issues, provide information on planning and zoning requirements.
 - Respond to and resolve difficult and sensitive citizen inquiries and complaints.

Code Compliance Zone Map



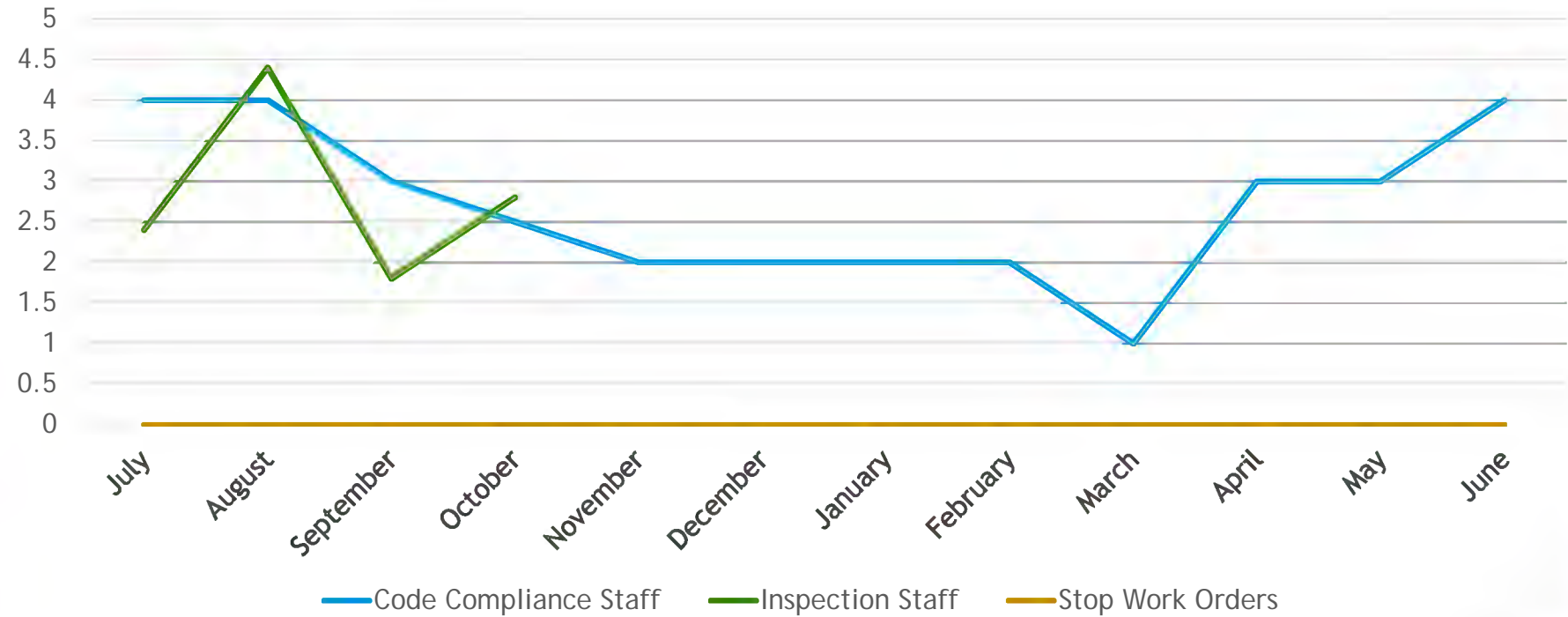
Permitting Administrator Responsibility

- ▶ Job Summary-

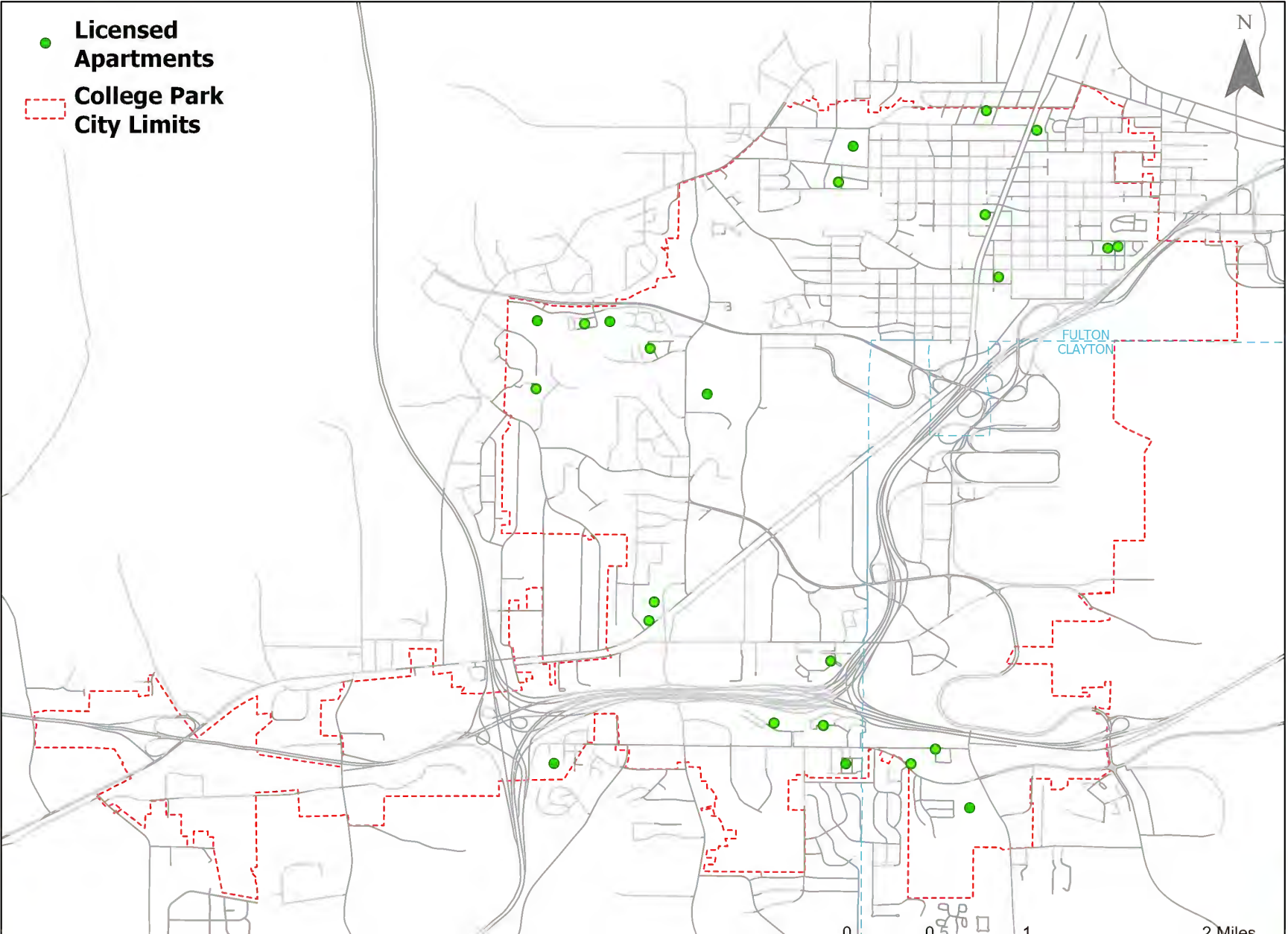
- ▶ Major Duties:
 - ▶ TBD

Code Compliance Staffing

Chart Title



Multi-Family Tenant Properties



Potential Multi-Family Tenant Properties

▶ Insert map

Opportunities

- ▶ Enforce current Multi-Family Tenant Ordinance
- ▶ Update Multi-Family Tenant Ordinance
 - ▶ To require multi-family tenant properties to maintain business license
 - ▶ Change years of compliance to 2 years versus current 5 year due to increased change in ownership and management
 - ▶ Certificate of Compliance from Code Compliance
 - ▶ Updated apartment map 2018- present

