

**STOCKBRIDGE
CITY COUNCIL**

**Mayor Anthony S. Ford
At-Large**

**Mayor Pro Tem LaKeisha Gantt
Council District 1**

**Councilmember Alphonso Thomas
Council District 2**

**Councilmember Kyle D. Berry, Sr.
Council District 3**

**Councilmember Yolanda Barber
Council District 4**

**Councilmember Elton Alexander
Council District 5**

CITY MANAGER

Vacant

CITY CLERK

Vanessa Holiday

CITY TREASURER

Frank Milazi

CITY ATTORNEY

Quinton G. Washington

City Council Retreat Planning Session Agenda March 20, 2025 9:00 AM



TRU BY HILTON HOTEL

2725 PATRICK HENRY PKWY

STOCKBRIDGE, GA 30281

Website: www.stockbridgega.org

Phone: 770-389-7900

Fax: 770-389-7912



AGENDA PLANNING SESSION RETREAT CITY OF STOCKBRIDGE

THURSDAY, MARCH 20, 2025 9:00 AM

DAY 2

9:00 AM: WELCOME & CALL TO ORDER

Mayor Anthony Ford (Acting City Manager)
- Recap of Day 1

9:30 AM: COMMUNITY DEVELOPMENT

Ryan Anderson, Director & Attorney Valerie Ross

10:00 AM: ECONOMIC DEVELOPMENT

Gerald Sanders, Director
John Ernst

10:45 AM: PROJECT STATUS / UPDATES

Decius Aaron, Public Works Director; Falcon Design & Consultants; Jamayca Cole, Management Analyst

12:00 PM: LUNCH

1:00 PM: AMPHITHEATER

Harold Young, Amphitheater Consultant; Mayor Pro Tem Gantt

2:45 PM: BREAK

3:00 PM: EXECUTIVE SESSION

Attorney Quinton Washington; Attorney Angela Robinson

5:00 PM: ADJOURN

COUNCIL RETREAT PRESENTATION



Management Analyst

March 20, 2025

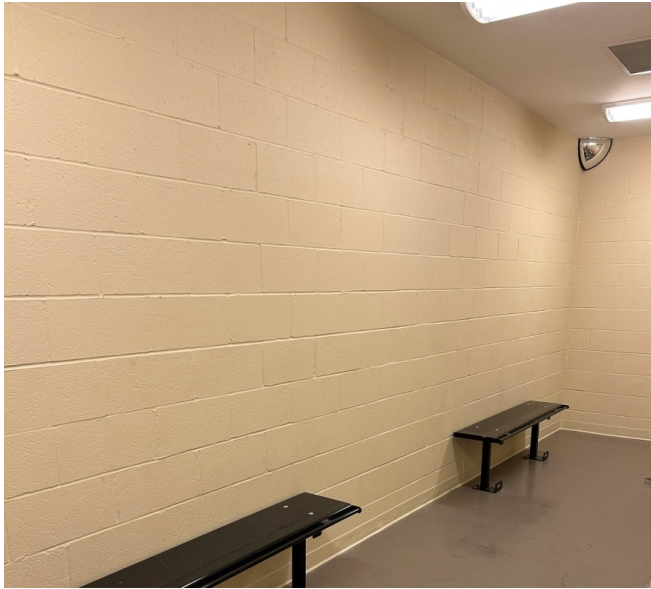
COURT RENOVATIONS



- The Court Administrator's private restroom has been converted into an employee-only restroom.
- Two new cashier windows have been installed, complete with bullet-resistant glass, a voice amplifier, and secure pass-through trays.
- Two new workstations have been added to the open area (converted from the previous Deputy Clerk's office).
 - The improved holding cell has been outfitted with two steel benches.
 - A raised platform has been added for the judge's bench.

Total project cost: \$73,471.66





WAYFINDING CIVIC SIGNAGE



- **Phase I** : Currently in production. Sign installation is scheduled to begin at the **beginning of May**.
- **Phase II** : Currently in the **submittal process**, with shop drawings under review.

Phase II



The City is currently in negotiations with NS regarding the lease agreement price for the .54-acre parking lot area.

