

RURAL Zone Program Overview



#gamainst

Jessica Reynolds and Cam Yearly, O.D.D.

Background

- RURAL (Revitalizing Underdeveloped Rural Areas Legislation) Bill - House Bill 73
- Signed into law in May 2017



Basic Requirements

- Population of less than 15,000
(most recent ACS)
- Demonstrate Economic Distress
- Concentration of historic commercial buildings
- Market Analysis
- Master Plan



First Rural Zones Communities

January 1, 2018 through December 31, 2022 (five years)

Bainbridge	Commerce	Cornelia
Fitzgerald	Jonesboro	Nashville
Perry	Springfield	Toccoa



RURAL Zone Program Goals

- To assist in revitalizing rural downtowns by offering incentives in designated RURAL Zones for
 - Job creation
 - Commercial investment
 - Business activities
- 3 Georgia income tax credits
 - Job tax credit
 - Investment credit
 - Rehabilitation credit

Tax Credit Basics

What is a Tax Credit?

- A dollar-for-dollar reduction of the income tax owed
- It is non-refundable - you may use the credit up to the amount of your tax liability, the remainder is carried forward to be used against other years' tax liabilities
- Tax credits generally save you more in taxes than deductions
 - Deductions only reduce the amount of your income that is subject to tax, whereas, credits directly reduce your tax bill

Job Tax Credit

- Threshold: 2 jobs
- \$2,000 credit per new full-time equivalent job
 - FTE requirement differs from State Job Tax Credit requirement for **full-time job** creation
- Eligible businesses include professional services or retail (NAICS Codes 31, 44-45, 54, and 72)
 - Includes law offices, gift shops, restaurants, veterinary office, brewery, bakery, B&B
- Not to exceed \$40,000/year
- Can be taken for up to 5 years



Investment Tax Credits

- Equivalent to 25% of the purchase price, not to exceed \$125,000
- Must be purchased after designation is in place
- An eligible business, located on the investment property, must create and maintain a minimum of two FTE jobs



Rehabilitation Tax Credit

- Equivalent to 30% of qualified rehabilitation costs, not to exceed \$150,000
 - Qualified Rehab Costs = Labor & Materials Costs
- The credit should be prorated equally in three installments over three taxable years, beginning with the taxable year in which the property is placed in service
- Taxpayer cannot use the same qualified rehabilitation costs to generate any additional state income tax credits (i.e. HPD's state income tax credit for rehabilitated historic property)

Rehabilitation Standards

- Two Options:
 - If the property is within a locally-designated Historic District subject to provisions specified by a Historic Preservation Commission, a COA from the HPC will suffice.
 - If not, the project must comply with each of the ten rehabilitation standards. These standards align with previous standards promulgated by the Georgia Historic Preservation Division.

Rehab Standards – Certification



- It will be incumbent upon the certified investor or certified entity, as well as the applicable local government with the Rural Zone designation, to document compliance with the rehabilitation standards.

Planning Component

Historical Narrative

- Narrative of the community, focusing on the historic downtown area
- What caused the decline of downtown?



*Negative economic conditions found in the proposed Rural Zone

Market Analysis



- Retail leakage study, or other data-based reports
- Actual analysis of the data
 - What businesses show potential?
 - What businesses will we work to recruit?

