Mayor & Council Work Session

September 15, 2026 at 4:00 P.M

Agenda

1. Robotics Center Presentation
2. Statesboro Convention and Visitors Bureau
3. Housing Rehabilitation and Reconstruction Update
4. Art Park Discussion

Jan Moore
Vice President for Economic Development
Ogeechee Technical College

INTRODUCTION TO OGEECHEE TECHNICAL COLLEGE

OTC & GTCIO Site

7,378

Total Students Enrolled (AY25)

3,210

Credit Courses (AY25)

4,168

Non-Credit Programs (AY25)

Non-credit includes Continuing Education, Adult Education, Industry Training, and other Economic Development areas.

HOW DID WE GET HERE?

2014 – 2019

2014 — **First Amatrol Training Equipment Purchased**
Created an open lab for industry employees to self-study using Amatrol curriculum

2017 — **First Full-Time Noncredit Instructor Hired**
Dedicated staffing for industrial systems training begins, first in TCSG

2018 — **Training Equipment Expanded**
Additional equipment added to grow lab capacity

2019 — **Moved Into the Industrial Technology Building**

HOW DID WE GET HERE?

2019 – 2020

- 2019 — Introduced a Subscription Training Model
- 2019 — Launched TCSG's First Noncredit Apprenticeship Program
- 2020 — Became a FANUC Certified FAST Site
- 2020 — Selected by Amazon for MRA Apprenticeship RTI

GEORGIA TRAINING CENTER FOR INDUSTRIAL OPERATIONS

HOW DID WE GET HERE?

2021 – 2026

2021 — **Began Credentialing Noncredit Trainees Through SACA**
Aligned training with industry credentials

2023 — **Named First SACA Regional Instructor Training Center**

2023 — **GTCIO Funded by Governor Brian Kemp**
Currently under construction

2025 — **Piloted Amazon Apprenticeship RTI**

2026 — **Launched the Industrial Operations Technology Diploma**
Embedded with 21 SACA credentials

GEORGIA TRAINING CENTER FOR INDUSTRIAL OPERATIONS

HERE'S WHERE WE ARE TODAY

1,000+

Students trained annually in industrial systems

198,000

Training hours delivered in 2026

10

Full-time IOT instructors

Home Base

Of the Industrial Operations Technology diploma

GEORGIA TRAINING CENTER FOR INDUSTRIAL OPERATIONS

IOT DIPLOMA

OTC develops Industrial Operations Technology diploma with **21** embedded SACA certifications

OTC Industrial Operations Diploma Catalog

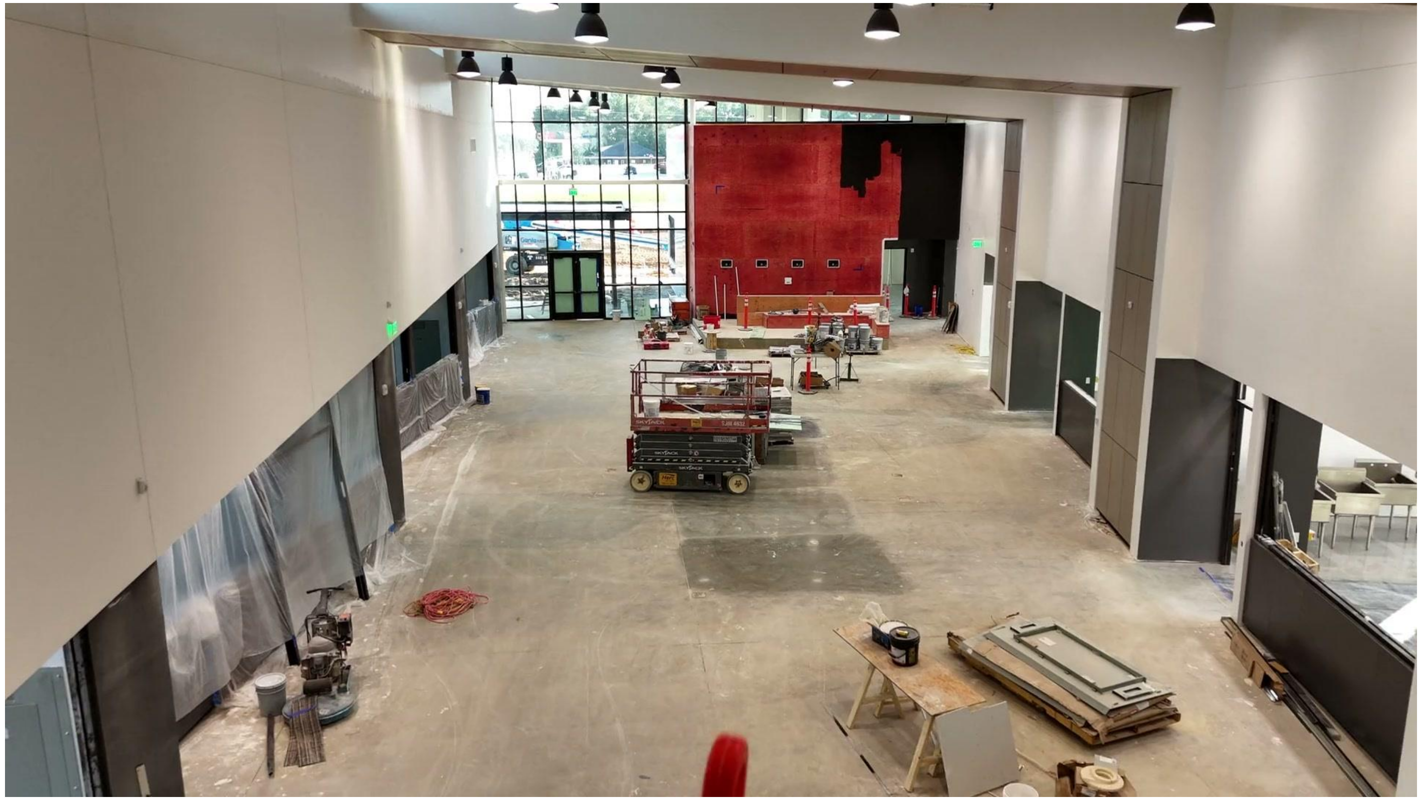
GEORGIA TRAINING CENTER FOR INDUSTRIAL OPERATIONS

ARTICULATION AGREEMENT: NONCREDIT TO CREDIT

Articulation Agreement

Noncredit Industrial Systems Training → Credit Program Pathway

GEORGIA TRAINING CENTER FOR INDUSTRIAL OPERATIONS



OPENING OCTOBER 2026

39,777 sq ft
Purpose-built training space

$27M
Facility investment

~460,000 hrs
Instructional capacity per year

92+ years
Combined in-field industrial systems experience

52 years
Combined industrial systems training experience

6,226
Student credentials earned since 2024

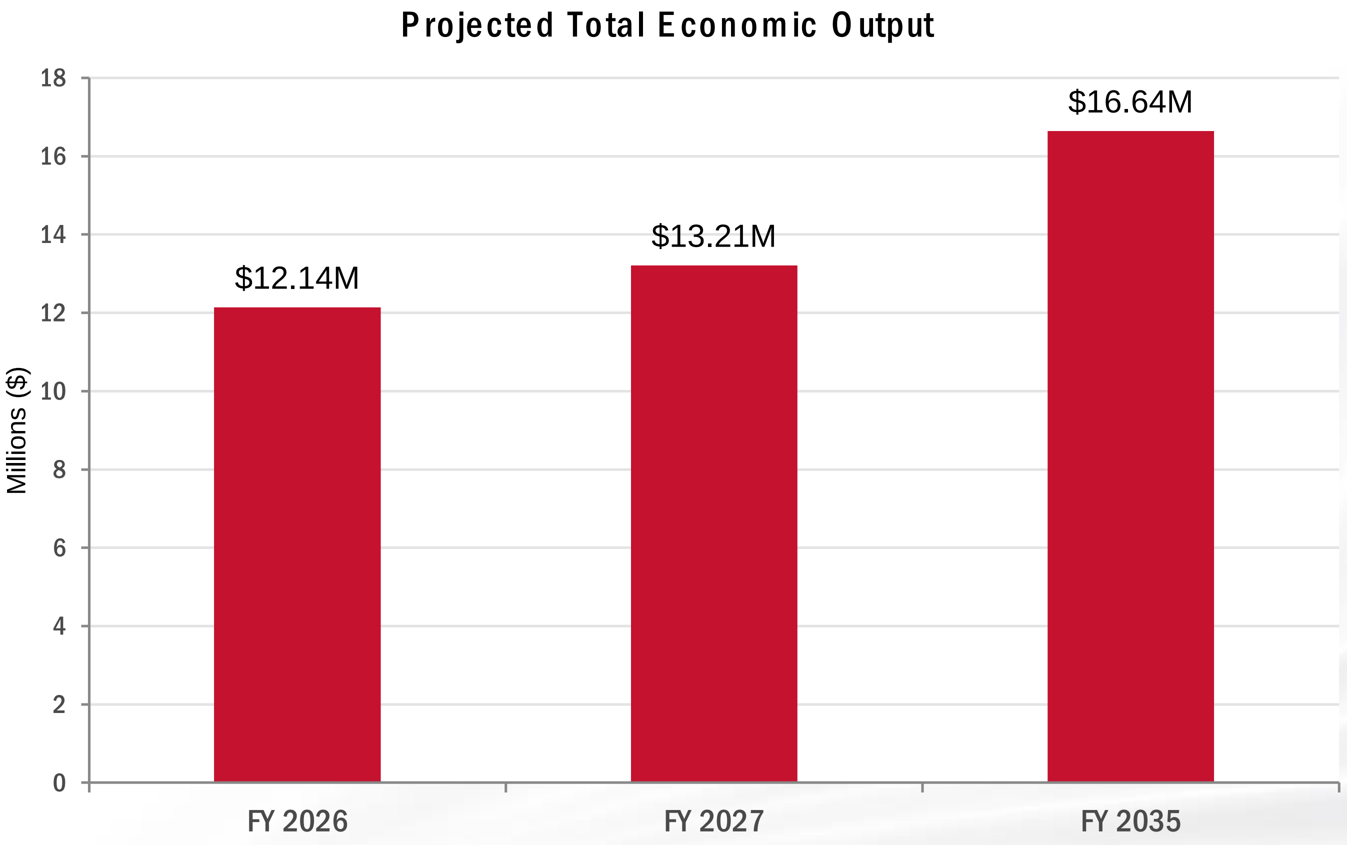
GEORGIA TRAINING CENTER FOR INDUSTRIAL OPERATIONS

SEPTEMBER 14, 2026

ALMOST READY FOR MOVE-IN

Construction is near completion, and the building is awaiting furniture

PROJECTED ECONOMIC IMPACT & REVENUE GENERATION



FY 2035 Impact (Year 10)

$9.82M
Gross Regional Product

$6.27M
Labor Income

96
Jobs Supported

Source: Economic Impact Analysis of the Georgia Training Center for Industrial Operations, Center for Business Analytics and Economic Research, Georgia Southern University, July 2026.

THANK YOU

Jan Moore

Vice President for Economic Development, Ogeechee Technical College

jmoore@ogeecheetech.edu


Visit Statesboro
Making Tourism Work for Statesboro
DAYLIGHT DONUTS

What We Do

We connect visitors with the best of Statesboro; driving tourism that fuels local jobs, supports small businesses, and boosts our economy.

Showcase and Promote

Events ● Dining ● Lodging ● Attractions

- **Research-based** marketing
- Turning visits into **economic growth** for our community

Why Tourism Matters

Tourism is Big Business for Bulloch County

$174.2M
Visitor Spending

$13.2M
State & Local Taxes

$437
Saved per Household

1,850
Local Jobs Supported

$477,260
Per Day

Source: GDEcD 2024

How We Are Funded

Who Funds Us? Visitors Do.

Source: City of Statesboro FY2025 ACFR

Meet Your Local Tourism Team

We're here to welcome visitors, tell Statesboro's story, and grow opportunities for everyone who calls this place home.