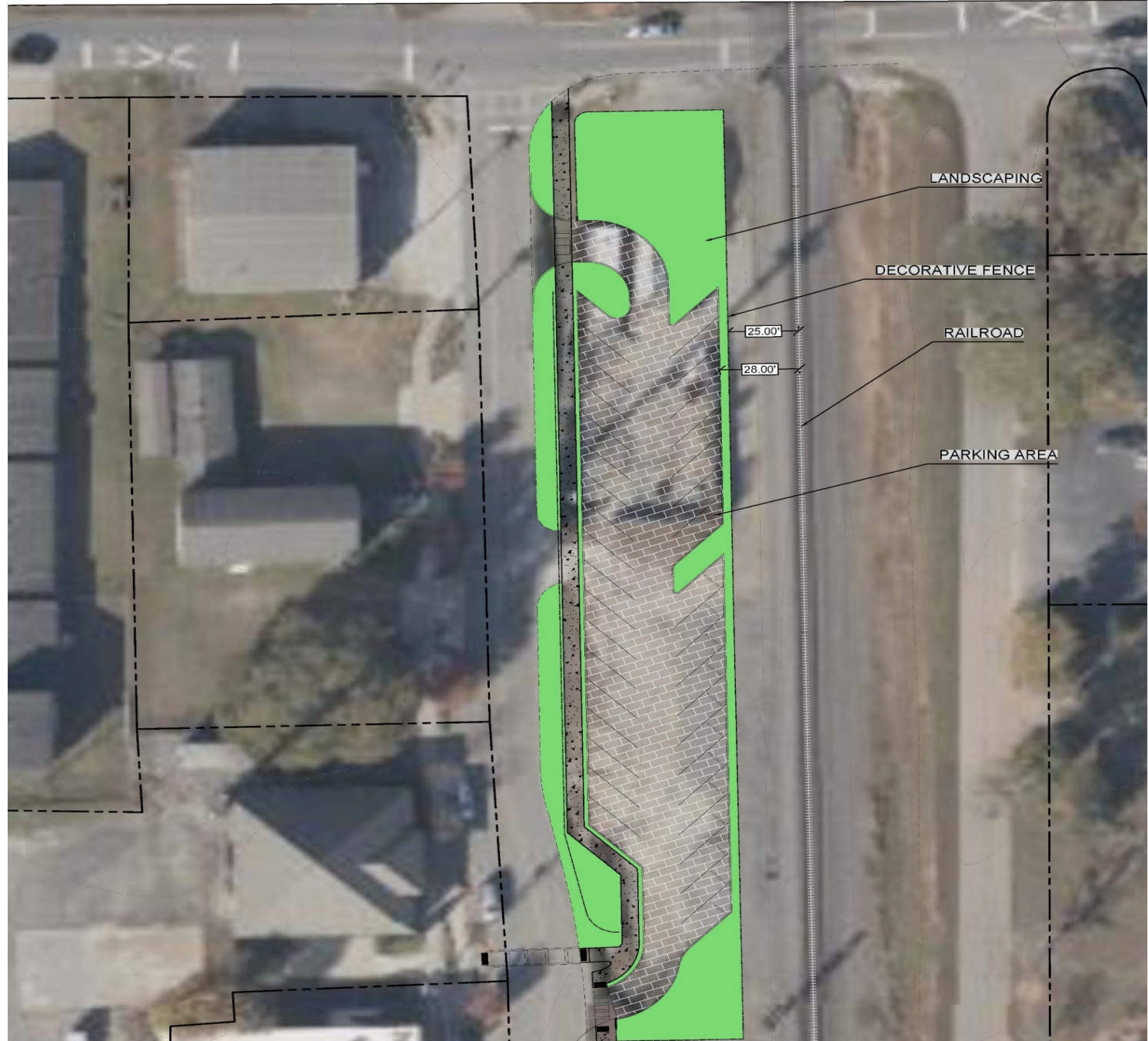
The City has requested NS to:

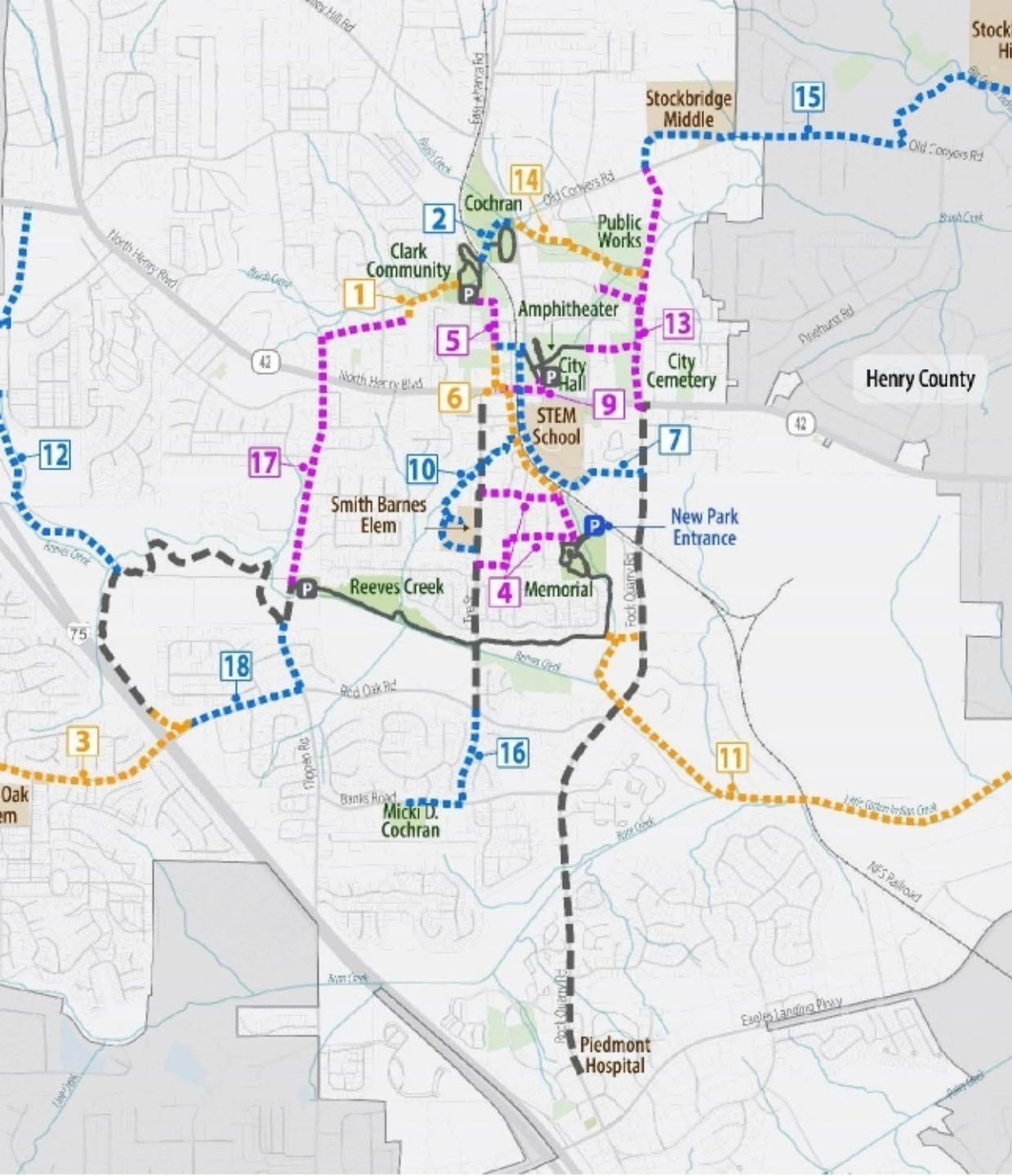
- Remove their materials from the property.
- Either relocate or demolish their building on the .54-acre lot.
- Alternatively, allow the City to handle the demolition.