Master Plan

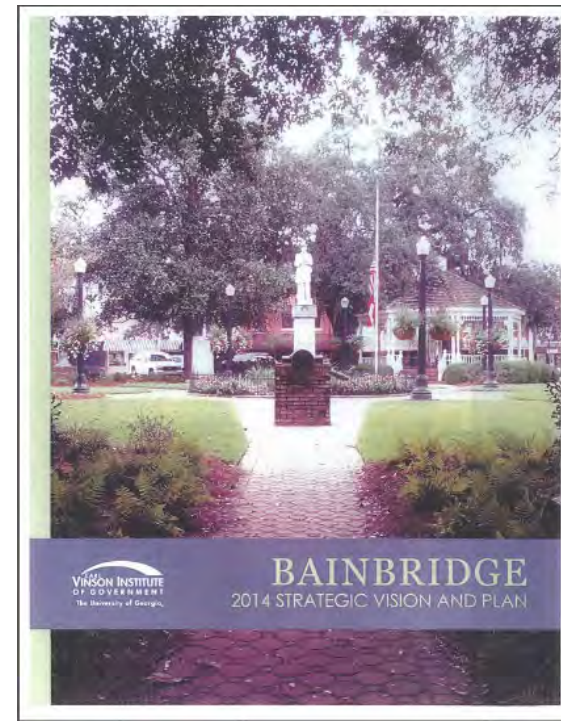
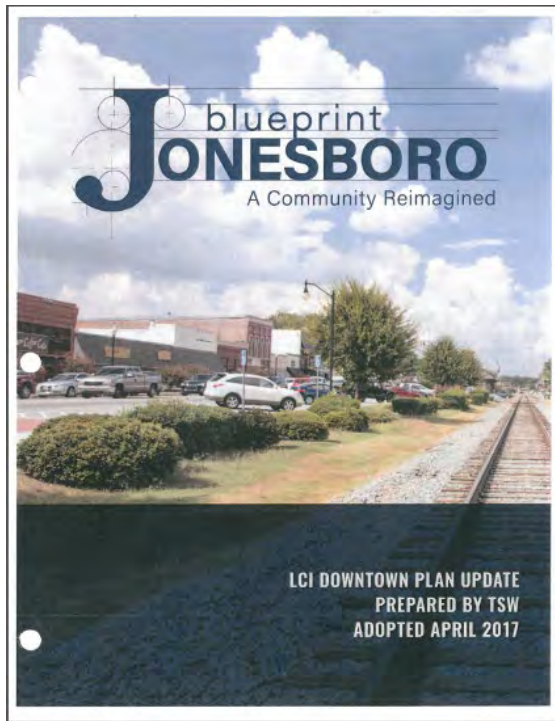


- Assessment of the downtown area
- Required components:
 - SWOT Analysis
 - Current state of downtown infrastructure
 - Gaps in infrastructure
(and how they'll be addressed)
 - Vision for the future of downtown
 - Barriers to the vision
 - Projects/Action items to realize the vision

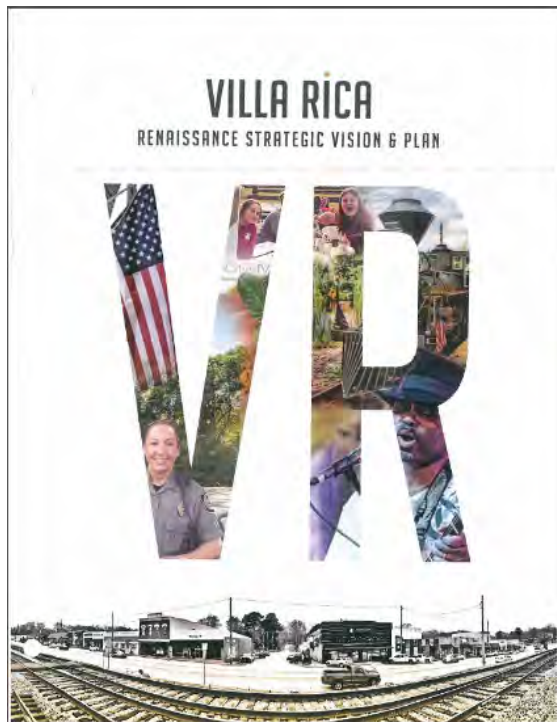

Master Plan, cont.