Becky Sanders

President & CEO

Guides the vision for Statesboro tourism

Justin Samples

VP of Marketing & Operations

Leads destination marketing strategy & operations

Murphy McRae

Visitor Engagement & Brand Manager

Keeping every touchpoint aligned and on-brand

Ryan Redding

Social Media & Venue Ops Manager

Brings events to life and shares Statesboro online

Kelsie Cobb

Farmers Market Manager

Connects visitors to local food and makers

Nate Mooney

Hospitality Specialist

Welcomes guests and guides their visit

Visitor Center Services

What We Provide Visitors

- **Personalized Help with dining, lodging, and attractions**
- **Maps, brochures, and souvenirs**
- **Local history, hidden gems**
- **Welcome hub for newcomers, realtors, and job candidates**
- **Meeting space for local groups, clubs, and education**
- **Georgia Southern University partnership: Museum on Main**

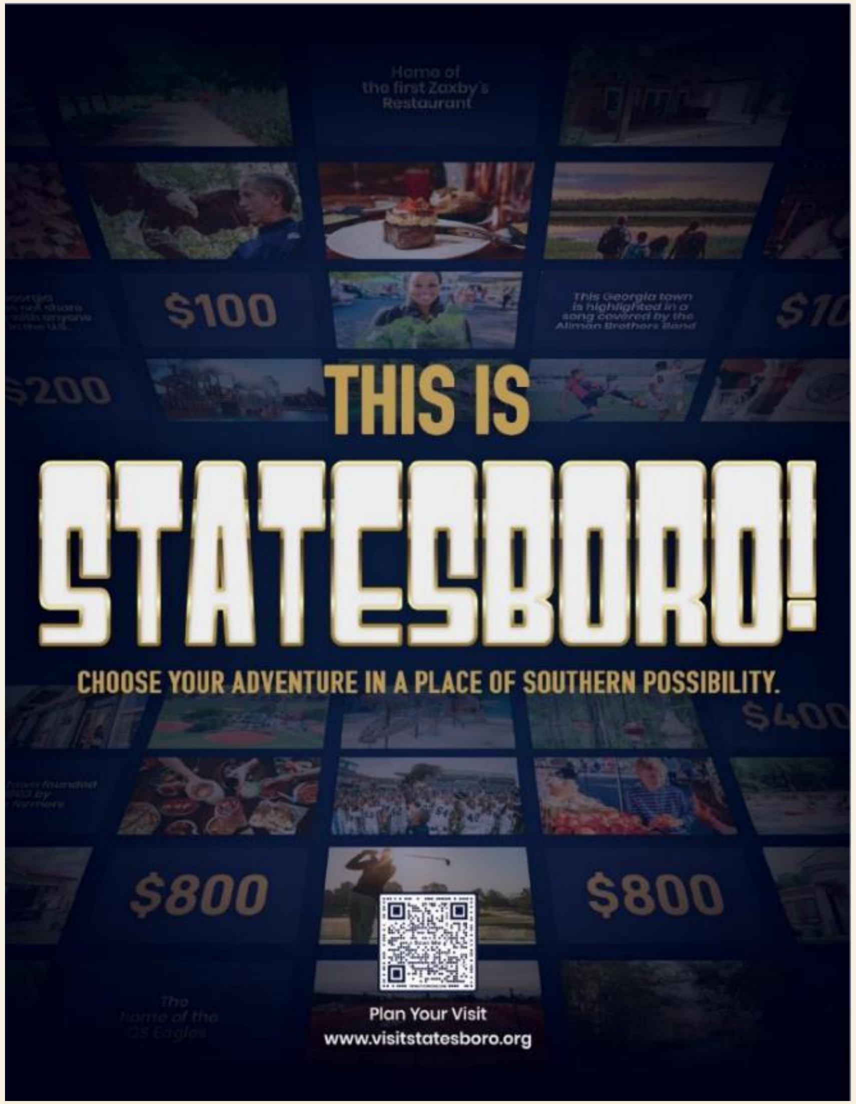
30k Visitors per year

Visitor Experience

Our Job Doesn't Stop When the Visitors Arrive

Immersive Campaigns

Mobile Game to increase SEO and Website Engagement



Visitor Analytics Dashboard

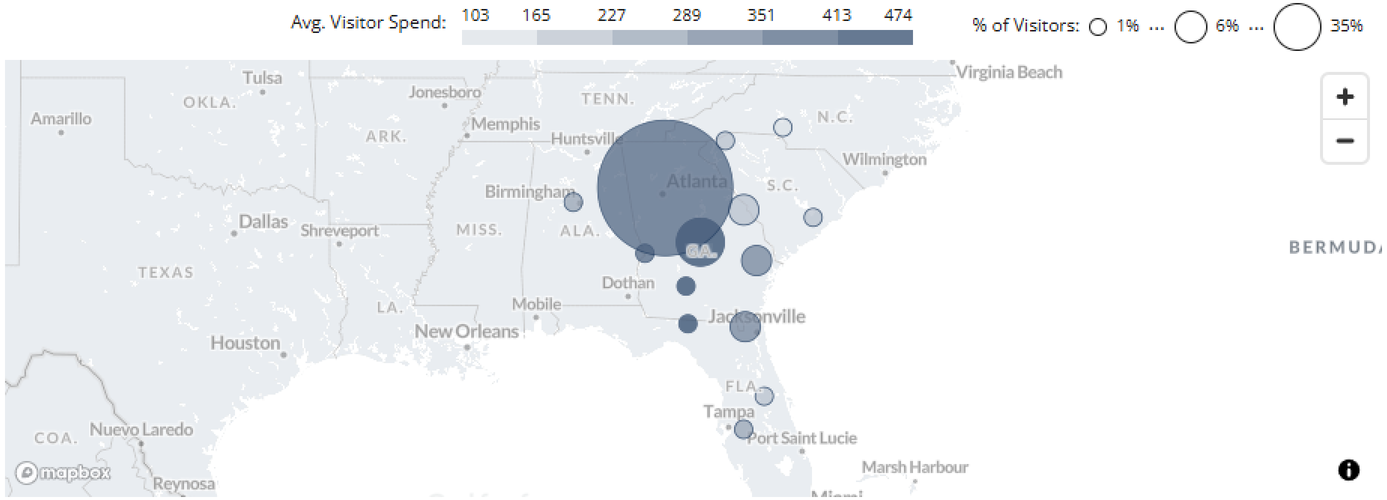
We Don't Fly Blind

% of all Devices that are Visitors	% of Out-of-State Visitors	% of Accommodation Visitors	% of Visitor Spend towards Local Businesses
32%	**31%**	**11%**	**27%**
33% Same time previous year	**29%** Same time previous year	**10%** Same time previous year	**29%** Same time previous year
-1.0% Difference	**1.2%** Difference	**1.3%** Difference	**-2.2%** Difference

Where are your visitors from?

Source: Zartico Geolocation Data

All Visitors



Your Top 10 Visitor Markets

Visitor Origin Market	% of Visitors	% of Spend
Atlanta GA	35%	29%
Macon GA	11%	11%
Augusta GA	8%	7%
Savannah GA	7%	3%
Jacksonville FL	6%	9%
Albany GA	3%	8%
Tallahassee FL-Thomasville GA	2%	5%
Columbus GA	2%	2%
Orlando-Daytona Beach-Melbourne FL	2%	1%
Sum	**77%**	**75%**

THE INTELLIGENCE WE WORK FROM

Who visits, what they spend, where they stay

Our analytics partner turns visitor movement, spending, and lodging performance into targeting we can act on.

GEOLOCATION

Where visitors come from and go

- Visitor vs. local share
- Top origin markets
- Visits by category
- Visitor vs. local by category

VISITOR SPEND

What visitors spend, and who they are

- Visitor share of all spend
- Spend by category
- Average daily spend
- By income, age, and household
- Quality Visitor Index

  lodging, local business, web engagement

HOTEL & STVR METRICS

How our hotels and short-term rentals perform

- Occupancy
- ADR (average daily rate)
- RevPAR (per available room)
- Revenue
- Inventory

And we can drill into every metric by market, category, demographic, and time period.

Metrics available through Visit Statesboro's destination analytics platform.