A follow-up with the vendor was made on March 11, 2025, and we are currently awaiting a response.

NORFOLK SOUTHERN RAILWAY PARKING LOT







STOCKBRIDGE TRAIL MASTER PLAN



The PATH Foundation presented the Stockbridge Trail Masterplan to the Governing Body on January 28th.

The plan was approved on February 10th, 2025.

The agreement is currently under legal review and is scheduled to be presented at the March 25th Work Session meeting.

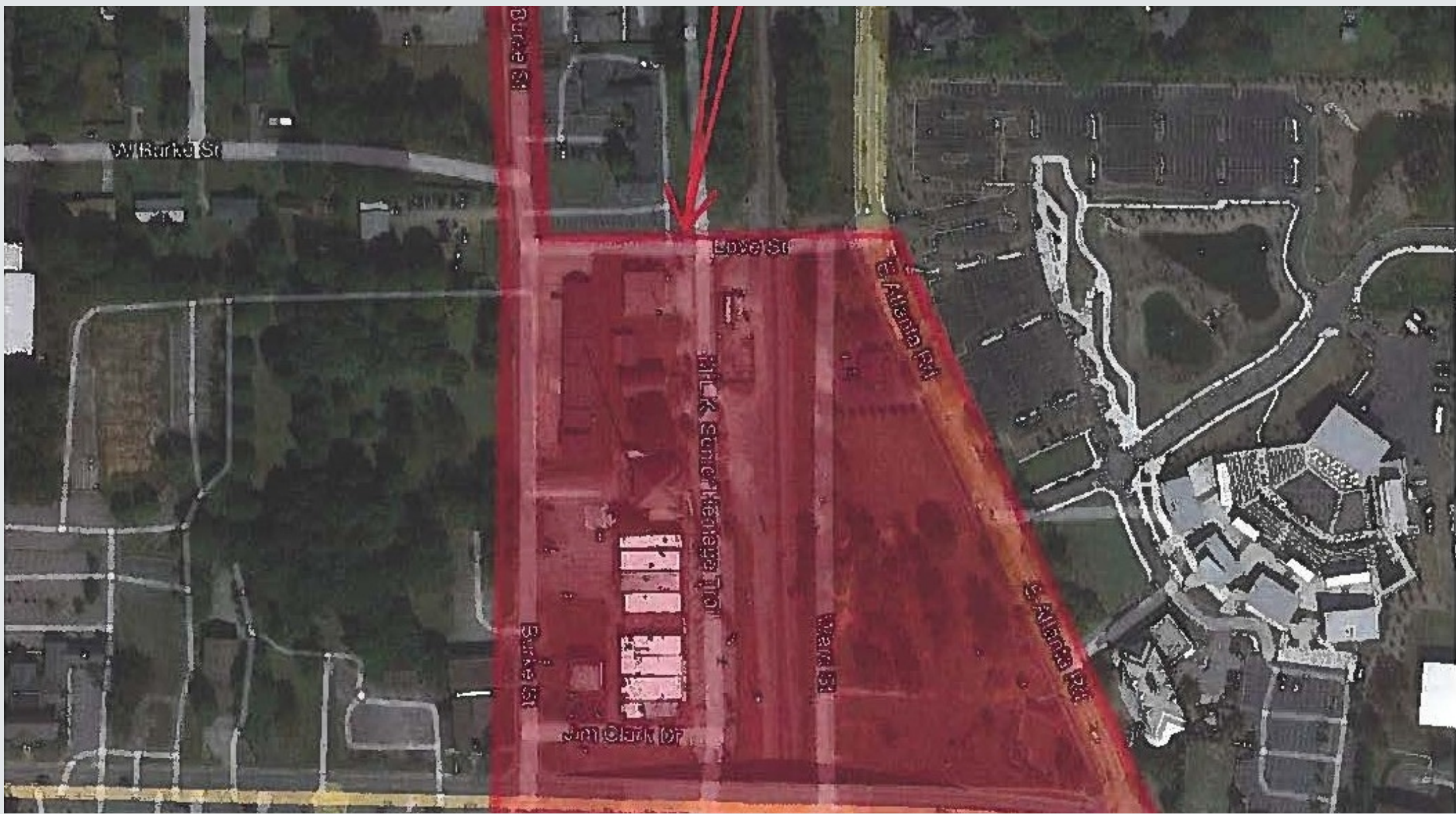
The project involves relocating utility lines from above ground to underground along East Atlanta Rd. to Burke St.