Opportunities

- ▶ Current fees
 - ▶ Business License
 - ▶ Inspection

Tentative

- ▶ Incorporate flexible shift hours to accommodate compliance need
- ▶ Apartment Managers Quarterly Meetings
- ▶ Non-Profit Meetings
- ▶ Create Code specific citation form
- ▶ Implementation of Code Enforcement software
- ▶ Creating SOP and Apartment Sweep SOP




iNotifyCP

Report Non-Emergency Issues

See something that needs our attention? Traffic signal malfunction? Pothole?
Need to connect with the City of College Park? Tell us all about it - 24/7 via iNotifyCP!




Step 1:



Snap a picture
of the issue.

Step 2:



Upload the picture(s)
to the portal with a brief
description.

Step 3:



Check inbox for
confirmation message.

For viewers at home:

First resident to submit a valid non-emergency issue via iNotifyCP after my presentation to receive gift.

Thank you!

Code Compliance

tgarrison@collegetparkga.com

404-305-2052



CITY OF COLLEGE PARK

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WORKSHOP AGENDA ITEM

DOC ID: 9512

DATE: June 1, 2022
TO: The Honorable Mayor and Members of City Council
FROM: Darnetta Tyus, City Manager
RE: Atlanta District Update -Cookie Smoak

PURPOSE:

Presentation: Atlanta District Update

REASON:

Presentation: Atlanta District Update

RECOMMENDATION: Presentation

BACKGROUND: See attached document presentation.

COST TO CITY:

BUDGETED ITEM:

REVENUE TO CITY:

CITY COUNCIL HEARING DATE:

ATTACHMENTS:

- AAD-Annual Update 2022-College Park_Final 05.31.2022 (PDF)
- AAD-Annual Update 2022-College Park_Final (PDF)

Review:

- Darnetta Tyus Pending
- Sonya Harold Pending
- Darnetta Tyus Pending
- Mayor & City Council Pending 06/06/2022 6:00 PM

Recruitment & IT Strategy

Police Chief

- Deadline for applications – May 10, 2022
- Next steps:
 - The Recruiter received 46 applicants.
 - Recruiter begins interviewing candidates May 11th – June 8th. Anticipating presenting qualified candidates to CM on June 13th.

Communications Director – currently Interviewing.

Other Director Positions

RFP advertised for Recruiter for:

- Director of Economic Development
- City Engineer
- Chief Building Inspector

Bids will be opened on Thursday, May 19th, for the Recruiter and will be chosen. The plan is to start the recruiting process immediately, bring the contract before the Mayor & Council, and ask for ratification at the June 6th meeting.

IT had four vacancies, but three have been filled.

- Assistant Network Administrator
- CCTV Technician
- System Analyst
- Network Administrator (Vacant)

CCTV Technician – Rehired

Assistant Network Administrator - scheduled to start 5/23/22

System Analyst – scheduled to start 5/23/22

Network Administrator – Position posted. In the interim, the IT Director will use a staffing agency to get on-ground resources to assist with desktop support. A contracted Assistant Network Administrator coupled with Managed Services vendor, BlueAlly, currently helps with any network issues.

ANNUAL UPDATE



ATL AIRPORT DISTRICT CONVENTION & VISITORS BUREAU



X THE CITY OF COLLEGE PARK

2021 - 2022

WELCOME

The pandemic has taught our industry many things. As we continue to evolve, there is still much to learn.

Pre-pandemic, we focused exclusively on **increasing our hotel occupancy**. This is still one of our primary focuses.

However, we have learned that we must also work with the city of College Park to **market our destination more holistically**, which is why we are here today.

We want to give you **a quick update** of where we are as an organization and share with you some of the things we are planning for the year ahead.



ATL AIRPORT DISTRICT CONVENTION & VISITORS BUREAU

OUR MISSION

The mission of ATL Airport District CVB is to generate economic development for the cities of College Park, East Point, Hapeville and Union City by effectively marketing the community as a preferred tourism, convention and meeting destination.