Where Are Visitors Spending

Market Segment Analysis

80% Accommodations

19% Outdoor Recreation

13%

12% Food & Beverage

11% Gas & Service Stations

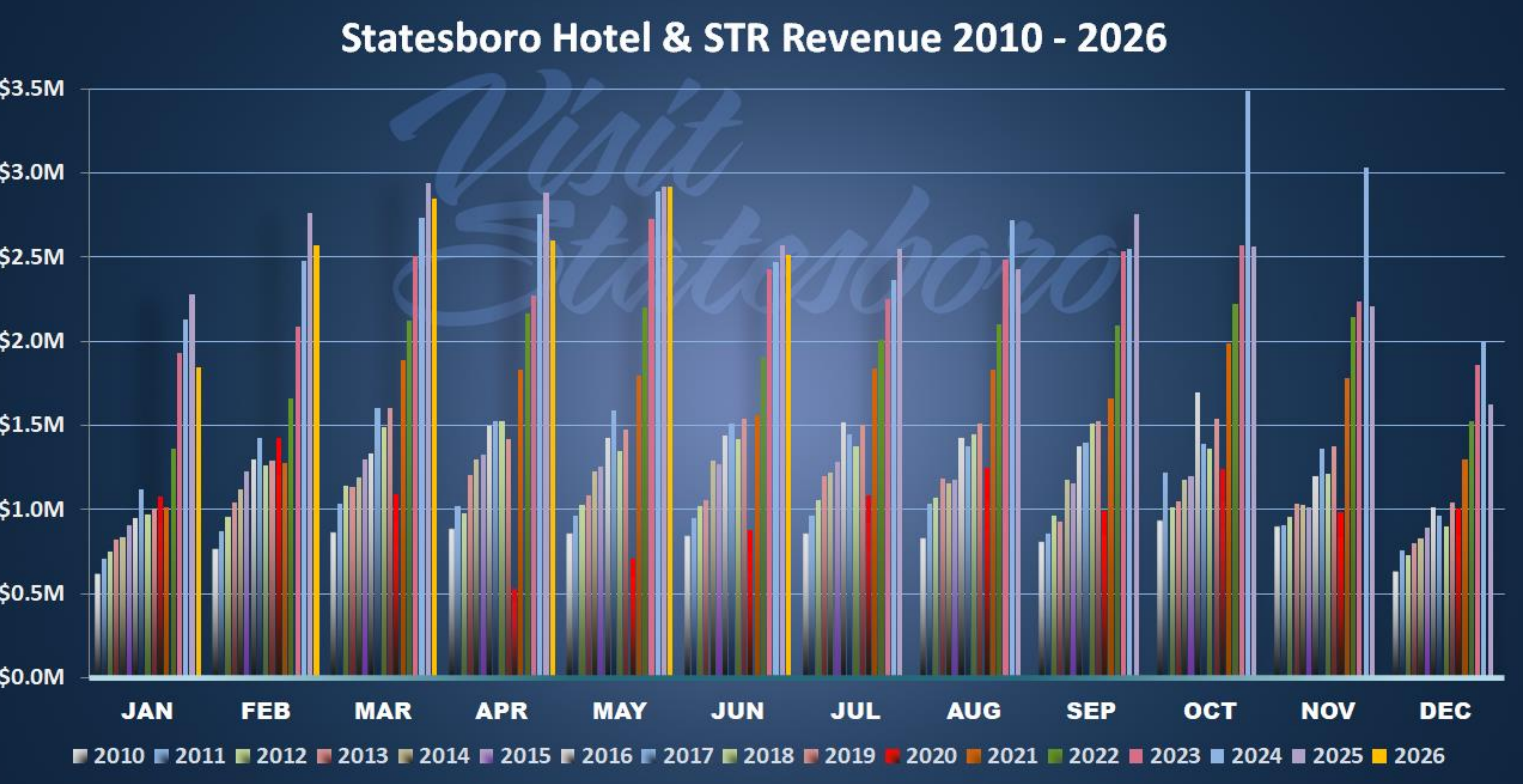
10% Retail

9% Health

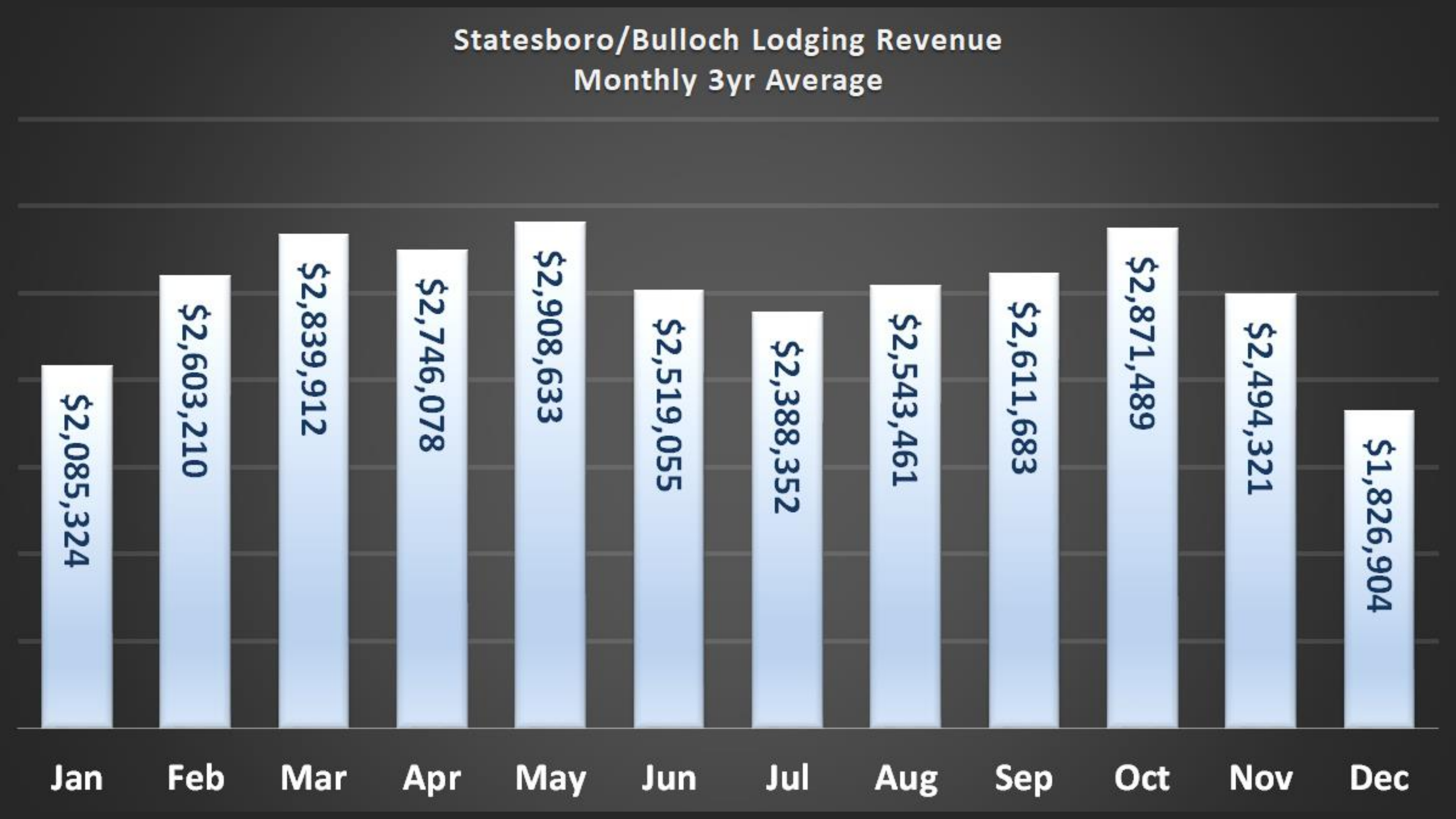
7% Arts & Entertainment

2% Transportation

Source: Zartico Spend Data; Previous 12 months as of 8/22/25



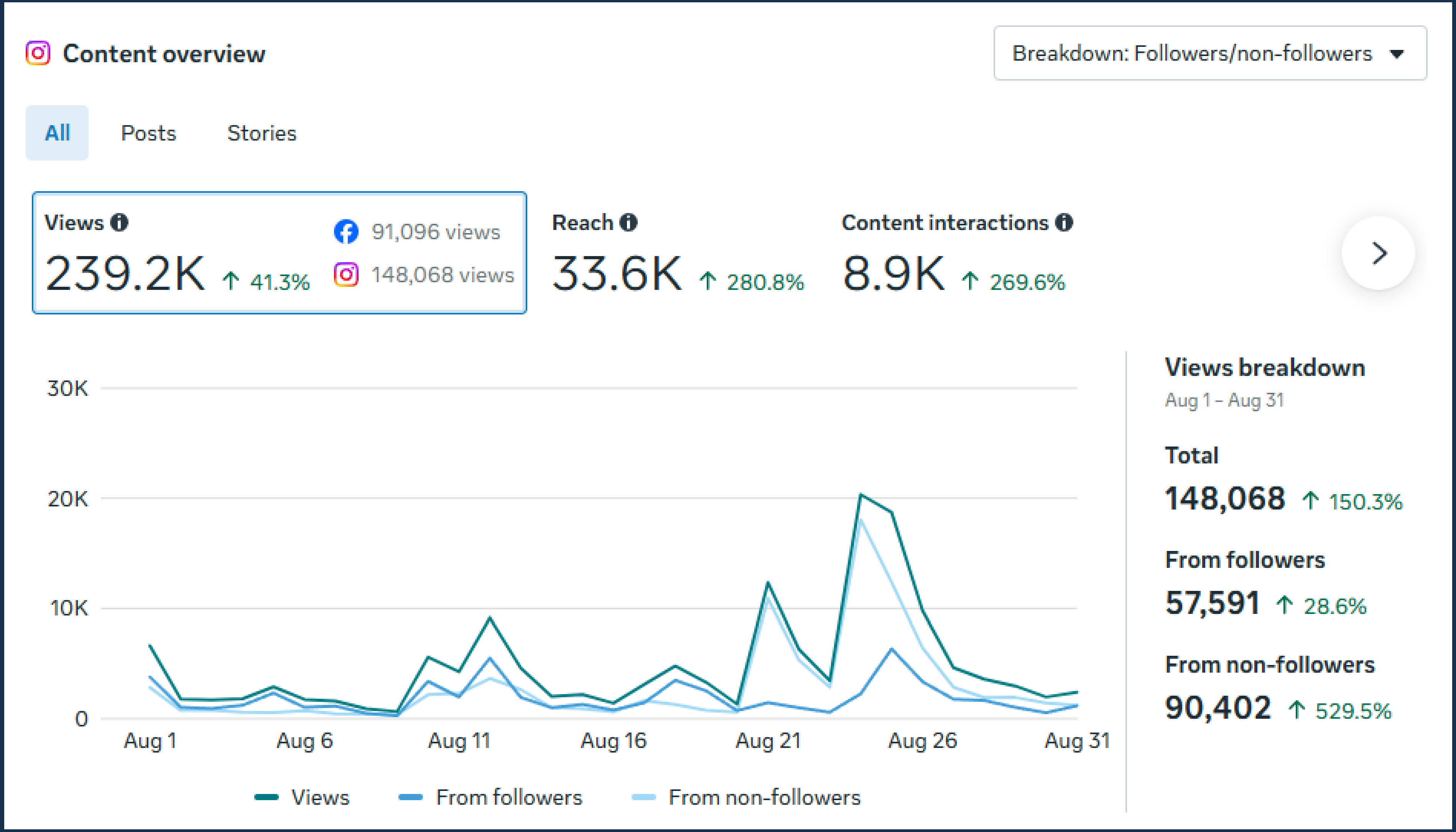
Statesboro Hotel & STR Revenue 2010 - 2026
$3.5M
$3.0M
$2.5M
$2.0M
$1.5M
$1.0M
$0.5M
$0.0M
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026


Statesboro/Bulloch Lodging Revenue
Monthly 3yr Average
$2,085,324
$2,603,210
$2,839,912
$2,746,078
$2,908,633
$2,519,055
$2,388,352
$2,543,461
$2,611,683
$2,871,489
$2,494,321
$1,826,904
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

Statesboro Lodging Revenue
Annual Comparison

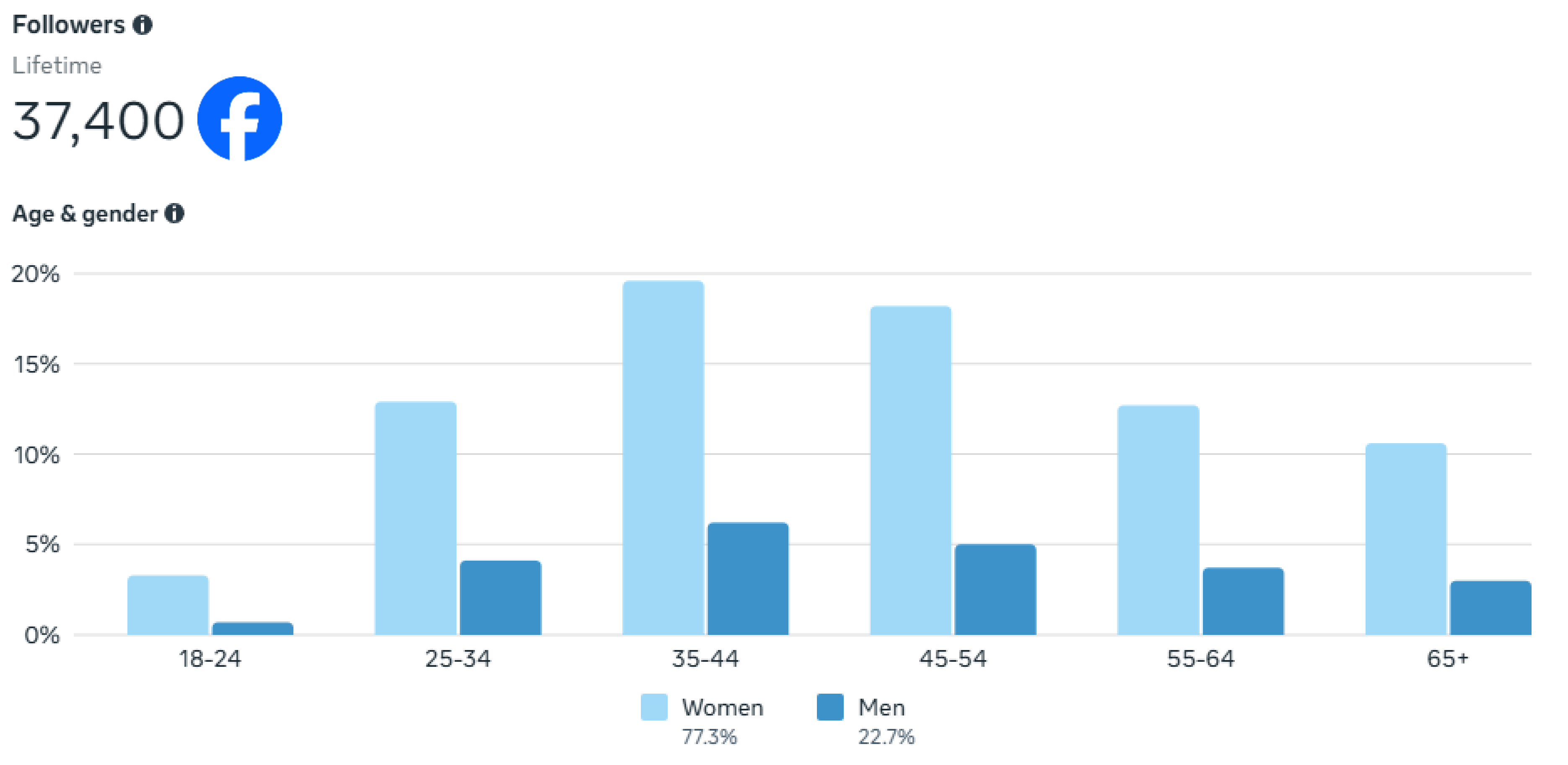
Social Media Channels

Content Overview



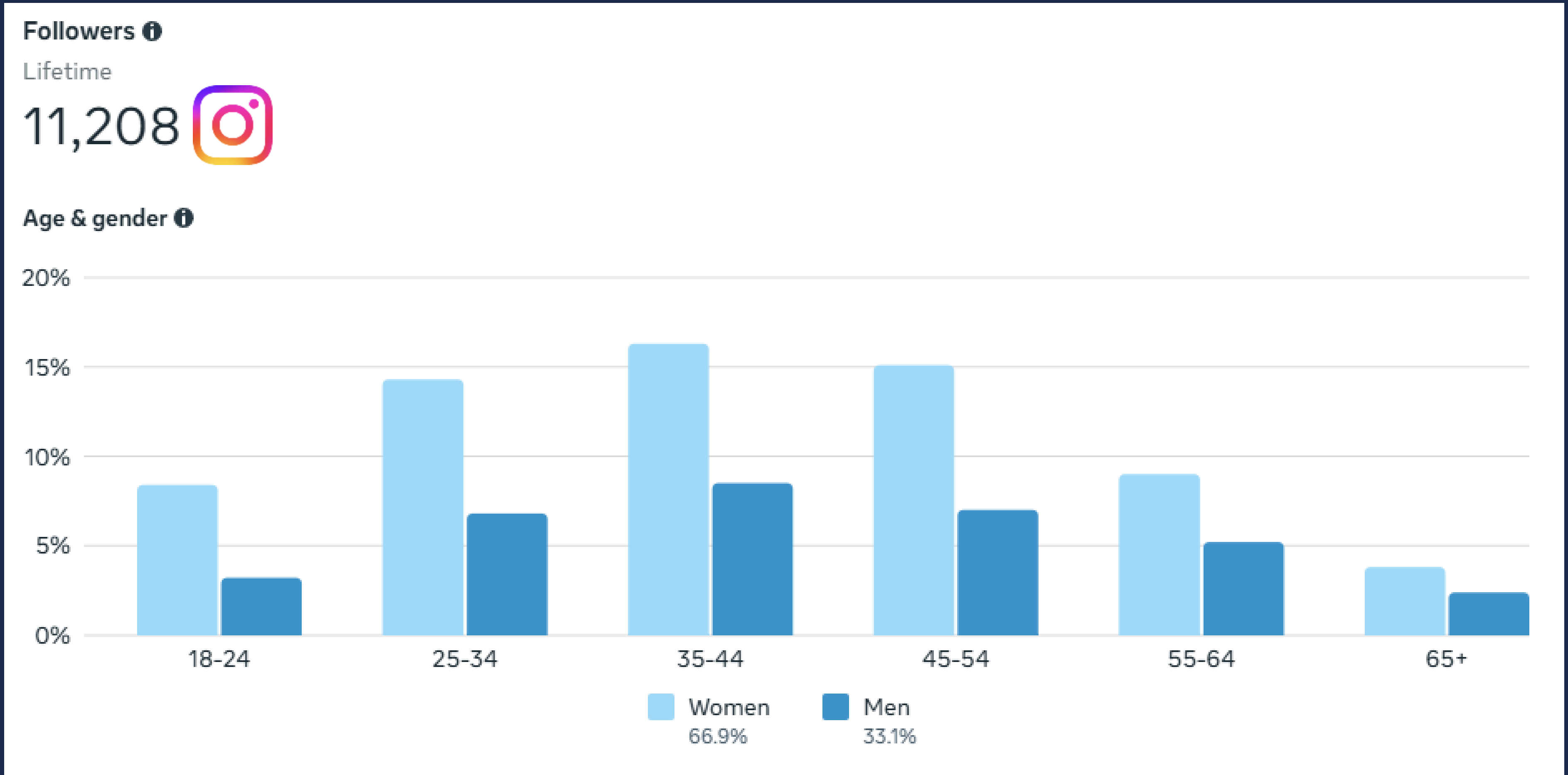
Social Media Channels

Facebook Followers



Social Media Channels

Instagram Followers



MARKETING & CAMPAIGNS

How we share Statesboro with the world

Marketing works three ways: the channels we control, the advertising we buy, and the coverage we earn.