The preliminary engineering agreement was signed and received by the City Manager's Office on March 7, 2025.

Payment is being processed, and engineering services will commence soon after.

GA POWER UTILITY RELOCATION DOWNTOWN





OpenGov has been implemented, with financial data from 2018 to present uploaded into the system.

The software integrates with the City's ERP system, Incode, and updates daily at 5 PM.

Mr. Milazi & Mr. Conner met with the OpenGov team on March 5th to review progress and discuss the next steps.

The goal is to have OpenGov provide onsite training for all staff users.

Mr. Milazi would like to speak on the software.

OPENGOV





PUBLIC WORKS



March 20, 2025

SPLOST VI Allocations

Road Resurfacing & Sidewalks	\$13,000.00.00
Maintenance Shop	\$ 4,000,000.00
Merle Manders Conference Center	\$ 2,000,000.00
City Hall	\$ 4,000,000.00
City Bridge Community Center (Youth & Senior Center)	\$10,000,000.00
Amphitheater	\$ 2,514,673.00
Wayfinding Program	\$ 1,600,000.00
Infrastructure (Water, Sewer, and Stormwater)	\$ 6,600,000.00
Downtown Utility Relocation	\$ 4,000,000.00
Infrastructure (IT)	\$ 1,500,000.00
Parks Improvements	\$ 6,124,417.00
Vehicles & Equipment	\$ 2,500,000.00
Total	\$57,839,090.00

LMIG Program

Year	Mileage	Cost
2016	5.21	\$970,557.00
2017	5.04	\$497,296.00
2018	5.04	\$959,115.00
2019	5.19	\$945,813.00
2020	5.65	\$1,123,724.00
2021	4.67	\$1,183,559.00
2022	5.05	\$1,701,887.63
2023	4.66	\$1,622,480.00
2024	7.93	\$4,539,279.00
2025	6.80	\$2,874,956.02
Total	55.24	\$16,418,666.00
Average	5.52	\$1,641,866.60

TSPLOST Projects

City of Stockbridge Collaborative Joint City-County TSPLOST Projects

Project	Purpose	Estimated Cost	Status
Rock Quarry Road (Hudson Bridge Road to S.R. 138)	Road widening	\$4,000,000	Project scheduled to let in October 2025
Rock Quarry Road Extension	New road	\$2,000,000	Awaiting funding.

TSPLOST Projects

City of Stockbridge

TSPLOST Road & Pedestrian Improvements



Project	Purpose	Estimated Cost	Status
Country Club Drive	Traffic and safety improvements	\$1,000,000	Purchased order issued.
Burke Street	Sidewalks and pedestrian improvements	\$500,000	PSA with TSW on March 25, 2025 agenda.
Love Street	Sidewalks and pedestrian improvements	\$500,000	PSA with TSW on March 25, 2025 agenda.
Downtown Pedestrian Bridge	Pedestrian bridge	\$800,000	Ongoing.
Hudson Bridge Road/Eagles Landing Parkway	Road resurfacing	\$489,982	Need a funding source.
Old Atlanta Road	Resurfacing and sidewalks	\$1,500,000	Resurfacing Complete
Davidson Parkway	Resurfacing and sidewalks	\$1,500,000	Resurfacing Complete
Tye Street	Sidewalks	\$2,200,000	Plans submitted to Community Development
Campground Road	Sidewalks	\$500,000	Task Order Issued.

TSPLOST Projects

City of Stockbridge
Curb & Gutter, New Trails



Project	Purpose	Estimated Cost	Status
Wilson Ave, Nolan St, Childs St, Wilson St, Walker St, Welch St, Jennings Way, Second St, First St, Tye St, Church St, and Carie Mae Ln	Curb and gutter, sidewalks, and widening	\$2,500,000	Project in design.
Davis Road	Curb and gutter and sidewalks from Shields Road to Clark Park	\$2,500,000	Awaiting funding.
Brush Creek Trail – 1.5 Miles	Trail	\$2,400,000	PSA with PATH Foundation on March 25, 2025 agenda.
Reeves Creek Trail Extension – 2 Miles	Trail	\$2,800,000	PATH Foundation Project
Walt Stephens Road Trail – 1.75 Miles	Trail	\$3,000,000	PATH Foundation Project
MLK Sr Heritage Trail, Spur Trail to Floyd Baptist Church – 0.25 Mile	Trail	\$425,000	PATH Foundation Project
MLK Sr Heritage Trail, Green Front Café – 0.25 Mile	Trail	\$355,000	Project in design.
Continuation of MLK Sr Heritage Trail – 0.75 Mile	Trail	\$625,000	Project in design.
Potential Trailhead Location with Reeves Creek Trail Link at MLK Sr Heritage Trail	Trail	\$500,000	Project in design.