OUR VISION

To be the most accessible, customer-focused destination in the U.S. for conventions, meetings, events, and tourism.



INDUSTRY UPDATE



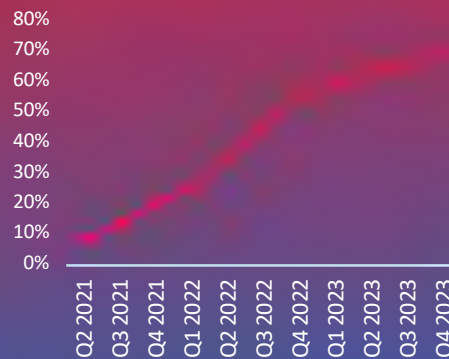
Travel and tourism are on the rebound. **Travel & Tourism GDP could reach 2019 levels by 2023** across North America.

Source: [World Travel and Tourism Council](#)



Business and group travel are rebounding as well, but at a much slower pace than leisure travel.

US corporate travel spend as a percentage of 2019 spend



Source: [Deloitte](#)



The meetings, conventions and tradeshows industry is slowly recovering, and is projected to exceed **pre-pandemic levels by 2024.**

Source: [Northstar Meetings Industry Forecast 2022](#)

SALES REPORT

THIS YEAR
July 2021 – June 2022

LAST YEAR
July 2020 – June 2021

*Q1–Q3 of 2020
were pre-pandemic.