OWNED MEDIA

What we control

Our **website**, **visitor guide**, and **social** accounts.

PAID MEDIA

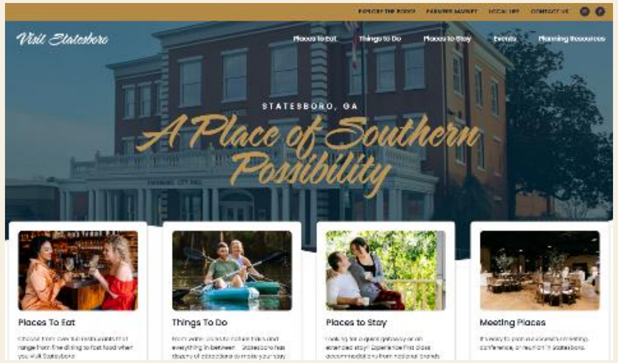
What we buy

Advertising in **print**, **digital**, **social**, **pre-roll video**, and **streaming TV**.

EARNED MEDIA

What others say

News stories, **influencer** features, and hosted **travel-writer** visits.

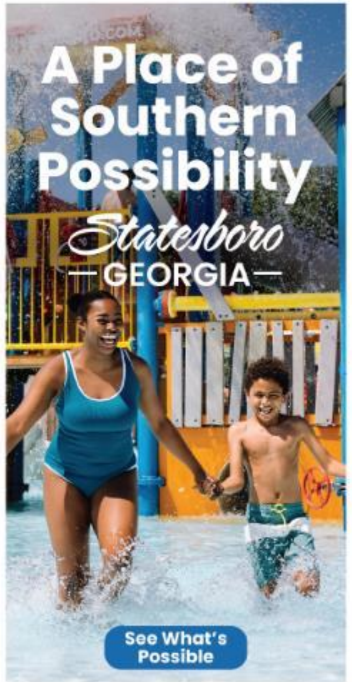


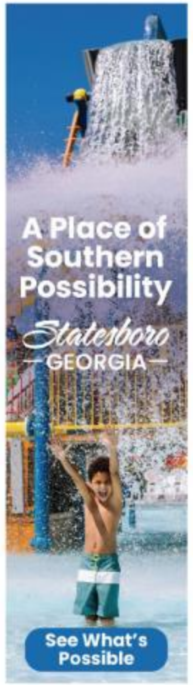
Three approaches, one message: getting Statesboro in front of travelers.

Visit Statesboro
GEORGIA
CONVENTION & VISITORS BUREAU

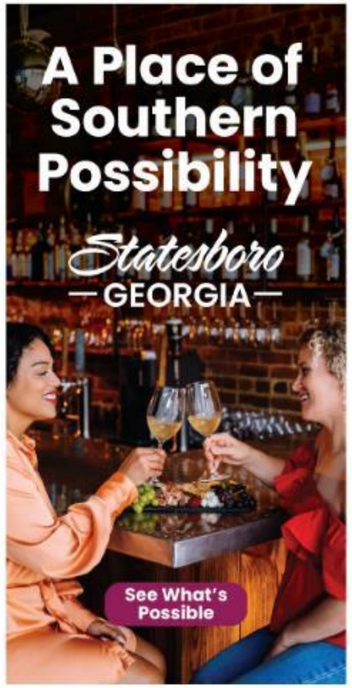
Digital Banner Ads

How We Share Statesboro with the World





See What's Possible

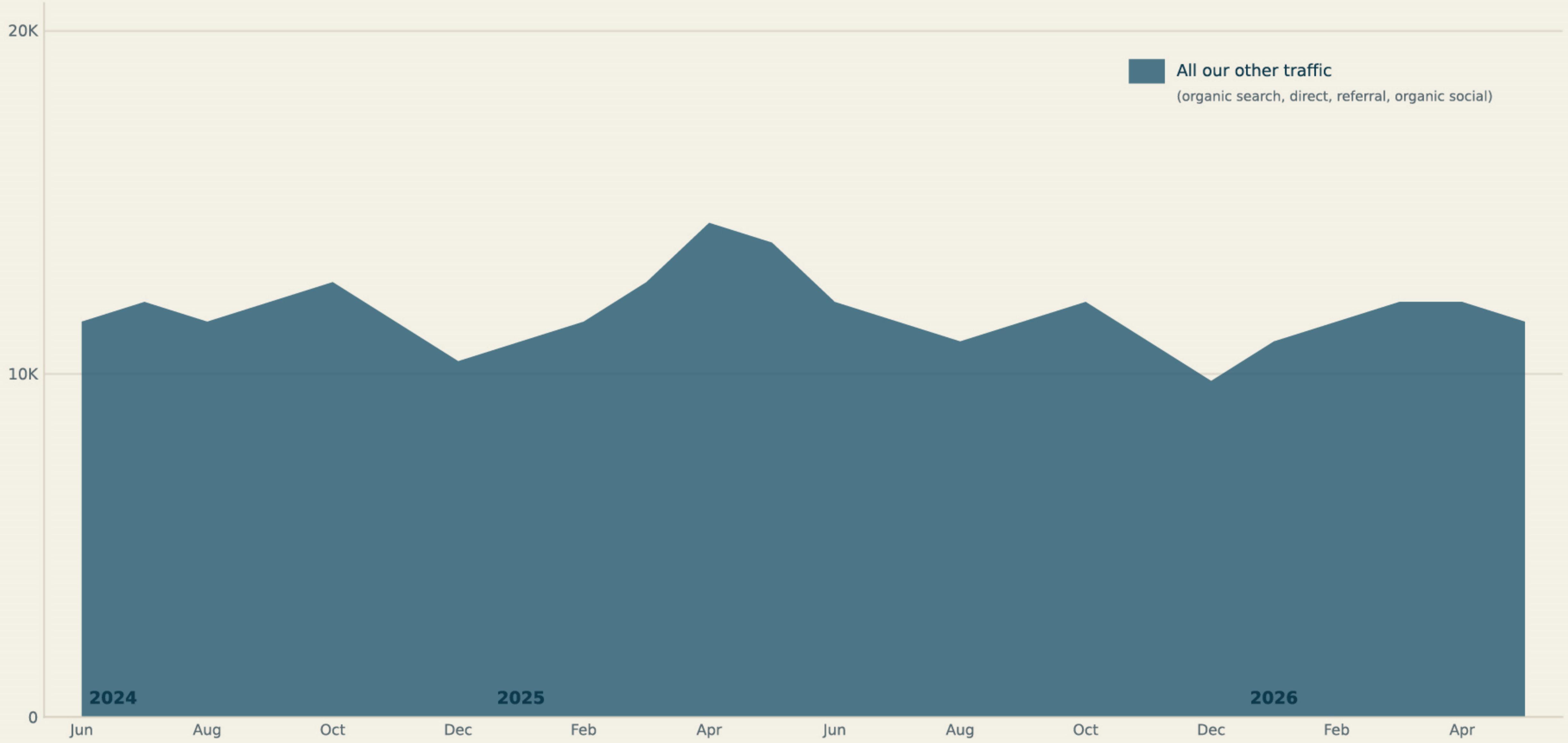


Marketing & Campaigns

Rolling Billboard with Trackable Data for Retargeting

What a Targeted Paid Digital Campaign Did to Our Website Traffic

Monthly website sessions, June 2024 – May 2026. The orange surges are the paid "A Place of Southern Possibility" digital campaign; the steady band beneath is our normal traffic. Outside the two flights, the site runs on organic search alone.



Source: Google Analytics 4 (channel totals exact; monthly distribution reflects the documented campaign flight pattern). Shows website traffic and audience reach only — not bookings or revenue. Illustrates top-of-funnel potential.

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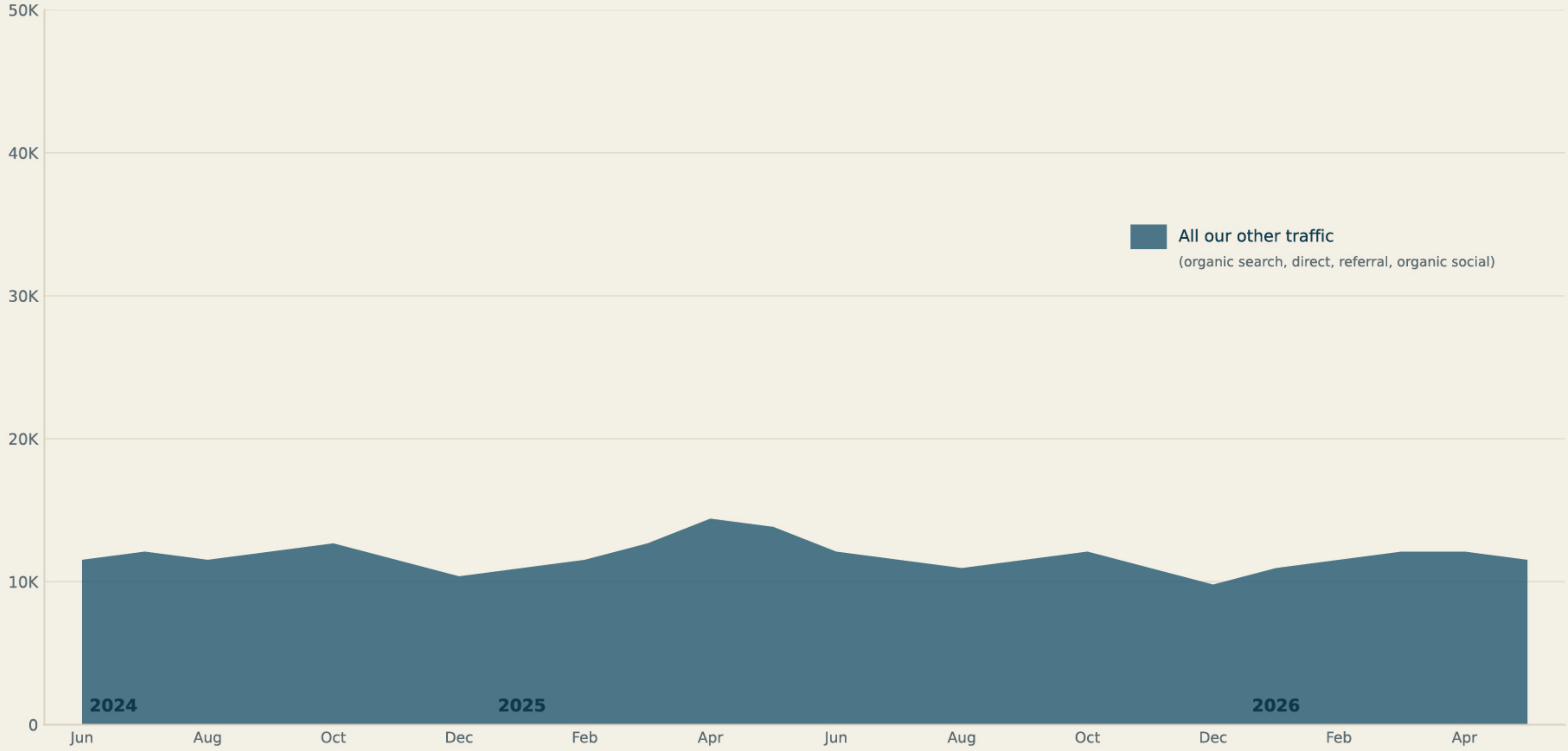

