



FALL CONFERENCE & 2ND ANNUAL AWARDS DINNER

CONFERENCE AGENDA

October 10-11, 2018

A photograph showing architectural blueprints, a yellow hard hat, safety glasses, a red pencil, and a compass on a rustic wooden surface. This imagery represents the theme of community development and construction.

**Helping to build strong,
vibrant communities**

DCA FALL CONFERENCE AGENDA

DCA Fall Conference and 2nd Annual Awards Dinner

Great Wolf Lodge Conference Center

150 Tom Hall Parkway

LaGrange, Georgia 30240

Wednesday, October 10, 2018

8:00am

BREAKFAST

White Oak III

9:00am

Packaging an Economic Development Deal: Part I

White Oak I & II

Presenters: Tommy Lowmon (DCA) and Cam Yearty (DCA)

Part 1 of “Packaging an Economic Development Deal” will cover the basic concepts involved in economic development deal structures. Presenters will show participants how to calculate the Total Project Cost, Net Operating Income, Cash-on-Cash Rate of Return, and the Debt Coverage Ratio for standard projects. This session will lay the groundwork for a deeper dive into layering of state financial tools in the second session at 10:15am.

Downtown Revitalization – Putting the “Live” in Live, Work, Play

White Oak V & VI

Presenters: Grace Baranowski (DCA) and Jessica Reynolds (DCA)

Communities across Georgia have leveraged DCA resources to revitalize their historic downtowns, creating local hubs of small business development, tourism and affordable housing. DCA staff will present best practices in public-private partnerships to support downtown revitalization, highlighting actionable steps to move your downtown forward.

Broadband in Georgia

Fallen Timbers I & II

Presenters: Deana Perry (DCA) and Rusty Haygood (DCA)

During the 2018 legislative session, DCA, along with other state agencies, were tasked with responsibilities that will help enhance broadband service delivery throughout the state. In this session, DCA staff will discuss the components of the bill, share what efforts have occurred to date and what communities can expect in the days ahead.

PlanFirst Best Practices

White Oak IV

Presenters: Ebony Simpson (DCA) and Jessica Tullar (City of Gainesville)

Planning should be the foundation for all communities’ successes. Communities highlighted in this session are PlanFirst designees who effectively utilize their comprehensive plans to enhance community and economic development efforts. In this session, communities will share how they have effectively used the goals, implementation activities and strategies within their comprehensive plans to direct their efforts.

DCA FALL CONFERENCE AGENDA

10:00AM
BREAK

Pre-function

10:15AM

Packaging an Economic Development Deal: Part II

White Oak I & II

Presenters: Tommy Lowmon (DCA) and Cam Yearty (DCA)

Part 2 of “Packaging an Economic Development Deal” will pick up where Part 1 left off. Presenters will take participants on a deeper dive into the numerous financial incentive programs that are currently offered by the State of Georgia. Participants will learn how to utilize and layer these incentives, from gap financing to state tax credits, to create the perfect deal. At the conclusion of this session, participants will be prepared to go into their communities and assist businesses navigate the waters of economic development incentives.

Making Comprehensive Housing Planning Work for You

Fallen Timbers I & II

Presenters: Samanta Carvalho (DCA) and Jake Grabowsky (DCA)

This session will include an overview of the comprehensive plan, how to integrate housing into a comprehensive plan, and the benefits of long-term planning. The session will also discuss how communities can be more competitive in DCA grant processes by including housing in their comprehensive plans. Finally, it will highlight examples of communities using DCA funding to implement their housing plans.

Strengthening Communities through Affordable Housing

White Oak V & VI

*Presenters: Bithia Ratnasamy (DCA), Cathy Williams (NeighborWorks Columbus)
and Kevin Garza (Columbus Community Reinvestment Department)*

What is affordable housing? How can your community benefit from it? Cathy Williams of NeighborWorks Columbus and Kevin Garza, planner from the Columbus Community Reinvestment Department, share their experiences with various DCA housing initiatives and how these programs have strengthened their community.