Thank You



VyStar AMPHITHEATER

at The Bridge

**2024–2025 SEASON
RECAP & PREVIEW**

**Presented by
Harold J. Young**

March 2025



MARKETING ANALYTICS-2024

Radio Engagement



Combined Annual Campaigns - Adults 25+

Gross Impressions - 39,510,100
Persons Reached - 2,850,750
Frequency - 26.6%

Television Engagement



Combined Annual Campaigns - Adults 25+

Number of Cable Impressions - 522,040
Number of OTT Cable Impressions - 202,999
Number of Broadcast Impressions - 780,339
Number of Broadcast OTT Impressions - 366,054

MARKETING ANALYTICS-2024

Website, Ticket & Email Engagement



Monthly Organic Search
18.3k



Concerts 2024 - 23
Tickets distributed - 53,245

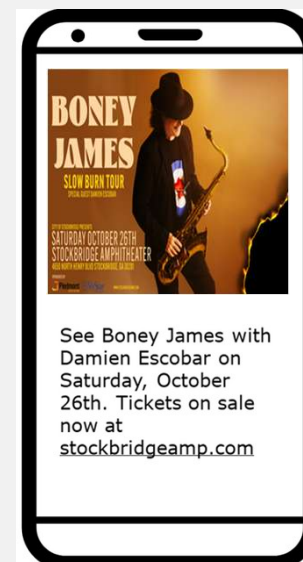


Email Database
9,536

Eblast & Cell Phone Engagement



E-blast Analytics
Number of blasts sent - 35
Patrons Reached - 95,408
Percentage of clicks - 2.15%
Opened Once - 41,091



Phone Texting Analytics
Concerts Targeted - 3
Delivered Texts - 27,202
Success Rate - 96%
Zio Codes: 30281, 30311
31201 & 31208

MARKETING ANALYTICS-2024

Billboard Engagement



Combined Billboard Impressions - 5,158,800

Locations - 7

- Right-hand read, I-75 & SR 54 in Morrow
- Right-hand read, North of Exit 224
- Left-hand read, South of Exit 221
- Left-hand read, North of Gresham Rd, overpass in Marietta
- Right-hand read, South of Delk Rd., in Marietta
- Right-hand read, I-24 West of Jct. w/I-175 in Chattanooga
- Right-hand read, I-75 North of Exit 1 in Chattanooga



Digital & Social Media Engagement

Info dates - September 25 - October 26, 2024



Post Views - 2,075
Profile Views - 18



Followers - 4,500
Views - 5,500



Post Reach - 35,354
Post Engagement - 11,980
Photo Views - 3,587

Digital Media Elements-Monica, Tamar & Sevyn Streeter Concert



The Atlanta Voice
Big Break Magazine
In Da House Media
We Speak Media

MARKETING ANALYTICS-2024

Street Team Engagement



Number of flyers distributed per concert

5,000

Average number of locations per concert

20

Patron Engagement



Quick Review: Media elements for 2024



Broadcast & Cable TV



Radio



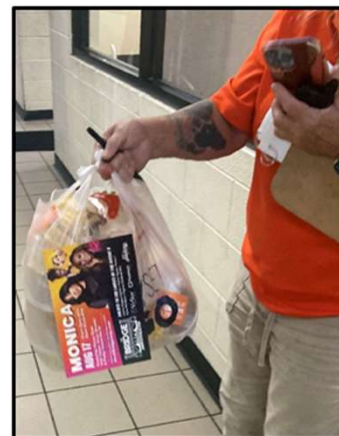
Billboard



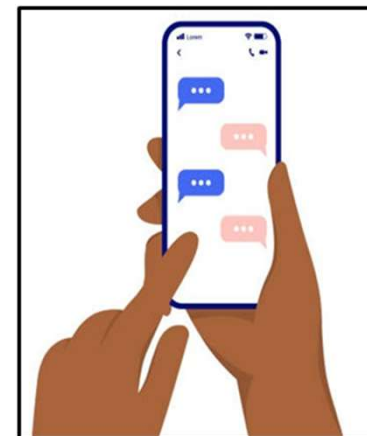
E-Blast



Digital Engagement



Street Teams



Texting

PATRON REMINDER – TO BE POSTED ON WEBSITE



Outside Food & Non-Alcoholic Beverage Allowed at the VyStar Amphitheater at The Bridge.

**During this season,
attendees at the VyStar
Amphitheater at The
Bridge will be permitted
to bring outside food
and non-alcoholic
beverages in coolers or
carriers no larger than
12x12.**

Example of 12x12 Cooler



**To enhance the overall concert experience, the
VyStar Amphitheater has partnered with several
food vendors who will operate the concession
stands. Concertgoers can enjoy world-class
entertainment, quality drinks, and delicious food
all in one venue.**



2025 CONCERT SEASON



This concert season continues to build upon the past of bringing world-class entertainment to the VyStar Amphitheater.

This season will feature:

- All White Party Tribute to Frankie Beverly
 - Gospel concert featuring Fred Hammond, Marvin Sapp, Vicki Winans, and others
 - A 2-day Jazz Festival with David Benoit, Jennifer Holiday, Norman Brown, with returning artists Karen Briggs & Tommy Davidson
 - Labor Day Musical Tribute to Jimmy Jam & Terry Lewis
 - Southern Soul 3-Day Festival is proposed to feature live entertainment, games, and more
- 