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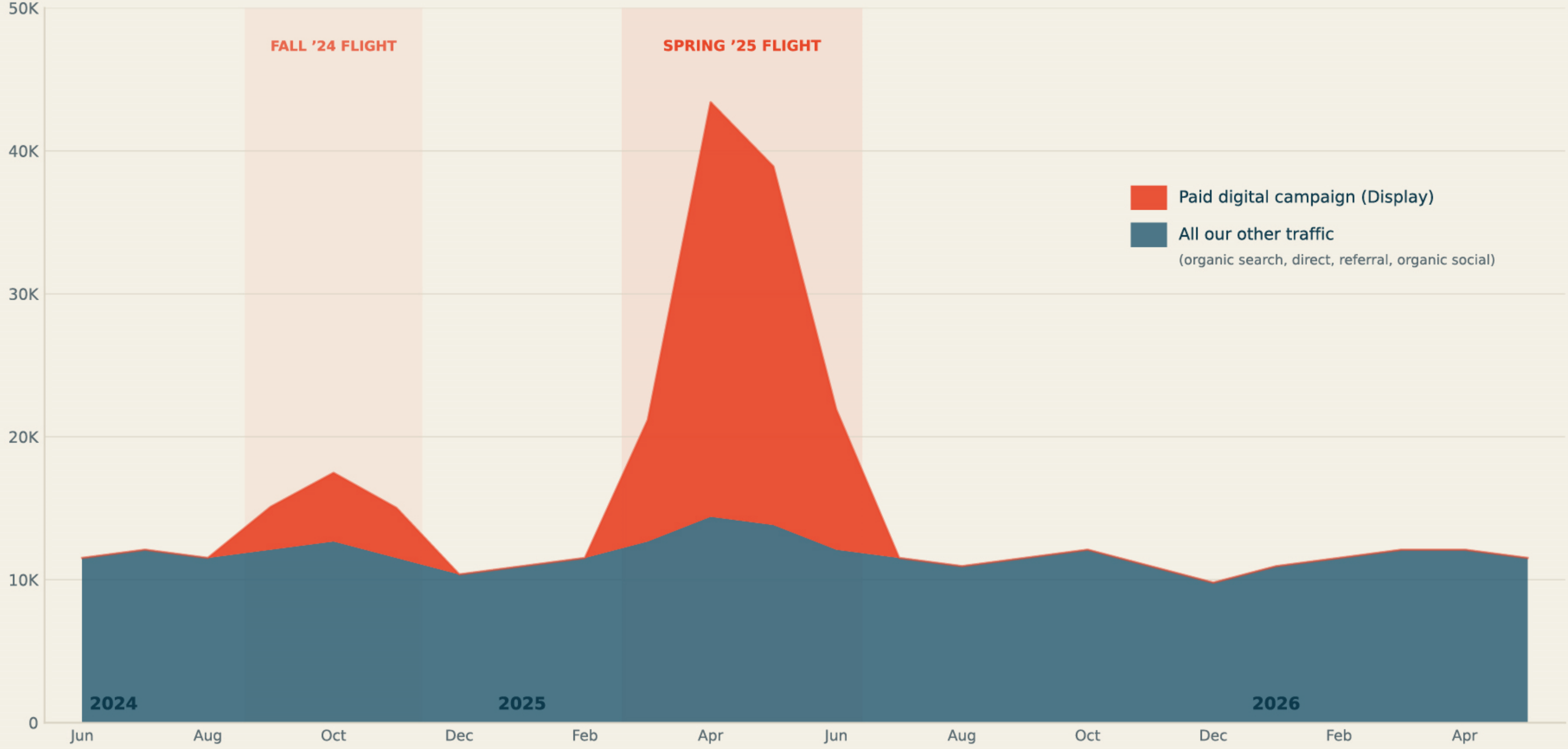

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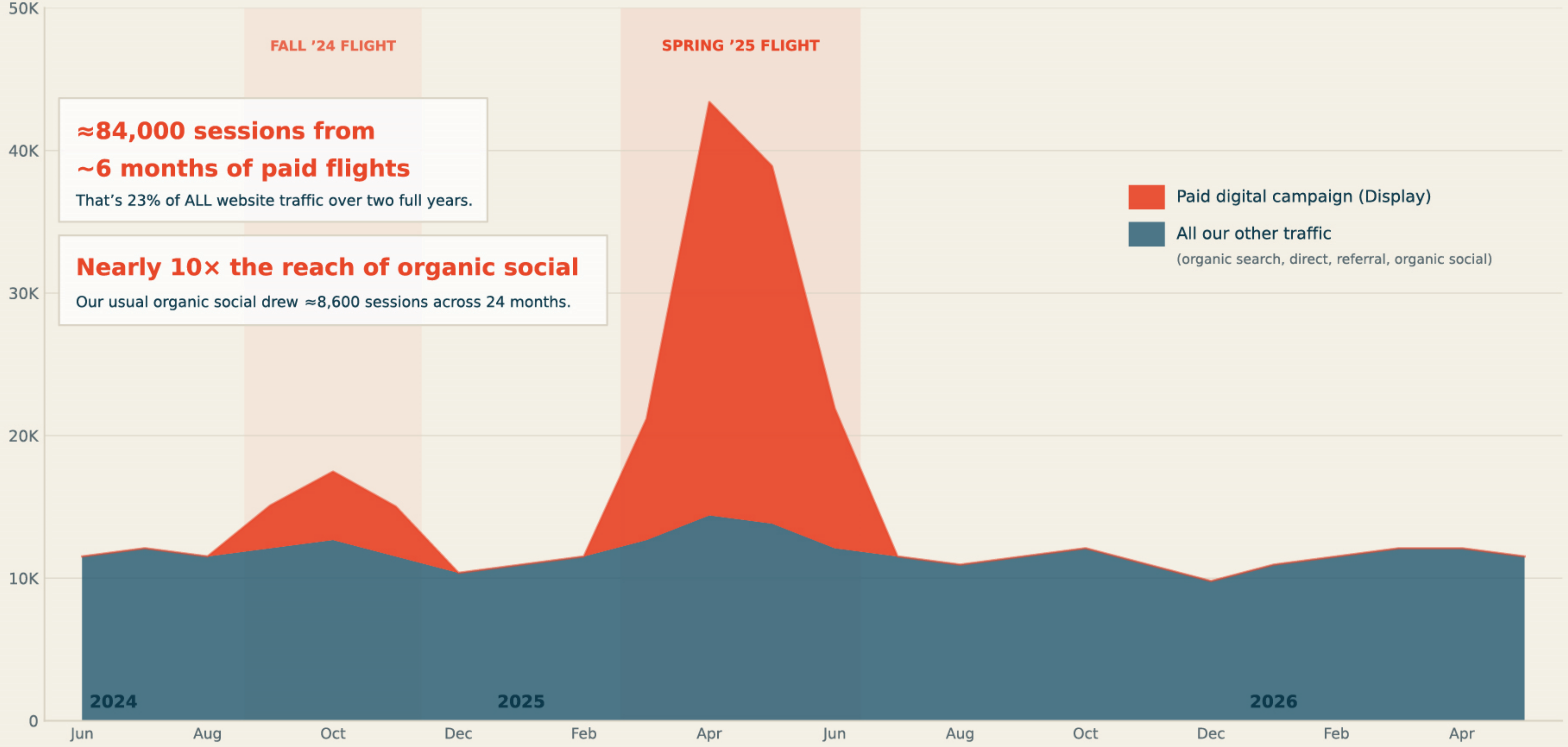

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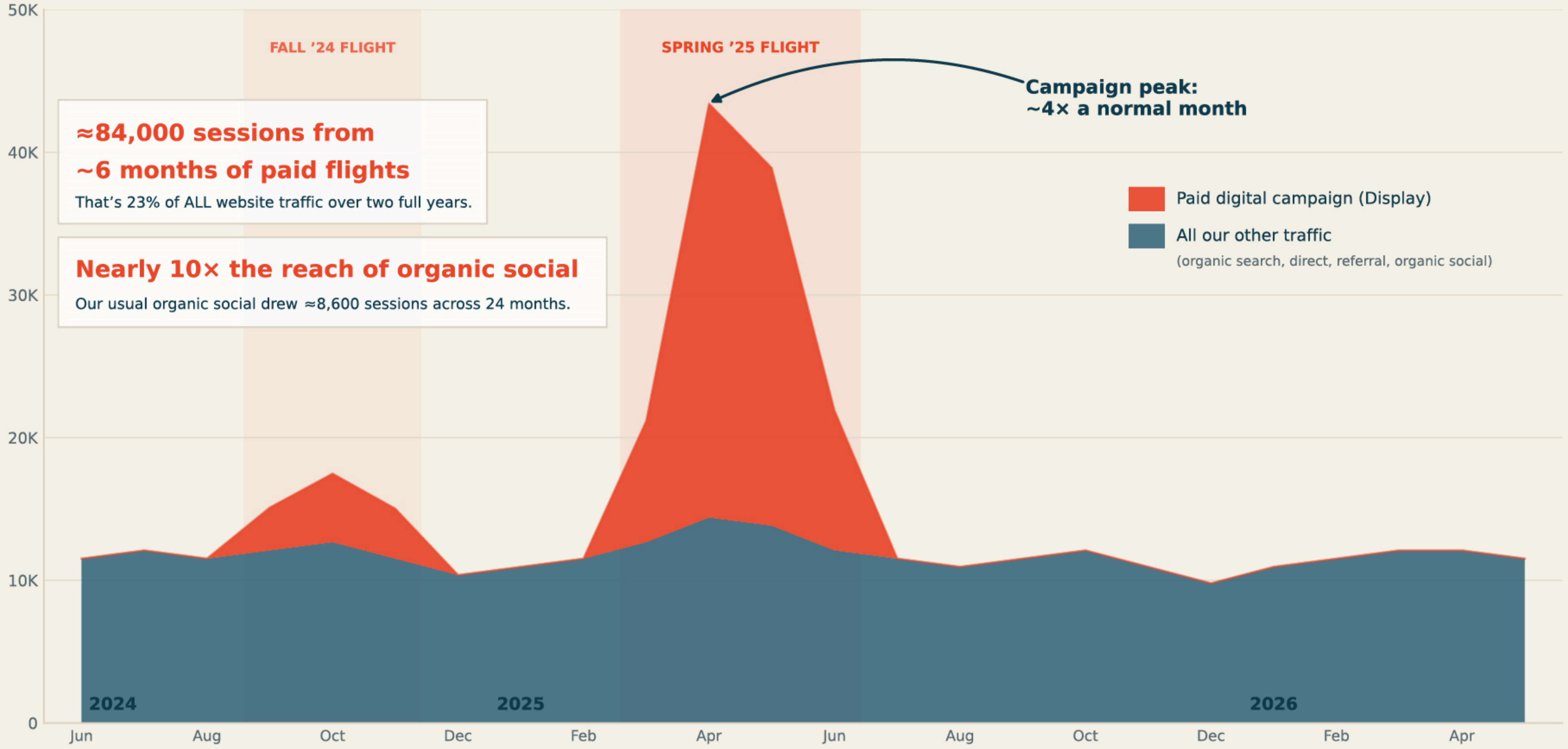

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WHAT THE CAMPAIGN DELIVERED

Bookings, and the reach behind them

Marketing moves as a funnel: broad reach at the top, booked stays at the bottom.

REACH & ENGAGEMENT

5.5M+ impressions

57,000+ searches

+200% web traffic

870

ROOM NIGHTS

480+ bookings

Results from the A Place of Southern Possibility campaign. Source: Visit Statesboro campaign reporting.

WHY WE’RE HERE

We can’t run this again on today’s funding

A Place of Southern Possibility was paid for with one-time pandemic-era reserves. That money is spent, and by law Visit Statesboro cannot carry funds from one year to the next.

ONE-TIME RESERVE

Pandemic-era funds the Bureau had set aside.

→

SPENT ON THE CAMPAIGN

It paid for the creative and media you just saw.

→

CANNOT BE REBUILT

By law, we can’t hold surplus year to year.

Recurring impact requires recurring revenue.

The campaign proved what full funding can do. Only a permanent rate can sustain it.

The Bureau operates on annual lodging-tax revenue and cannot accumulate reserves across fiscal years.

VISIT STATESBORO · LODGING TAX POLICY

The Case for 8%

Aligning Statesboro’s lodging excise tax with Georgia’s prevailing standard.