- Numerous (potential) ways to address this
 - Downtown Renaissance Plan
 - Character Area section of Comprehensive Plan
 - Stand-alone master plan
- Regardless of how it's handled:
 - Plan must address all required components
 - Must be current (past 5 years)

Strategic Plan Examples



Strategic Plan Examples

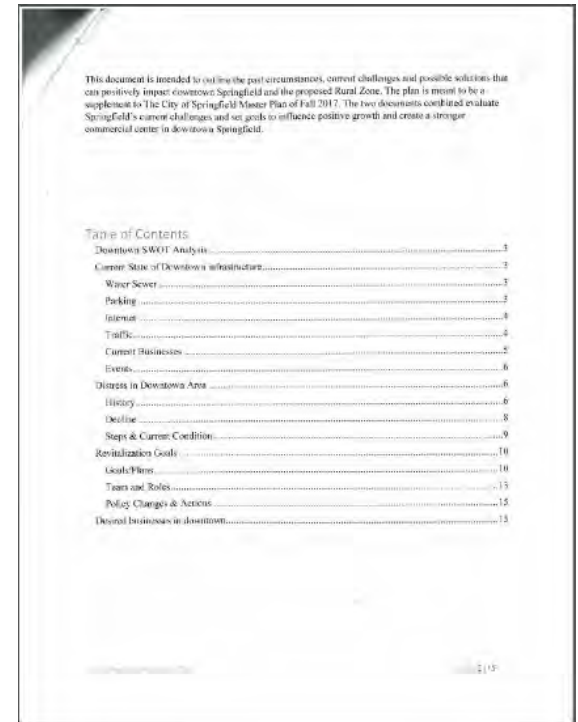
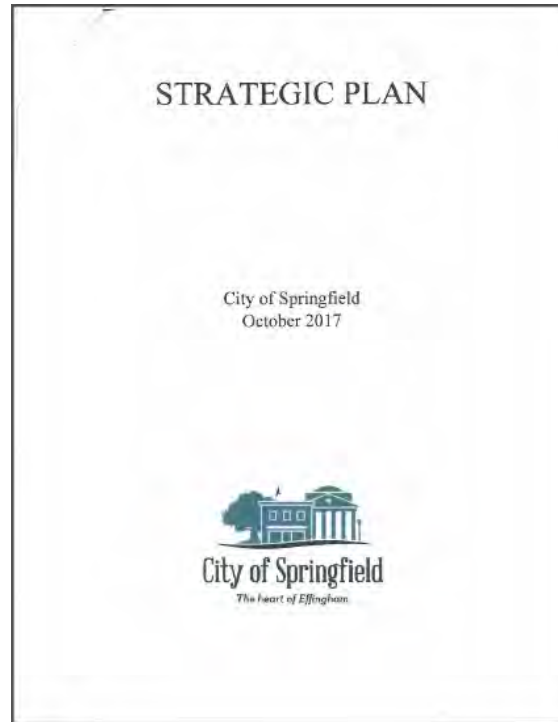
The Georgia Downtown Renaissance Partnership.

which includes the Georgia Municipal Association, the Georgia Cities Foundation, the University of Georgia's Carl Vinson Institute of Government, and support from the Georgia Department of Community Affairs, facilitates the creation of strategic visions, plans, and work programs for communities in Georgia. The Georgia Downtown Renaissance Partnership works with government leaders, chambers of commerce, downtown revitalists, property owners, lending institutions, and citizens to help ensure that all cities in Georgia have access to what they need in order to realize their vision and maximize their potential. One element of this important mission is the community model planning process facilitated by the Georgia Downtown Renaissance Partnership, the Renaissance Strategic Vision and Plan (RSVP). Working with communities across Georgia, the RSVP process is the result of the collaboration and dedicated efforts of the following partners:

- Carl Vinson Institute of Government** – For more than 85 years, the Carl Vinson Institute of Government at the University of Georgia has worked with public officials throughout Georgia and across the world to improve government and people's lives. From Georgia's early days as a largely agrarian state with a modest population to its modern-day status as a national and international force in business, industry, and politics with a population of over 10 million, the Institute of Government has helped government leaders navigate change and forge strong directions for a better Georgia.
- Georgia Municipal Association** – Created in 1903, the Georgia Municipal Association (GMA) is the only state organization that represents municipal governments in Georgia. Based in Atlanta, GMA is a voluntary, nonprofit organization that provides legislative advocacy and educational, employee benefit, and technical consulting services to its members. GMA's purpose is to anticipate and influence the forces shaping Georgia's communities and to provide leadership, tools, and services that assist local governments in becoming more innovative, effective, and responsive.
- Georgia Cities Foundation** – The Georgia Cities Foundation, founded in 1969, is a nonprofit subsidiary of the Georgia Municipal Association. The foundation's mission is to assist cities in their efforts to revitalize and enhance downtown areas by serving as a partner and facilitator in funding capital projects through the revolving loan fund. Its services include the Revolving Loan Fund Program, the Heart and Soul Bus Tour, the Peer-to-Peer Mentoring Tour, the Downtown Development Authority Basic Training, and the Renaissance Award.
- Georgia Department of Community Affairs** – The Georgia Department of Community Affairs (DCA) was created in 1977 to serve as the advocate for local governments. On July 1, 1996, the governor and General Assembly merged the Georgia Housing and Finance Authority with the Department of Community Affairs. Today, DCA operates a host of state and federal grant programs, serves as the state's lead agency in housing finance and development, promulgates building codes to be adopted by local governments, provides comprehensive planning, technical, and research assistance to local governments, and serves as the lead agency for the state's solid waste reduction efforts.

©2010 GEORGIA VILLA RICA RENAISSANCE STRATEGIC VISION & PLAN

Strategic Plan Examples



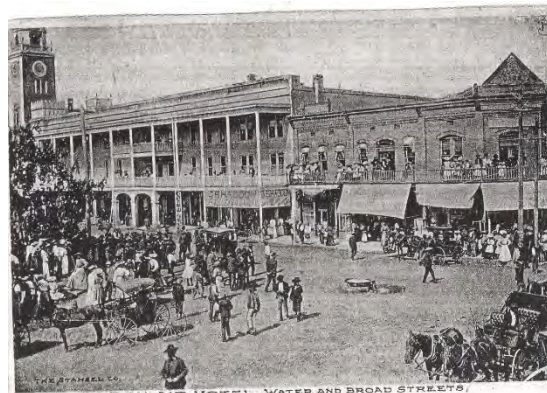
The Bainbridge Story

HISTORIC
DOWNTOWN
EST. 1829
BAINBRIDGE
GEORGIA



HISTORY OF DOWNTOWN BAINBRIDGE

- In 1778 the area was known as Burgess Town when a trader named James Burgess established a trading post.
- From 1817-1824 the area was a federal outpost called Fort Hughes.
- Land for Decatur County was purchased in 1826 and the City of Bainbridge was incorporated in 1829.
- Downtown Bainbridge thrived in late 1800's thru early 1900's.
- 5 Opera houses, horse racing track, 10-12 saloons & 5 Hotels







Downtown suffered during the 70's decline. Defining moment was when the Bainbridge Airbase closed which led to the close of the Bon Air Hotel, and Belk Department Store left for Bainbridge Mall.



R.U.R.A.L. ZONE

REVITALIZING UNDERDEVELOPED RURAL AREA LEGISLATION

THE PURPOSE BEHIND THE RURAL ZONE DESIGNATION IS TO ASSIST IN THE REVITALIZATION OF OUR COMMUNITY BY INCENTIVIZING NEW BUSINESSES TO COME TO DOWNTOWN BAINBRIDGE BY CREATING NEW JOBS, INVESTING IN COMMERCIAL PROPERTY AND RESTORING OLD BUILDINGS THROUGH INCENTIVES DOWNTOWN ENTREPRENEURS CAN UNLOCK.

R.U.R.A.L. Zone

Revitalizing Underdeveloped Rural Areas Legislation

JOB TAX CREDITS

- Must create 2 Full-Time Equivalent Jobs
- \$2,000 credit per new full-time equivalent job. Not to exceed \$40,000 credit per year
- Eligible businesses include professional services or retail
- Credit can be taken for 5 years as long as jobs are maintained



"YOU TALK LIKE THEY DON'T KICK DREAMS AROUND DOWNTOWN."