OPENING NIGHT



MY GIRLS NIGHT
XSCAPE
with Special Guests
Total & 702

VyStar AMPHITHEATER
at The Bridge
4650 N. HENRY BLVD
STOCKBRIDGE, GA 30281

Saturday
MAY 3
6PM GATES
8PM SHOW

Tickets Available at
vystaramphitheater.com

Sponsored by
Select Stockbridge
STOCKBRIDGE OFFSHORE DEVELOPMENT AUTHORITY

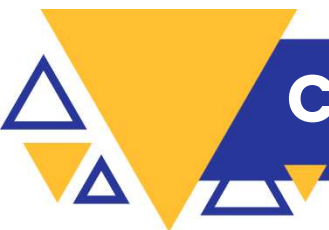
VISIT *Henry* COUNTY, GA

RADIO COMMERCIAL

OPENING NIGHT



VIDEO COMMERCIAL



CONCERT SERIES PT. 1

May

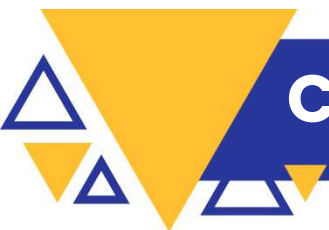
Saturday May 3	<u>My Girls Night</u> Xscape, Total & 702
Saturday May 10	<u>Mother's Day Weekend</u> 112, Dru Hill, Silk & Carl Thomas
Sunday May 11	<u>Mother's Day Celebration</u> Beenie Man
Saturday May 24	<u>Crunk Fest</u> Pastor Troy, MC Shy D, Raheem the Dream and Friends
Saturday May 31	Teddy Riley, MC Lyte, Montel Jordan & Pepa

June

Saturday June 14	<u>Ladies of the 80's</u> : Regina Belle, Deniece Williams, Shanice, Karyn White, Beverly Crawford, Evelyn 'Champaine' King, & The Silver Fox Squad
Sunday June 15	Anthony Hamilton & Friends
Thursday June 19	**Juneteenth**
Saturday June 28	Ledisi & Kindred The Family Soul

July

Friday July 4	**Stockbridge City Celebration**
Saturday July 5	War & Treaty, Mikey Guyton & Chapel Heart
Saturday July 12	<u>The All White Party Tribute to Frankie Beverly</u> The Maze Band, Jubu Smith, Eric Benet, Dave Hollister, Chris Williams, Mike Phillips & Vivian Green
Saturday July 19	Smokey Robinson & George Wallace



CONCERT SERIES PT. 2

August

Saturday August 2	Fred Hammond, Marvin Sapp, Vanessa Bell Armstrong, Vicki Winans, The Clark Sisters & Kierra Sheard
Saturday August 16	<u>Jazz Festival</u> Tommy Davidson, David Benoit, Jazz Funk Soul, Special EFX & Chandra Curelly
Sunday August 17	<u>Jazz Festival</u> Tommy Davidson, Eric Darius, Jennifer Holiday, Norman Brown, Keiko Matusui & Karen Briggs
Saturday August 23	Muni Long & Queen Nijah
Saturday August 30	Tribute to Jimmy Jam & Terry Lewis

September

Friday September 5	Stockbridge Game Night at the Merle
Saturday September 6	<u>Southern Soul Fest</u> King George, Tucka, West Love, Pokey Bear, TK Soul, Twaun Moore, Tonio Armani & 803 Fresh
Sunday September 7	<u>Southern Soul Fest</u> King George, Tucka, West Love, Pokey Bear, TK Soul, Twaun Moore, Tonio Armani & 803 Fresh
Saturday September 13	Tank, Guiwine & Lyfe Jennings
Saturday September 20	Ziggy Marley & The Burning Spears

September

Saturday September 27	**Bridgefest**
October	
Saturday October 4	Praise in the Park with Radio One

MEDIA PLAN – 2025

Modifications for 2025

- Expand marketing efforts to include a 2-hour drive radius.
- A realignment of the broadcast and cable TV schedules.
- Expand the use of streaming TV
- An increase in the frequency of messages via texting.
- Use of billboards outside Henry County
- More opportunities for customer engagement via contesting
- Utilize sponsored Facebook and Instagram ads.
- Create press opportunities with local media
- Leverage current PR strategy to maximize press coverage

Digital marketing is the practice of promoting a brand or business using online channels like social media, email, search engines, and websites to reach potential customers.



PR STRATEGY

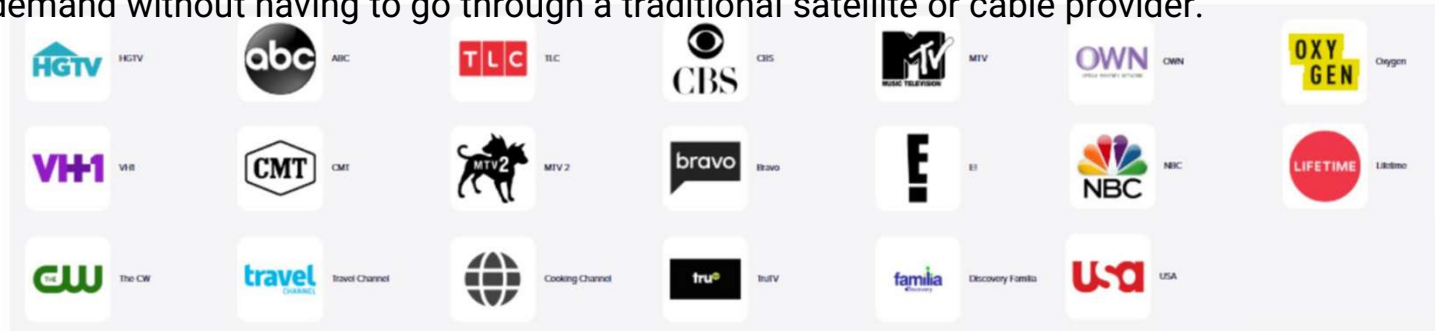


Getting the Word Out

- Leveraging press placements in digital, print, and broadcast media to highlight upcoming concerts
- Capitalize on earned media resources
- Benefit from current media relationships
- Maximize owned media experiences

STREAMING (OTT) TELEVISION

OTT, or streaming TV, refers to any streaming media content delivered over the Internet. It includes subscription-based streaming services (Prime Video, Apple TV) where consumers can access content on-demand without having to go through a traditional satellite or cable provider.