85%

of communities under the same statute (48-13-51(b)) already levy the full 8%

+$531K

in new visitor-funded revenue each year at 8% (FY2025 audited basis)

1 of 25

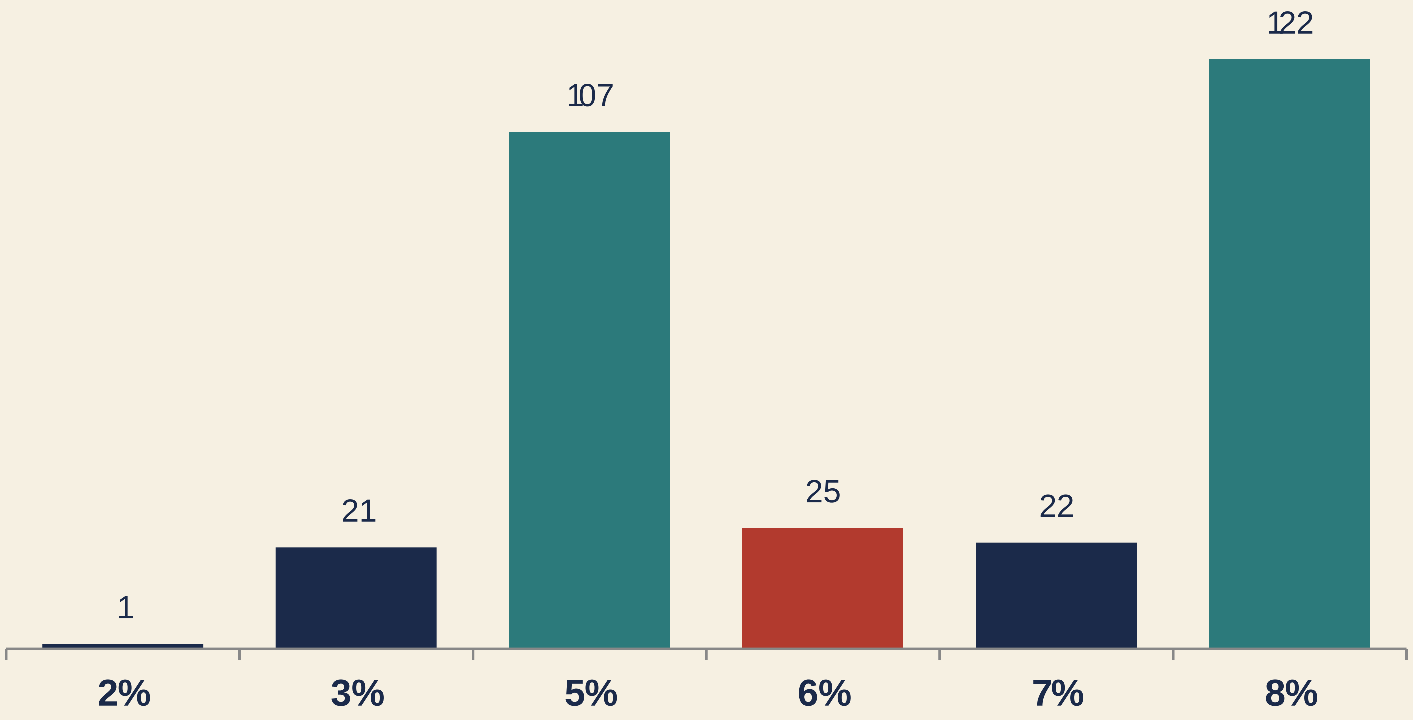
Statesboro is one of just 25 of 298 Georgia communities still at 6%

Statewide comparisons: Georgia DCA Hotel/Motel Excise Tax Report (FY2024, the latest year all communities reported). Dollar figures: City of Statesboro FY2025 ACFR, Note 4-D.

THE STATEWIDE PICTURE

8% is the Georgia standard

Of 298 Georgia communities levying a lodging tax, 8% is the single most common rate. Statesboro remains at 6%.



122

communities at 8% (41% of Georgia)

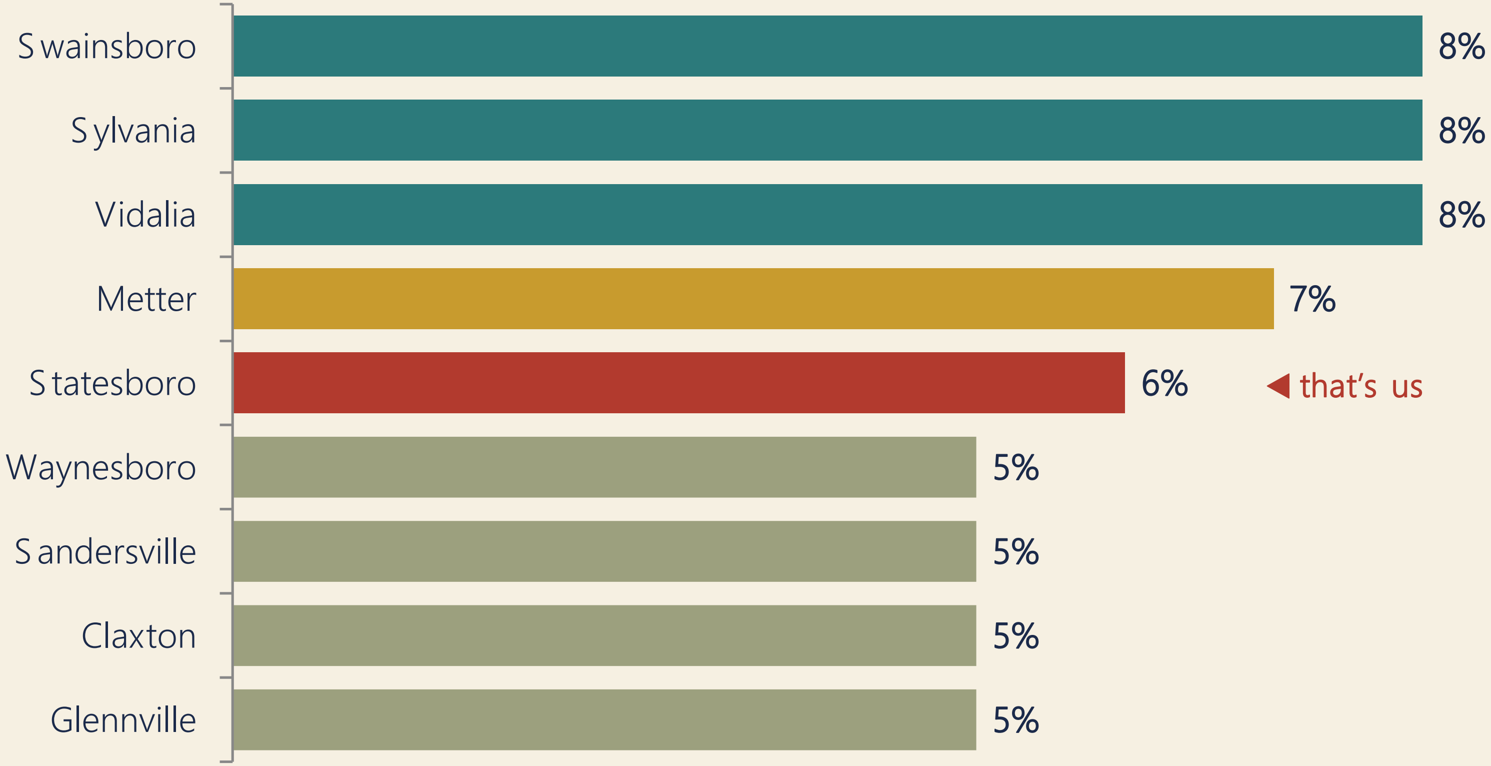
Same statute, different rate.
Among the 133 communities authorized under 48-13-51(b), **85% levy the full 8%.**

The 5% group is mostly small towns capped under a different paragraph, 48-13-51(a)(3). The fair peer set is the (b) group. Source: Georgia DCA, FY2024.

CLOSER TO HOME

Where we sit with smaller markets

Statesboro competes for events and overnight visitors across the region and it sits below towns it dwarfs in size.



Smaller than us, already at 8%

Sylvania collects about $27,000 a year. Vidalia, about $42,000.

Statesboro collects $1.4 million, and taxes at a lower rate than both.

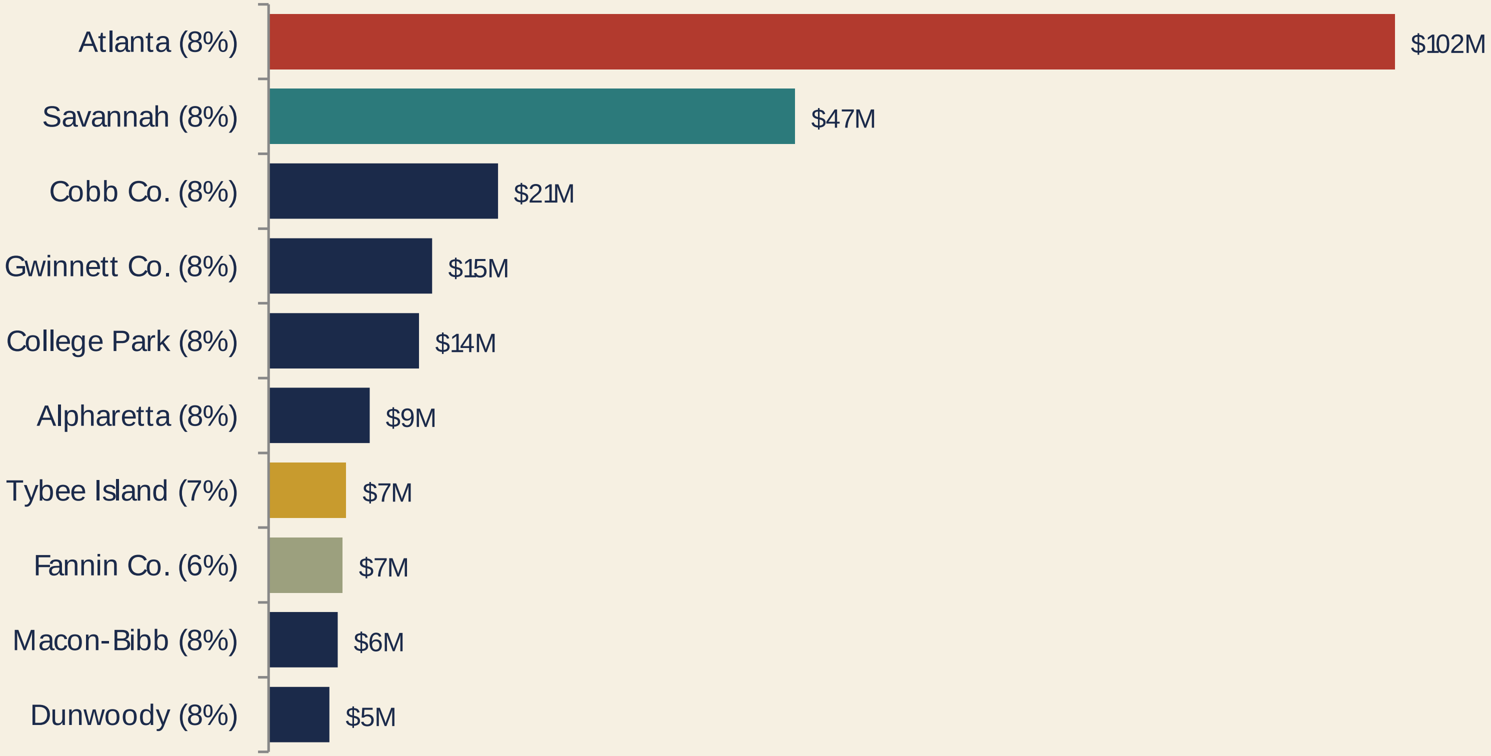
Next door at 8%:
Screven County, Jenkins County, Swainsboro, and Sylvania, all bordering or minutes from Bulloch.

Rates and FY2024 collections: Georgia DCA Hotel/Motel Excise Tax Report. Rates reflect the current ordinance on file with DCA; some FY2024 collection figures were not filed.

WHO WE COMPETE WITH

Georgia’s top markets are at 8%

Eight of Georgia’s ten highest-grossing lodging markets levy 8%: the destinations Statesboro competes with for events, sports, and overnight visitors.



8 of 10

of Georgia’s highest-grossing lodging markets levy 8%

46th

Statesboro’s revenue rank of 226 reporting markets, the top quarter of the state

These markets earn more on volume, not rate — the point is that 8% is the operating standard among established Georgia destinations. Source: Georgia DCA, FY2024.

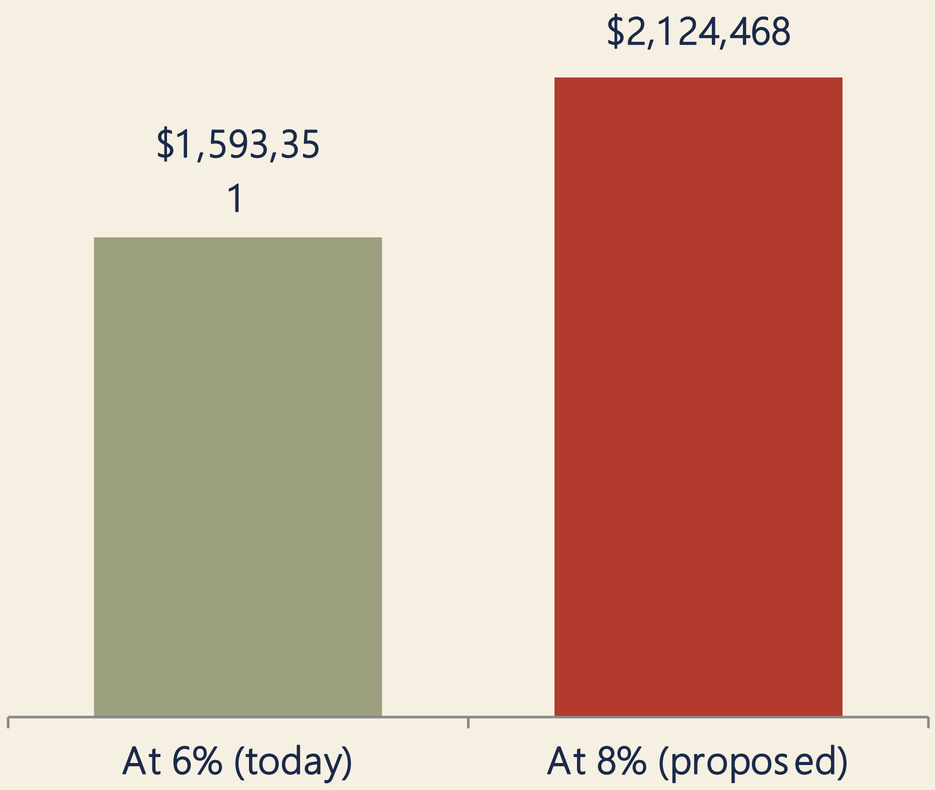
THE OPPORTUNITY

Move to 8%

- Raising the tax from 6% to 8% adds an estimated $531,117
- Destination marketing and tourism product development
- **Borne by visitors, not residents.**
- The standard in Georgia
- Statesboro operates under 48-13-51(b), which authorizes 8%.