Hotel-Motel Tax in Georgia

White Oak IV

Presenter: Tyler Reinagel (DCA)

The Hotel-Motel Excise Tax is one of the most complicated and complex sections of state code in regards to local government revenue, and is made up of 18 different authorization paragraphs with differing rates and spending restrictions. This session will allow local leaders to more clearly understand the history and evolution of the Hotel-Motel Excise Tax in Georgia, appropriate uses of the tax, restrictions on spending based on their jurisdiction's authorization paragraph, and the process for adopting or changing a hotel-motel tax. This session will be particularly important for local governments adopting a tax of 5%, 6%, 7% or 8% - the overwhelming majority of tax adoptions in recent years - as a portion of tax revenue is required to be expended on the promotion of tourism, conventions, and trade shows (or TCT).

DCA FALL CONFERENCE AGENDA

11:30am

Service Delivery Strategy

White Oak IV

Presenters: Kim Carter (DCA) and Jon West (DCA)

Cities and counties across Georgia are required to agree to a Service Delivery Strategy that addresses service provision throughout the county. These strategies are intended to identify all services provided, who will provide the services in what geographies, and specify the funding mechanism(s) for those services. Further, having a project consistent with your Service Delivery Strategy is required for DCA funding programs. DCA staff will provide information about putting together a Service Delivery Strategy and offer tips and insights into effectively working with partner government entities.

Spatially Enabling Government: Part I

White Oak V & VI

Presenters: Susan Miller (GIO) and Rob Hathcock (ESRI)

Seeing is believing. That's why visualization technologies - particularly geospatial tools - are indispensable components of Government Services. Leveraging these technologies opens the door to better planning, decision-making, economic development, citizen services and public safety. Come hear about local government solutions that include a series of focused maps and applications designed to help local governments leverage their geographic information to improve government activities and enhance services delivered to the general public. See demos that will help you leverage GIS in your organization to do things like improve the operation of utility networks, analyze the value of land and associated improvements, maintain right-of-way assets, develop and share public safety response plans, promote sustainable communities, and conduct open elections,

Georgia Initiative for Community Housing (GICH) Best Practices

White Oak I & II

*Presenters: Samanta Carvalho (DCA), Dean Nelson (DCA), Joe Fretwell (DCA)
and Linda Grajalva (CSRA RC)*

This will be a moderated panel with a 10-minute introduction of the GICH Program and an open discussion of successes and challenges that participating communities have experienced.

Homelessness in Georgia: Issues & Solutions

Fallen Timbers I & II

Presenters: David Whisnant (DCA), John Shereikis (DCA) and Michael Thomas (DCA)

This session is designed to inform and educate on initiatives undertaken at DCA's Office of Homeless and Special Needs Housing. Participants will gain an understanding of resources (both federal and state) utilized at DCA to combat homelessness, the overall need for services across Georgia, and ways for communities to participate in solving this problem. Best practices and effective strategies to end homelessness will be detailed. Additionally, examples will be provided as to how different communities address these issues, along with a firm understanding of the root causes of homelessness and the makeup of the homeless population in Georgia.

DCA FALL CONFERENCE AGENDA

12:30pm

LUNCH

White Oak III

1:45pm

Community Revitalization Through Housing Tax Credits

White Oak IV

Presenters: Grace Baranowski (DCA), Niekha Jones (Community Action for Improvement),

Dean Nelson (DCA) and Teresa Tomlinson (Mayor – City of Columbus)

In partnership with affordable housing developers and community-based organizations, local governments can lead the transformation of neighborhoods through the Housing Tax Credit program. DCA staff will demonstrate how to leverage the concerted community revitalization plan process to articulate a vision for neighborhood change, attract Housing Tax Credit investments, and catalyze community transformation.

Spatially Enabling Government: Part II

White Oak V & VI

Presenters: Susan Miller (GIO) and Rob Hathcock (ESRI)

This will be a continuation of the morning's session to help local governments understand how the data that they have – or should be maintaining – can help enhance service delivery to the members of their community.

Homeownership: The Georgia Dream

Fallen Timbers I & II

Presenter: Cynthia Harrison (DCA)

Georgia Dream is DCA's homeownership program that offers low-interest mortgage loans and down-payment assistance to families across the state. Learn more about this program and how supporting first-time homebuyers can strengthen your community. This session will also cover how you can strategically promote Georgia Dream with residents, lenders, and other organizations in your community.