SALES LEADS



This Year: **562**
Last Year: 291

This represents
a **93% increase.**

TOTAL DEFINITE ROOM NIGHTS

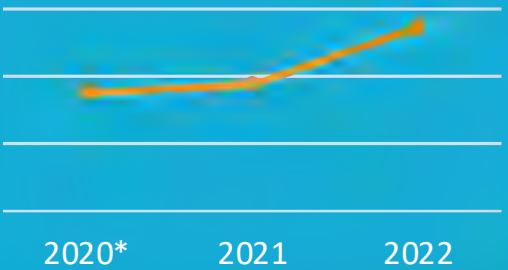
This Year: **40,857**
Last Year: 30,866

This represents
a **32% increase.**



ECONOMIC IMPACT

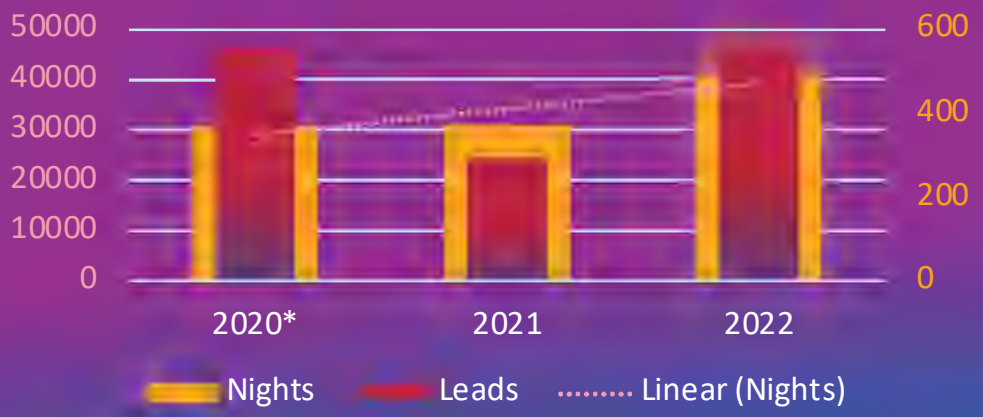
This Year:
\$54,292,680



Last Year:
\$37,427,138

This represents
a **45% increase.**

Leads vs. Room Nights Before and During COVID Recovery



SALES REPORT



TOP 10 GROUPS BOOKED FOR 2021-2022 FISCAL YEAR

	ROOM NIGHTS	ECONOMIC IMPACT
Chick-fil-A 2023 Regional Meetings	460	\$6,991,780
Alpha Kappa Alpha Sorority, Inc.® 69th South Atlantic Regional Conference	4619	\$6,066,341
2022 Southeast Qualifier and Invitational (SEQ)	3964	\$3,632,156
2022 Southeast Qualifier and Invitational (SEQ) (#2)	3000	\$2,920,239
2021 Varsity Spirit Cheerleading All Star Challenge	2412	\$2,243,360
2022 Taliah Waajid World Natural Hair & Healthy Lifestyle Eve	800	\$1,821,084
2022 UPS Smart HTST HUB – 10 Weeks	3120	\$1,583,555
2022 and 2023 Tire Hub Annual Conference	1624	\$1,374,628
2023 Council of Ewe Association of North America (CEANA) Convention	75	\$790,472
2022 John V. Thornton Mid-Winter Conference	1016	\$708,661
2021-2022 TOP TEN TOTALS	21,090	\$28,132,276



SALES REPORT: THE YEAR AHEAD IN SALES

Our sales team and convention services will continue to sell and service key groups booked.

Our sales team will also participate in the following trade shows to gain new business for the GICC and Arena:

Small & Boutique Meetings – July 2022

ASAE Annual Meeting and Exposition – August 2022

North American Interfraternity Conference – August 2022

Pharma Forum – September 2022

Destination Southeast – September 2022

IMEX – October 2022

TEAMS Conference & Expo – October 2022

HPN Annual Partner Meeting – November 2022

AMEX INTERAction – November 2022

NCBMP Annual Meeting – November 2022

FICP (Financial and Insurance) Annual Conference – November 2022

Association Forum's Holiday Showcase – December 2022

Meetings Live South – December 2022

IAEE Expo Expo – December 2022

RCMA Emerge – January 2023

Christian Meeting Conference Association – March 2023

HelmsBriscoe ABC – May 2023

SPORTS ETA – May 2023

Fraternal Executives Association Annual Conference – May 2022

MPI WEC – Date TBD

Military Reunion Educational Summit – Date TBD

And more TBD



MARKETING REPORT

Marketing and promotion of **College Park public facilities** and key tourism destinations, including:

- GICC and Gateway Center Arena
- College Park Golf Course
- Public parks and their amenities, i.e. – splash pad at Charles E. Phillips Sr., Esq. Park
- Rec centers and their amenities, i.e. – rock wall at Tracey Wyatt Center (when it opens back up)
- College Park Auditorium
- College Park restaurants
- Tourism-related businesses, i.e. – spas, shopping, etc.

Marketing and promotion can include:

- Social media support
- Public relations support
- Creation of collateral materials, i.e. flyers, brochures, digital content, etc.
- Advertising as needed, i.e. radio ads, etc.



MARKETING REPORT

Event marketing and promotion of College Park events open to the public including:

- College Park Department of Recreation and Cultural arts events – i.e. movie nights, jazz concerts, Christmas parade and more
- Other city festivals and events that are open to the general public
- GICC and Arena events
- College Park Reunion

Marketing and promotion can include:

- Social media support
- Public relations support
- Creation of collateral materials – i.e. flyers, brochures, digital content
- Advertising as needed – i.e. radio ads, banners, etc.

Additional hospitality industry events:

- Back to school backpack donation drive with College Park hotels (backpacks to be distributed to all four College Park wards)
- Christmas toy donation drive with College Park hotels (toys to be distributed to all 4 College Park wards)
- MEAC/SWAC



MARKETING REPORT

General marketing and promotion of College Park as a destination and economic development driver, including:

- City promotional materials as needed, i.e.- city promotional video
- City ad campaign for use in destination marketing, i.e. – print and digital ads
- Ad campaigns for GICC and Arena, including ad creative and ad buys
- Meetings, conventions, and tradeshow sales support including tradeshow collateral and presentations
- GICC and Arena client proposal software and template creation
- Social media marketing
- Digital and print advertising for tourism and meetings, conventions and tradeshow





THANK YOU

for allowing us to work with this great city!