+$531,117

added each year at 8%, on FY2025 audited collections



Restricted to tourism, the same as today's 6%. The increase expands both destination marketing and tourism product development.

Applies the 8% rate to FY2025 taxable receipts, holding demand constant; actual results vary with occupancy and room rates. Source: City of Statesboro FY2025 ACFR,.

Statesboro Housing Rehabilitation Program

A neighborhood revitalization and affordable housing preservation effort funded through the American Rescue Plan Act (ARPA). This presentation reviews program origins, original tranche allocations, policy evolution, and budget milestones.

Why the Program Exists

The Need

Statesboro's **Affordable Housing Plan** identified housing rehabilitation and neighborhood revitalization as a top community priority. Only about **30% of units** in core neighborhoods were considered in good or better condition at the time of the study.

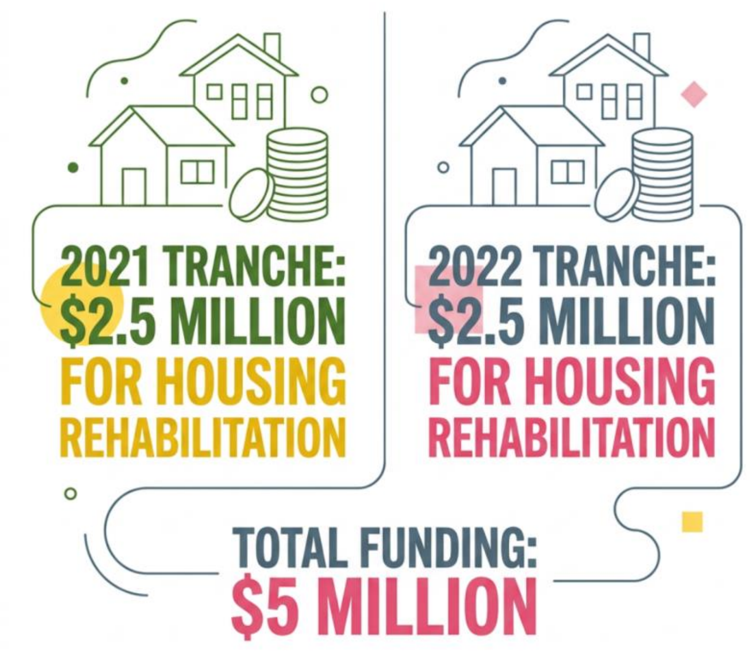
Target Neighborhoods

All located in the core Urban Redevelopment Area. Preservation of existing affordable stock also strengthens CDBG and CHIP grant competitiveness.

Johnson Street | **MLK Area** | **Mulberry Street** | **Whitesville**

ARPA Allocation

Statesboro's total ARPA eligibility was **$12,306,221**. Housing Rehabilitation was allocated across two tranches with an original total of **$5,000,000**.



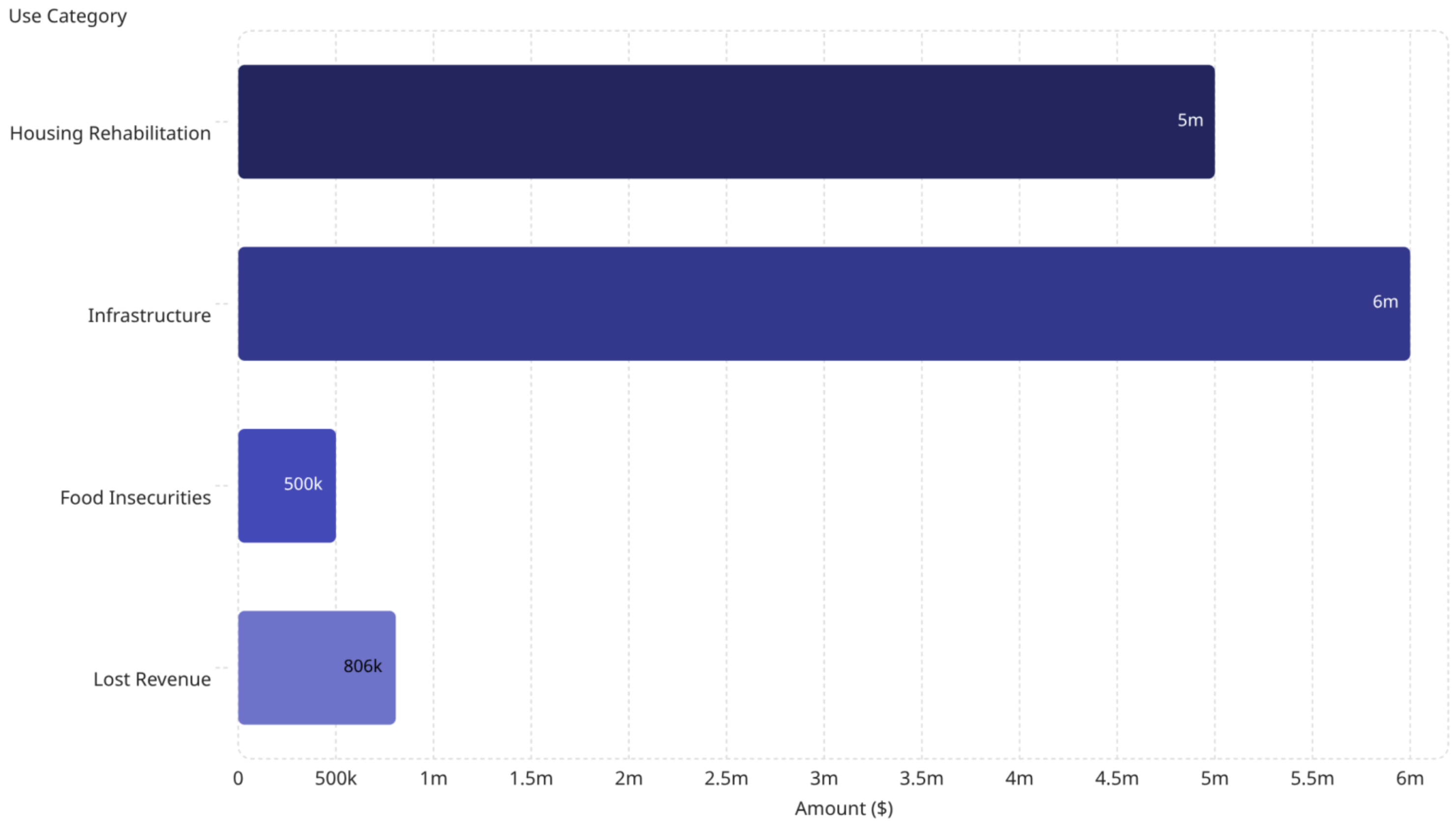
Key Deadlines

All ARPA funds were subject to federal obligation and expenditure deadlines under the Treasury Final Rule.

Commit by	**Spend by**
December 31, 2024	December 31, 2026

Formal Council Approval — November 16, 2021

Council formally approved the ARPA use plan totaling **$12,306,220**. Housing Rehabilitation received the largest single allocation.



Total allocation: $5,000,000 + $6,000,000 + $500,000 + $806,220 = **$12,306,220**.

Program Setup & Administration

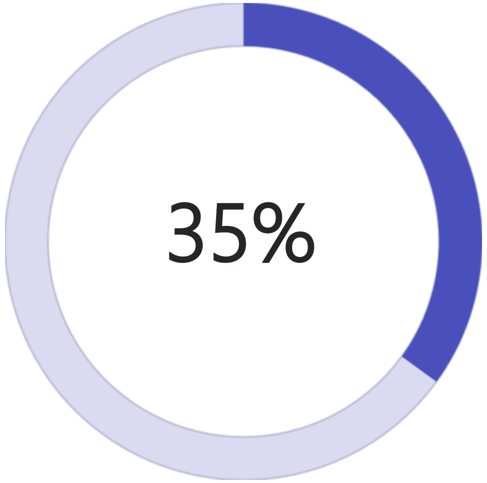
Administrative Structure

Planning & Development was assigned to administer the program with third-party consultant support for policies, financial reporting, public information, and required community meetings. This also resulted in the creation and hiring of the Planning & Housing Administrator position.

Consultant Selection

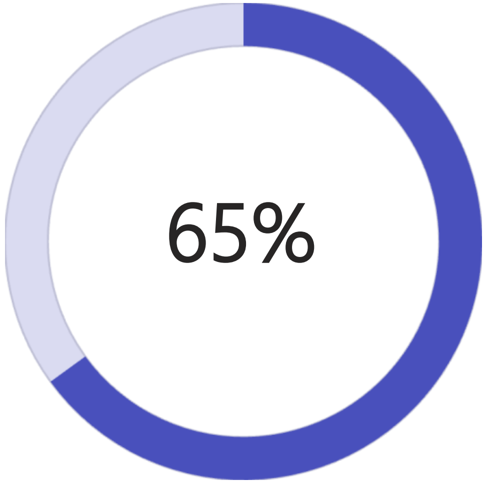
Insight Planning & Development was selected through a competitive RFQ process. The original contract was structured not to exceed **$550,000**.

Contract Breakdown



Program Setup

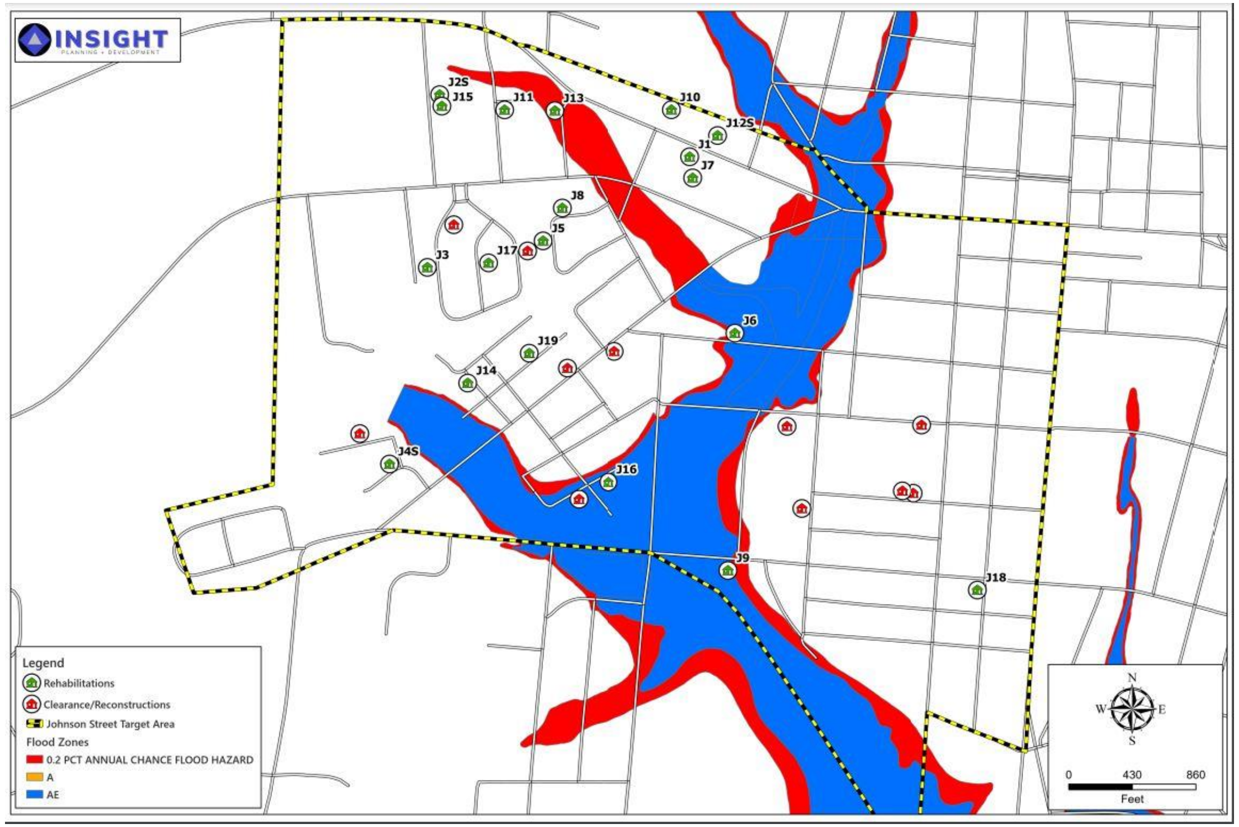
Policies, procedures, and program infrastructure



Implementation

Active delivery over the life of the $5M spend

Initial Geographic Strategy



Targeting Plan

Work was targeted to distressed census tracts, GICH neighborhoods, and adopted redevelopment areas, with all benefits directed to low-to-moderate-income residents.