Highly Targeted Reach: Pinpoint concert goes by interest, location, or behavior.

Engaging Ad Format: Use interactive ads and dynamic creative to drive ticket sales.

Trusted, Premium, Contest: Appear alongside top-tier publishers, ensuring brand safety.

Measurable Results: Track views, clicks, and conversation across devices



SOCIAL MEDIA MARKETING

To promote the VyStar Amphitheater effectively, we'll leverage sponsored Facebook and Instagram ads to reach a highly targeted audience of concert goers.

How It Works

Targeting: Focus on key demographics like men and women 35+ concert and event goers.

Ad Formats: Use our video ad to create anticipation

Engagement Strategy: Encourage interactions through compelling Calls To Action like "Book Now"



- Concert & Events
- Entertainment
- Arts & Entertainment
- Concerts & Music Festivals



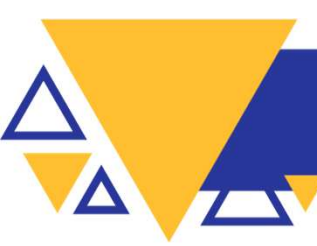
EMAIL MARKETING

Targeted Email marketing focuses on reaching new prospects by using our high-quality email lists

Email targeting options can include:

- Geo 1: Stockbridge, Macon
- Geo 2: Stockbridge, Macon, McDonough, Stone Mountain, East Point
- Geo 3: Stockbridge, Macon, Stone Mountain
- African American women 35+
- 54,000 minimum estimated email deliveries per market