CDBG Overview for Grant Recipients

White Oak I & II

Presenters: Joanie Perry (DCA), Steed Robinson (DCA) and Kimberly Carter (DCA)

The Community Development Block Group (CDBG) Program funds local community development activities such as affordable housing, infrastructure improvement, and other public facilities. This session will provide an overview of the CDBG program and highlight transformational projects which support the goals and ideals of local communities. A preview of proposed changes to the CDBG Method Distribution will be discussed as a prelude to the public hearing tomorrow morning. [Not mandatory.]

2:45pm

BREAK

Pre-function

DCA FALL CONFERENCE AGENDA

3:00pm

Rural Zones

Fallen Timbers I & II

Presenters: Cherie Bennett (DCA), Amanda Glover (Bainbridge DDA) and Catherine Edgemont (Perry DDA)
In 2017, DCA and the Department of Economic Development began designating downtowns that were suffering from negative economic factors as Rural Zones, enabling businesses and investors to claim state tax credits for eligible activities occurring within these zones. Two successful communities from the initial round of designees will highlight their efforts and successes utilizing the Rural Zone designation.

Fair Housing Obligations for Local Governments

White Oak V & VI

Presenter: Christy Barnes (DCA)

So you've had Fair Housing training, developed a Language Access Plan and a fair housing marketing plan... now what? Attend this session led by DCA's Fair Housing Coordinator to learn how to best prepare for the continued monitoring of your fair housing activities related to your grant/award. As an added bonus, attendees will learn how the Georgia Commission on Equal Opportunity (GCEO) is a readily available resource to local governments for the fair housing concerns of its citizens. Don't risk a finding of non-compliance on your grant/award due to inadequate fair housing-related operations and records.

CDBG Grant Recipients – Next Steps

White Oak I & II

Presenters: Cindy Alligood (DCA) and Brent Allen (DCA)

Members of the CDBG team will discuss the importance of the many local players needed to make a CDBG project run in a timely manner and for maximum impact. The checklist for the initial start-up site visit will also be reviewed, so communities can prepare for the first steps required to kick off a successful CDBG project. [Not mandatory.]

Federal Opportunity Zones

White Oak III

Presenters: John Kingery (DCA) and Holly Hunt (DCA)

Georgia has designated 260 census tracts as Federal (or Qualified) Opportunity Zones. This designation differs greatly from the state Opportunity Zone designation. The Federal designation provides tax benefits for investors in these census tracts (through Opportunity Funds) which are some of the state's most economically distressed areas. DCA staff will share elements of the program and what is expected from Federal Opportunity Zones.

DCA FALL CONFERENCE AGENDA

4:00pm

Chief Elected Officials Roundtable

Fallen Timbers I & II

Commissioner Christopher Nunn (DCA)

DCA's mission is to help build strong, vibrant communities within the state of Georgia. As part of that charge, DCA wants to be a partner with communities as they address issues of the present, while shaping the future. To help communities with issues affecting them, Commissioner Nunn will provide the opportunity to discuss topics of interest or answer questions that local elected officials have.

5:45pm

RECEPTION

Pre-function

6:30pm

2018 DCA AWARDS DINNER

White Oak Ballroom

This is a ticketed event.

Please note that tickets will not be available for purchase on-site.

DCA FALL CONFERENCE AGENDA

Thursday, October 11, 2018

7:30am
BREAKFAST

White Oak III

8:30am

Homelessness in Georgia: Issues & Solutions (Repeat)

White Oak IV

Presenters: David Whisnant (DCA), John Shereikis (DCA) and Michael Thomas (DCA)

This session is designed to inform and educate on initiatives undertaken at DCA's Office of Homeless and Special Needs Housing. Participants will gain an understanding of resources (both federal and state) utilized at DCA to combat homelessness, the overall need for services across Georgia, and ways for communities to participate in solving this problem. Best practices and effective strategies to end homelessness will be detailed. Additionally, examples will be provided as to how different communities address these issues, along with a firm understanding of the root causes of homelessness and the makeup of the homeless population in Georgia.