The most prominent area of concern was the Johnson Street Neighborhood.

Adopted Policy Framework — March 1, 2022

Council adopted the full administrative guidelines and policy package, establishing the legal and operational foundation for the program.

- **Financial Management**
  - Project budget resolution, financial controls, and reporting protocols
- **Citizen Participation**
  - Anti-displacement, relocation policy, and public engagement requirements
- **Compliance**
  - Section 3, fair housing, procurement, code of conduct, and equal opportunity
- **Housing Assistance**
  - Assistance policy, application forms, and construction contract award policy

Applicant Eligibility & Prioritization

Eligibility Requirements

- Owner of record for the subject property
- Current on all local property taxes
- Meet income qualification thresholds
- **CLEAR TITLE**

Rating Criteria

Applications were scored and ranked by need to ensure the most vulnerable households received assistance first.

Implementation Reality — Conditions & Costs

By May 2023, **83 applications** had been received. Field inspections revealed conditions more severe than original assumptions. Key status at that milestone:

83

Applications Received

3

Contracts Awarded

20

Scopes Prepared

11

Johnson St. Homes Flagged for Demo

Staff cited supply shortages, elevated material costs, limited contractor response, and competition with new construction. Rehab cap was set at **$50,000 per home**; homes above that threshold required reconstruction consideration.

Responding to Challenges

Floodplains

- Areas located within the floodplain required significant changes to the normal plan, as floodplains require significant elevation improvements to allow for construction to building code.

Title Issues

- A number of residents discovered that they lacked true ownership rights to their own homes, which delayed the process. We then sought additional applicants.

Relocation Needs

- Some homes not slated for demolition, still required relocation because homeowner had things like asbestos and lead paint in their homes.

Evolution to Reconstruction

Policy Shift

Field inspections showed **28 homes were irreparable** — reconstruction was the only viable path. Staff warned that reconstructing all 28 could consume the full $5M allocation.

2023 Amendments

1. $300K ARPA interest approved for two replacement homes
2. Policy updated to allow reconstruction; affordability period extended from 5 to 10 years

Process Issues

1 **Lack of Title Clearance**

A significant number of homes did not have clear title, due to a lack of knowledge of the probate process, and ownership rights.

2 **Rehab vs. Reconstruction Reality**

With 28+ homes flagged as irreparable, a number of dollars were spent to remove housing that should never have been inhabited.

3 **Homes Above the Rehab Cap**

$50,000 was not sufficient for the majority of homes that were rehabbed. Inflation pressures have escalated year after year for materials and labor.

4 **Contractor Availability & Participation**

Limited contractor availability stretched the timeframe associated with participating in the project. Generally contractors were not local, which created difficulty.

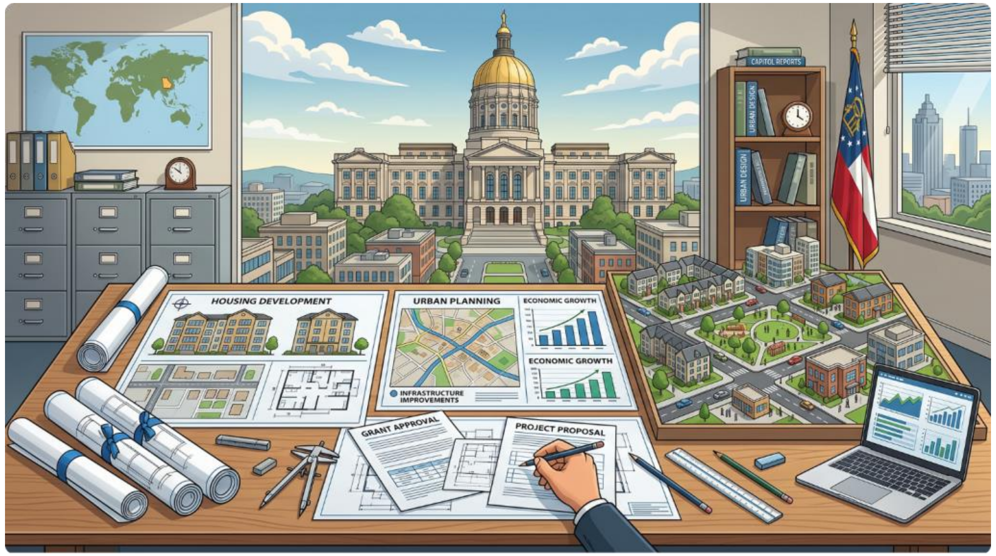
Current Program Status

- Total Housing Applications
  - 105
- Total Accepted Applications
  - 53
- Completed Reconstruction Homes
  - 8 (1 still under construction)
- Completed Rehab Houses
  - 29 (1 still under final finishing)
- Accepted Homes halted Title Issues
  - 12
- Contractors Utilized
  - 8
- Total Spend
  - $5,080,426*

External Funding Strategy

CDBG & CHIP Pursuit

To extend housing rehabilitation resources beyond ARPA, the City pursued Community Development Block Grants (CDBG) and Community HOME Investment Program (CHIP) funding.



Mar 2022 — CDBG

Housing category identified; $1M max; 100% LMI benefit; 10% City match required

Dec 2022 — CHIP

Initial inspections found many homes exceeding individual rehab caps; CHIP pairing proposed for excluded homeowners

Jan 2026 — Status Update

City had not been successful in recent housing CDBG rounds; 2026 CDBG proposed to shift back to infrastructure.

Major Deficiencies in Housing

The significant issue in Statesboro spawns from lack of education related to housing opportunities and a lack of viable partnerships with non-profits. Examples include:

- Many residents are not in true ownership of their home.
  - Open Liens for random incidents
  - Lack of probate
  - Verbal agreements without defined ownership
  - Lack of administrators over estates that they reside in
- There are no Community Development Housing Organizations in Statesboro.
- Non-profit organizations that could help are poorly staffed or unskilled in administering these types of grants.
- Consistent source of funding to allow for programs.
- Residents are unaware of existing sources of funding to assist in rehab and ownership such as:
  - USDA grant funding
  - FHA and Georgia Dream Funding
  - CDBG-DR funding
  - Action Pact Weatherization Funding

A Portfolio of Statesboro Progress

Potential Paths Forward

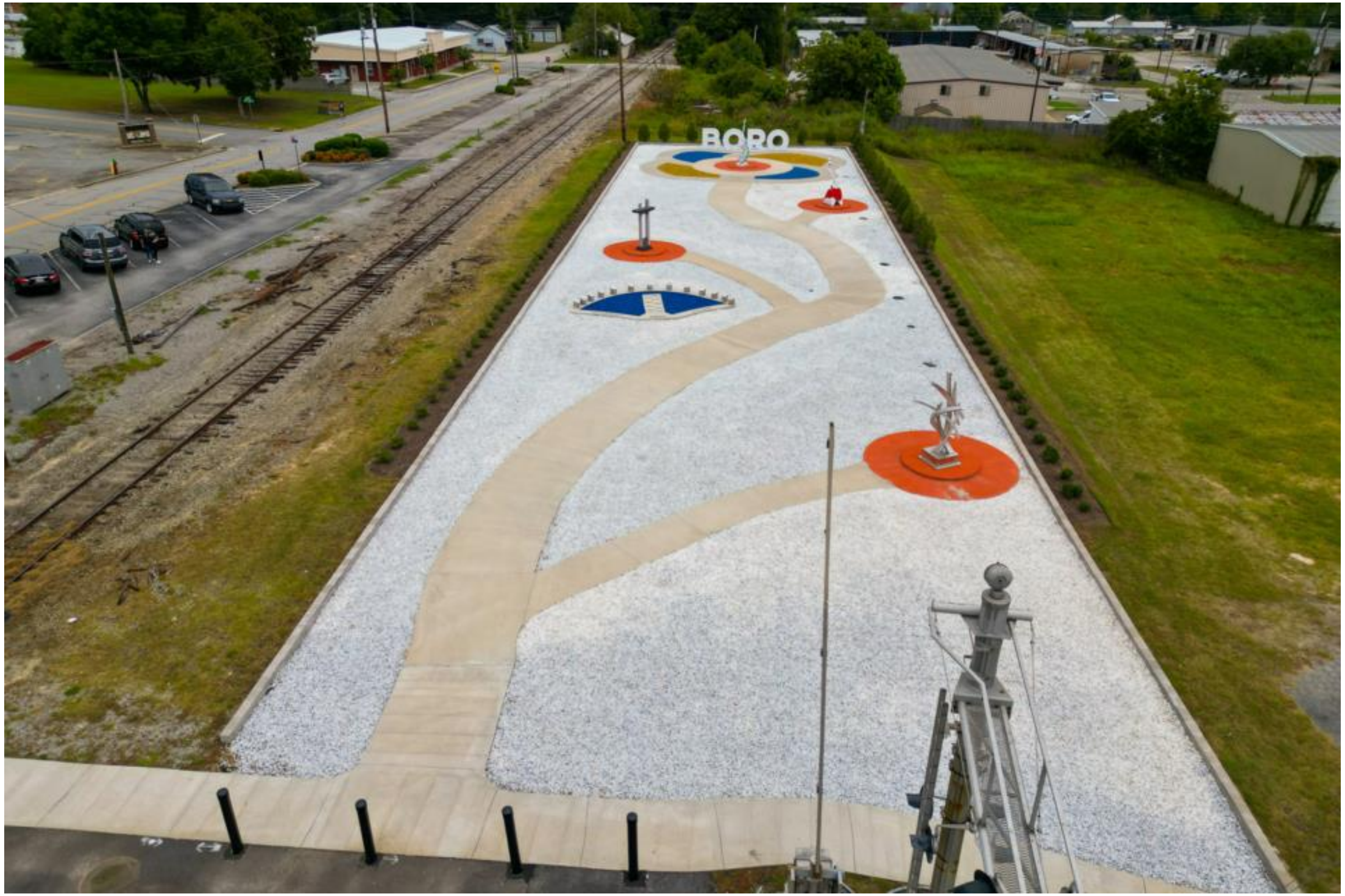
The City will likely not receive another tranche of funding near the size of ARPA funds. Potential paths forward until the City is an entitlement community consists of:

- Utilize CHIP, CDBG, or local match to sustain housing rehabilitation capacity after ARPA concludes. Currently there is an active CHIP and CDBG in the City.
- Adjust the focus of grant opportunities to focus on urgent repair, instead of completed renovation. This would allow smaller grants to suffice for lower impact housing work.
- Focus on grant funding for weatherization, and collaborate with local non-profits to administer this funding.
- End all housing rehabilitation activities, and work with the state and other stakeholders to ensure continued construction of new affordable housing.

Questions?

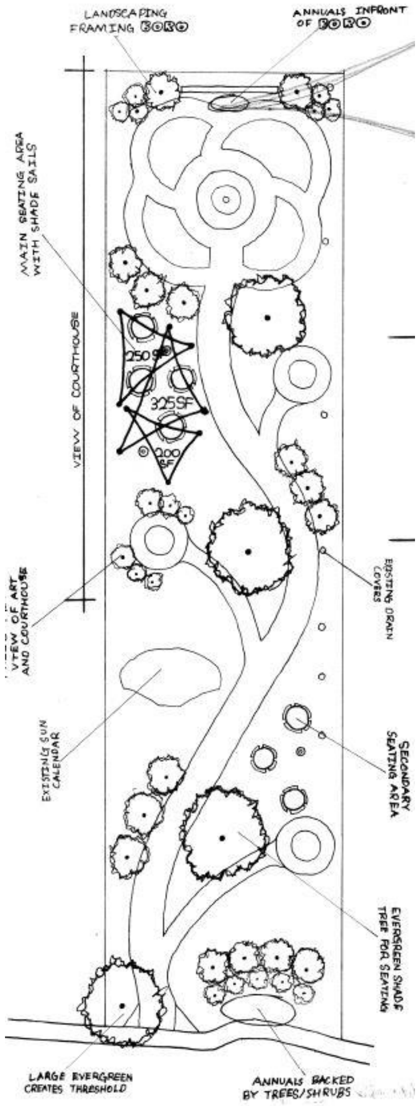
Statesboro Art Park
Shade Considerations

Art Park Shade Considerations: Existing Conditions



Art Park Shade Considerations: Existing Conditions

Art Park Shade Considerations:
Tree Plan Concept



Staff Concerns Regarding Installation of Trees in Art Park:

- Obstructed view of art and “BORO” from the street
- Restriction of vehicle access to remove/install new art work in rotation
- Requires complete replacement of all underground drainage
- Requires complete replacement of all recycled rocks with mulch
- Existing sundial feature will be obstructed
- New overhead lighting recently purchased will be obstructed
- Christmas tree and lighting ceremony relocation to another park

Alternate to Provide Shade in Art Park:

- Park shade canopy with 2 benches (<$20,000 complete)
- No impacts to view, access or existing infrastructure in park

Art Park Shade Considerations:
Shade Canopy Recommendation

Art Park Shade Considerations: Shade Canopy Location

Art Park Shade Considerations: Shade Sail Alternate

Questions?