— LANGSTON HUGHES

REHABILITATION TAX CREDIT

- Equivalent to 30% of qualified rehabilitation costs not to exceed \$150,000
- Credit should be prorated equally in three installments over three taxable years
- Must create a minimum of two full-time equivalent jobs

INVESTMENT TAX CREDIT

- This credit is for purchasing property downtown within the Rural Revitalization Zone
- Equivalent to 25% of the purchase price not to exceed \$125,000
- To claim this tax credit the investment property must be within the designated Rural Revitalization Zone and create two full-time equivalent jobs.
- Credit can be claimed over 5 years



CONTACT US

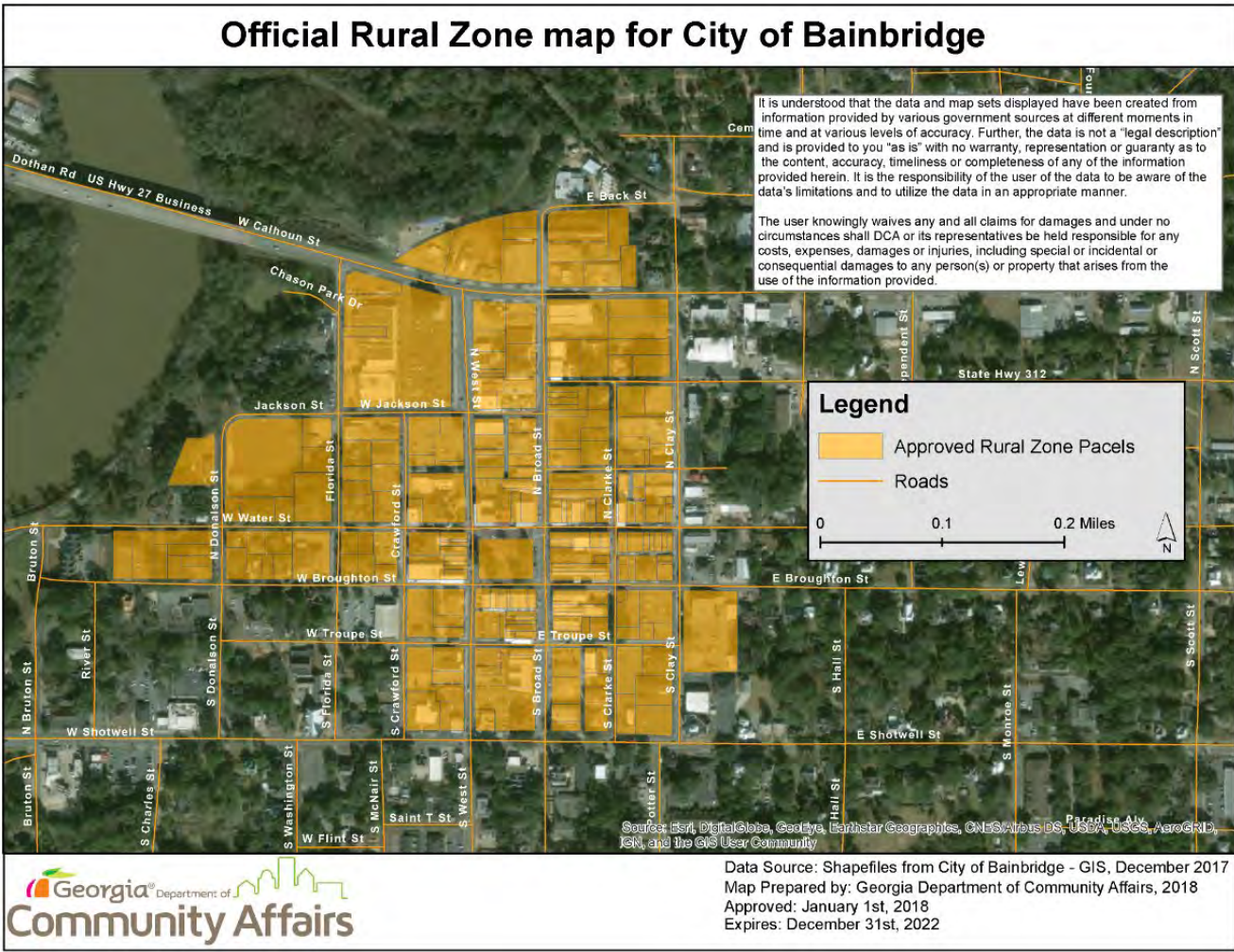
229-400-9093

www.downtownbainbridgega.com

amandag@bainbridgecity.com

101 SOUTH BROAD STREET

BAINBRIDGE, GA 39817





SINCE JANUARY 2018

DOWNTOWN VIBRANCY REPORT

22 = \$1,149,500

DT PROPERTIES SOLD

PUBLIC + PRIVATE
INVESTMENT

13 = \$931,860

PUBLIC + PRIVATE
IMPROVEMENT
PROJECTS

TOTAL PUBLIC +
PRIVATE INVESTMENT

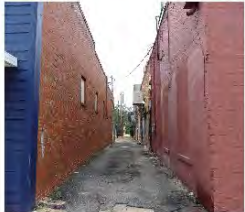
Broad Street Alley Project



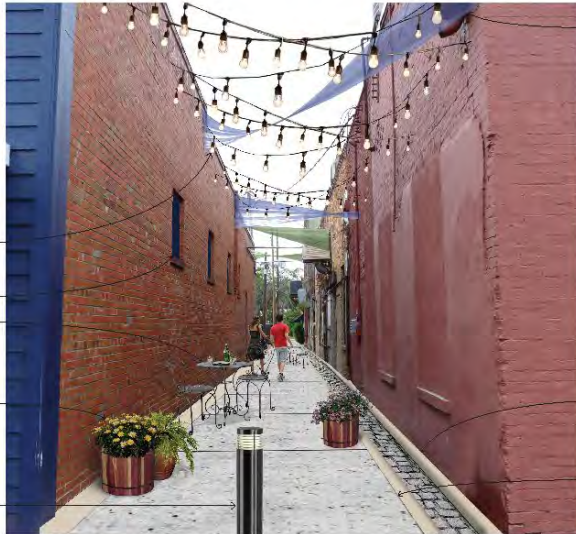
Downtown Alley Improvements

Bainbridge, GA

CURRENT



PROPOSED



Outdoor light strands.

Replace boarded up windows or paint darker color.

Cafe tables.

Planters.

Bollard to prevent entrance of vehicular traffic.

Decorative fabric draping.

Cobblestone
runnel to capture
rainwater.

Paved concrete
walkway.

NOT FOR CONSTRUCTION
Consultation only.
City of Bainbridge, Georgia
10/20/15