PlanFirst Best Practices (Repeat)

White Oak V & VI

*Presenters: Ebony Simpson (DCA), Jessica Tullar (City of Gainesville)
and Janet Joiner (City of Vienna)*

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**CDBG Method of Distribution Changes
PUBLIC HEARING**

White Oak I & II

Presenter: Joanie Perry (DCA)

For next year's CDBG Annual Competition, DCA intends to make modifications to the Method of Distribution for the program. Some identified changes that will be pursued include modification of the scoring system, establishing more robust threshold criteria, and the introduction of an Innovation set-aside to encourage transformative solutions to unique community problems. Staff will also take ideas and suggestions from participants on any facet of the program.

Community Revitalization through the Lens of Housing meet at Fallen Timbers I
MOBILE TOUR

Please see DCA staff at the registration desk to obtain a free ticket for this tour.

Guides: Lee Threadgill (City of LaGrange) and Marie McNally (DASH)

This mobile tour is designed to showcase activities that have been undertaken within LaGrange & Troup County in regards to enhancing the housing stock within the community. From tax credit properties to housing rehab to the development of market rate rental units, the community has utilized many housing tools and programs to begin the process of revitalizing the community. The tour will conclude by 11:30am.

DCA FALL CONFERENCE AGENDA

8:30am (cont.)

Technical Assistance from DCA Staff

Fallen Timbers II

Throughout the morning DCA staff will be available to answer questions and help communities develop solutions to issues affecting them.

Staff from multiple disciplines will be present to discuss issues of key importance to Georgia cities and counties. Sign-ups are encouraged to ensure a specific time-slot, but all conference attendees may drop in for assistance at any time.

9:30am

Grant Administration for CDBG Recipients

White Oak I & II

MANDATORY for new CDBG Recipients

Presenters: Cindi Bernhart (DCA) and Brent Allen (DCA)

The session will review the basics of the award package, financial management, timely implementation, and reporting. Meet the CDBG staff and learn the details of how to implement your proposed project.

Downtown Revitalization: Putting the “Live” in Live, Work, Play (Repeat)

White Oak V & VI

Presenters: Grace Baranowski (DCA) and Jessica Reynolds (DCA)

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Making Comprehensive Housing Planning Work for You (Repeat)

White Oak IV

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10:30am BREAK

Pre-function

DCA FALL CONFERENCE AGENDA

10:45am

Compliance Requirements for CDBG Recipients: Part I

White Oak I & II

MANDATORY for new CDBG Recipients

Presenters: Kathleen Vaughn (DCA) and Rob Shaw (DCA)

Key components of the CDBG Program include following proper procurement protocols, and NEPA Environmental Review Procedures. Successfully navigating these elements will help ensure your project meets Federal laws and regulations.

Georgia Initiative for Community Housing (GICH) Best Practices (Repeat)

White Oak IV

*Presenters: Samanta Carvalho (DCA), Dean Nelson (DCA), Joe Fretwell (DCA)
and Linda Grajalva (CSRA RC)*

Broadband in Georgia (Repeat)

White Oak V & VI

Presenters: Deana Perry (DCA) and Rusty Haygood (DCA)

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11:45am

LUNCH (on your own)

1:15pm

Compliance Requirements for CDBG Recipients: Part II

White Oak I & II

MANDATORY for new CDBG Recipients

Presenters: Kimberly Carter (DCA), Cindi Bernhart (DCA), Pam Truitt (DCA) and Glenn Misner (DCA)

Additional Federal laws and regulations will be covered in this session. Meeting Davis-Bacon and related Labor Laws as well as requirements of the Federal Uniform Act (pertaining to acquisition of properties with CDBG dollars) are critical to maintaining compliance with HUD requirements. A brief update on Section 3 requirements will be provided.

Community Revitalization Through the Lens of Housing MOBILE TOUR

Please see DCA staff at the registration desk to obtain a free ticket for this tour.

Guides: Bill Honeycutt (LaGrange DDA) and Speer Burdette (Callaway Foundation)

This tour is designed to show the “big picture” revitalization of downtown LaGrange. From the development of an amphitheater to financing projects in downtown to the exploration of opportunities to develop housing, LaGrange has a track record of being active in the downtown area. Participants may ride the bus from Great Wolf Lodge (departing at 1:00pm) or meet the group downtown. The bus will return by 3:30pm.