GEORGIA
POLYMER
CONCRETE

City of Bainbridge
Project: Downtown Alley
Client: Bainbridge, GA

Department of
Community Affairs

Project ID: 1740

Drawn by: LR
Checked by: JP
Date: 11/20/15

1 of 2

Broad Street Alley Project + Community Partners





Projects Underway

102 N Broad Street



220 N Broad Street



219-225 Water Street



EAST WATER STREET FACADES

Bainbridge, GA

219, 221, 223, 225 E. Water Street

Proposed facade elevation-Color Option A



- | | | | | | | | | | |
|---|---|---|---|--|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  |  |
| Greenmount Silk
HC-3 | Kendall Charcoal
HC-166 | Hodley Red
2120-20 | Black Iron
2120-20 | Wickham Gray
HC-171 | Tarrytown Green
OC-65 | Chantilly Lace
OC-65 | Chantilly Lace
OC-65 | Stuart Gold
HC-10 | Kendall Charcoal
HC-166 |

Proposed facade elevation-Color Option B



- | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
|  |  |  |  |  |  |  |  |  |
| Greenmount Silk
HC-3 | Kendall Charcoal
HC-166 | Hodley Red
2120-20 | Chantilly Lace
OC-65 | Kendall Charcoal
HC-166 | Hale Navy
HC-154 | Black Iron
2120-20 | Stuart Gold
HC-10 | Wickham Gray
HC-171 |

*All paints from Benjamin Moore collection

220 N Broad Street



212 N Broad Street

KIRBO PROJECT

212 North Broad Street

Proposed facade perspective



The drawing was prepared by the Georgia Institute of Technology School of Architecture. The drawing is not to be used for any other purpose without the written consent of the Georgia Institute of Technology School of Architecture.

GEORGIA
MAIN STREET

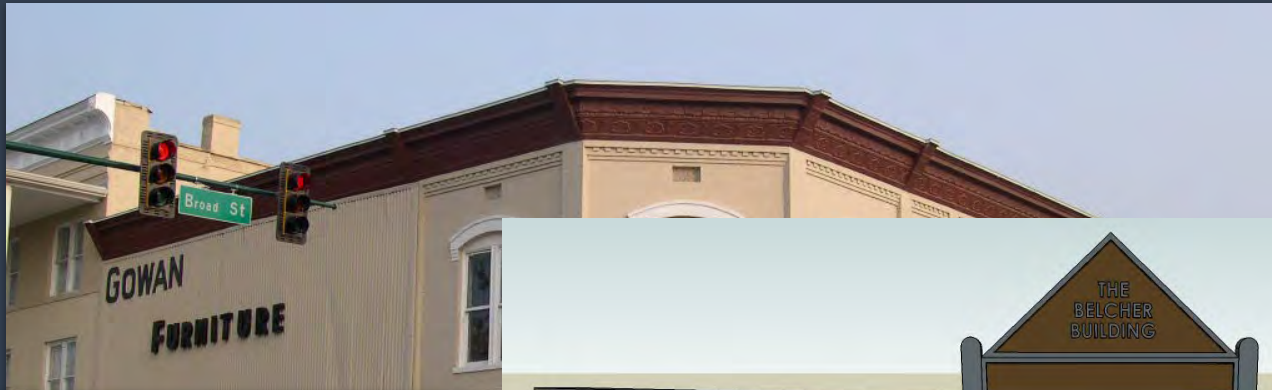
City: Southbridge
Project: Kirbo Project
Address: 212 N. Broad Street

Drawing prepared by:
Georgia Institute of Technology
Community Affairs

Project ID: 419147394

on file MD
led by CF
6/28/18

BELCHER BUILDING | 1899



SOLD

— Heather & Tyler Thomas —



2ND FLOOR BELCHER BUILDING

Lodging Coming Soon



Downtown Lodging 2019



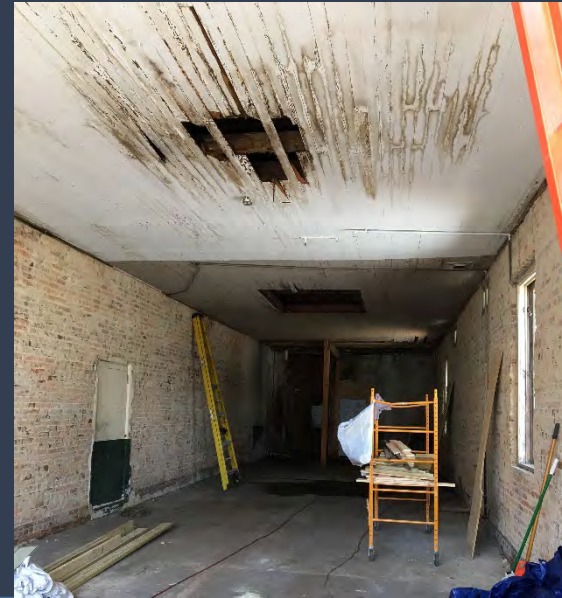
Southern Philosophy Brewing Company







223 Troupe Street



Diablo's Southwest Grill



BAINBRIDGE
INCORPORATED
DEC 22, 1829.

HISTORIC
DOWNTOWN
EST. 1829
BAINBRIDGE
GEORGIA

amanda glover

DOWNTOWN DEVELOPMENT AUTHORITY
EXECUTIVE DIRECTOR

www.downtownbainbridgega.com

101 South Broad Street
Bainbridge, GA 39817
C: 229.515.0088

O: 229.400.9093
F: 229.246.7311
amandag@bainbridgecity.com

Questions?

Cam Yearly

**Downtown Development
Planner**

470-631-4692

Cam.yearly@dca.ga.gov

Jessica Reynolds, EDFP

**Director, DCA Office of
Downtown Development**

404-679-4859

Jessica.Reynolds@dca.ga.gov