DCA FALL CONFERENCE AGENDA

2:15pm

BREAK

Pre-function

2:30pm

CDBG Housing

White Oak I & II

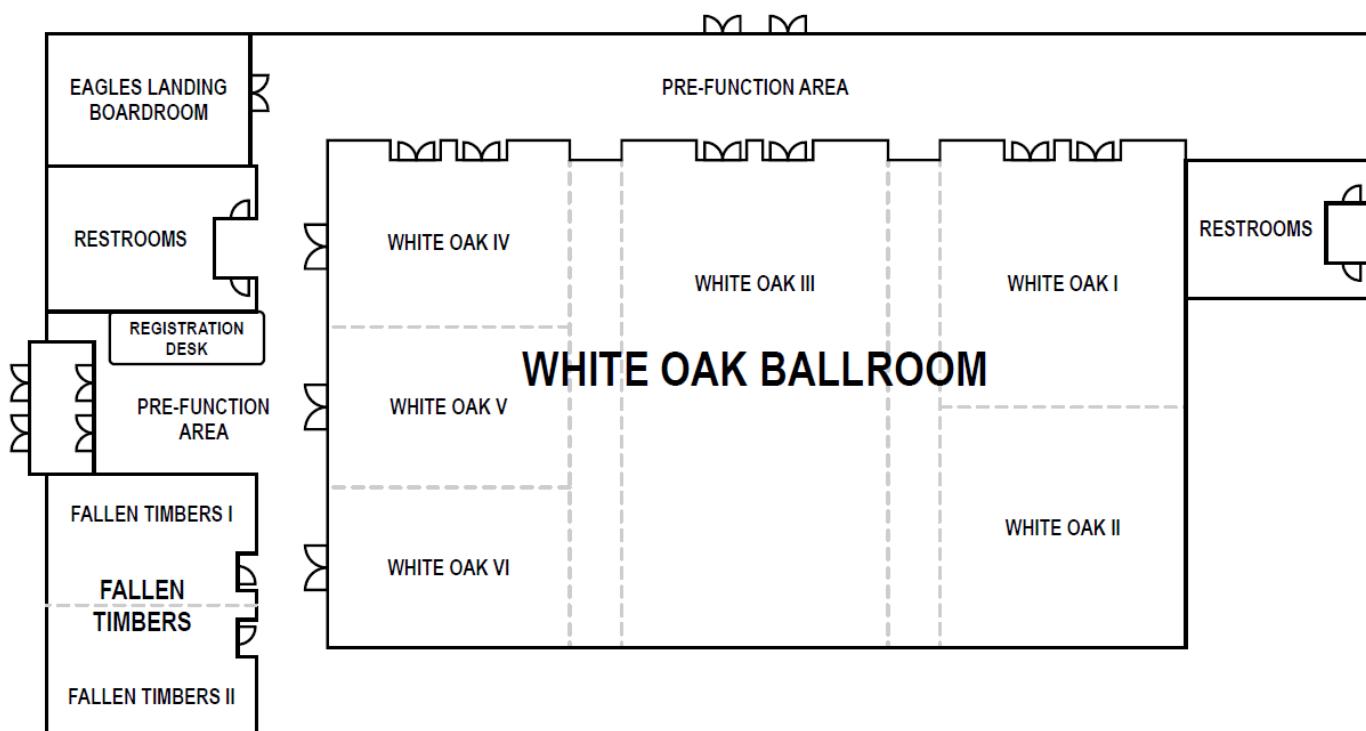
MANDATORY for new housing or multi-activity CDBG Recipients

Presenter: Glenn Misner (DCA)

Local government can play a major role in facilitating and developing affordable housing. Homeowner rehabilitation is one of the most common community development programs administered nationwide. This two-hour session will provide guidance on your housing program's administration, including work specifications, amendment requests, and compliance monitoring.

Great Wolf Lodge® Georgia/LaGrange

Function Space Configurations and Specifications





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