NEW FOR 2025

NAMING RIGHTS SPONSORSHIP

***Stockbridge
Amphitheater
is now***



**VyStar AMPHITHEATER**
at The Bridge

4650 N. HENRY BLVD, STOCKBRIDGE, GA • VYSTARAMPHITHEATER.COM

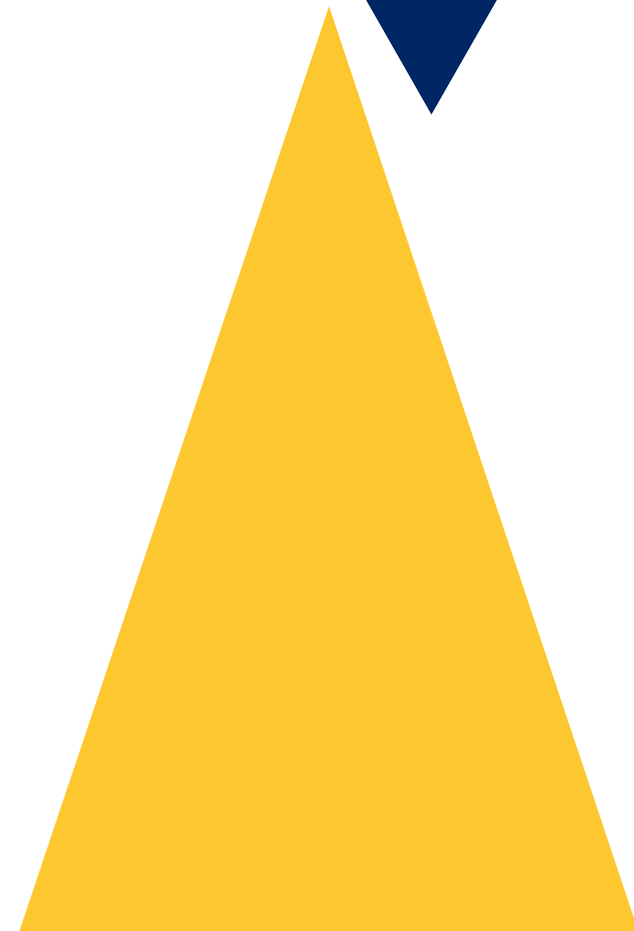
Stockbridge Amphitheater is now



VyStar AMPHITHEATER
at The Bridge

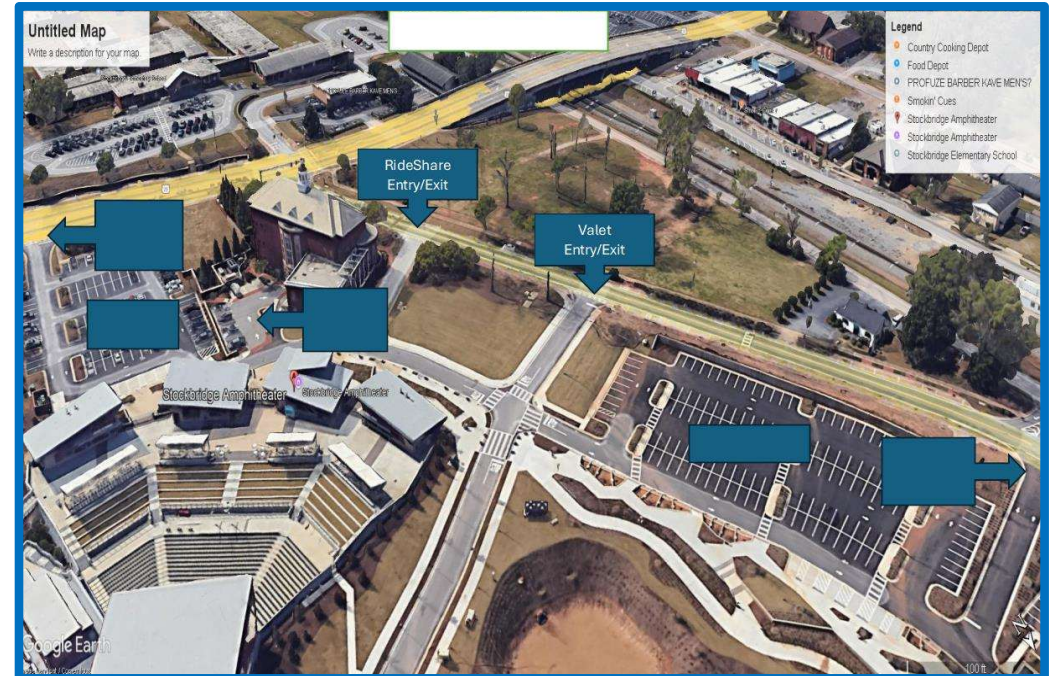
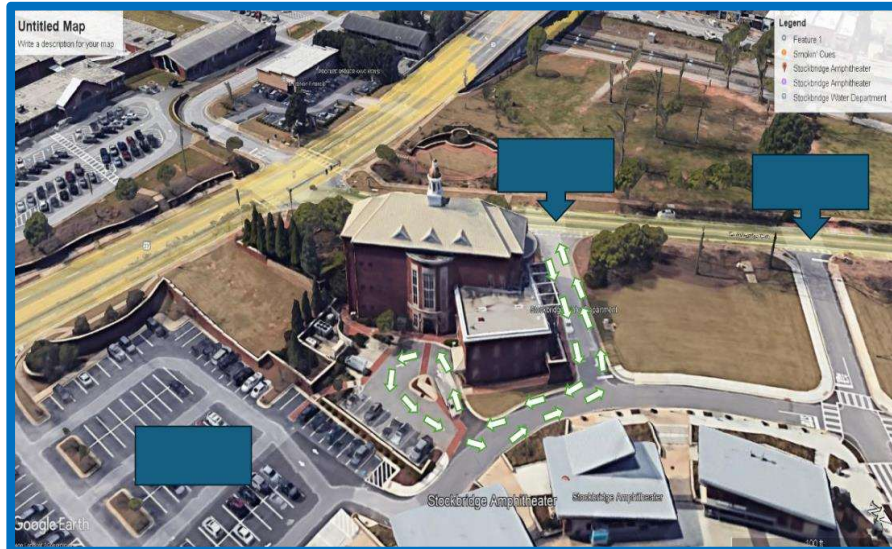


4650 N. HENRY BLVD, STOCKBRIDGE, GA
vystaramphitheater.com



RIDE SHARE PICK UP/DROP OFF AREA

**We have relocated the Ride Share Pick-Up/Drop-Off location to the Roundabout behind City Hall.
A Valet Attendant will be ready to receive all guests in the pick-up and drop-off areas.
All entry points will have signs and will be monitored.**



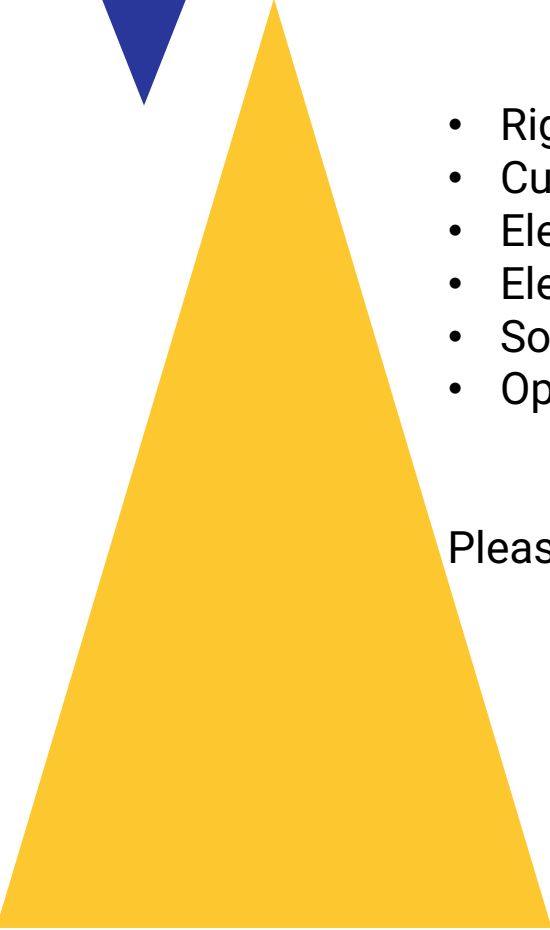
VALET PARKING LOGISTICS PLAN

All Valet Guests will be greeted with the highest level of customer excellence!

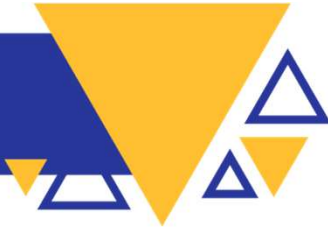
All guests will receive a Valet Ticket, which serves as the guest receipt.

All Valet Attendants will be uniformly dressed. These entry points will also have signs and will be monitored.





AMPHITHEATER SPECIAL PROJECT



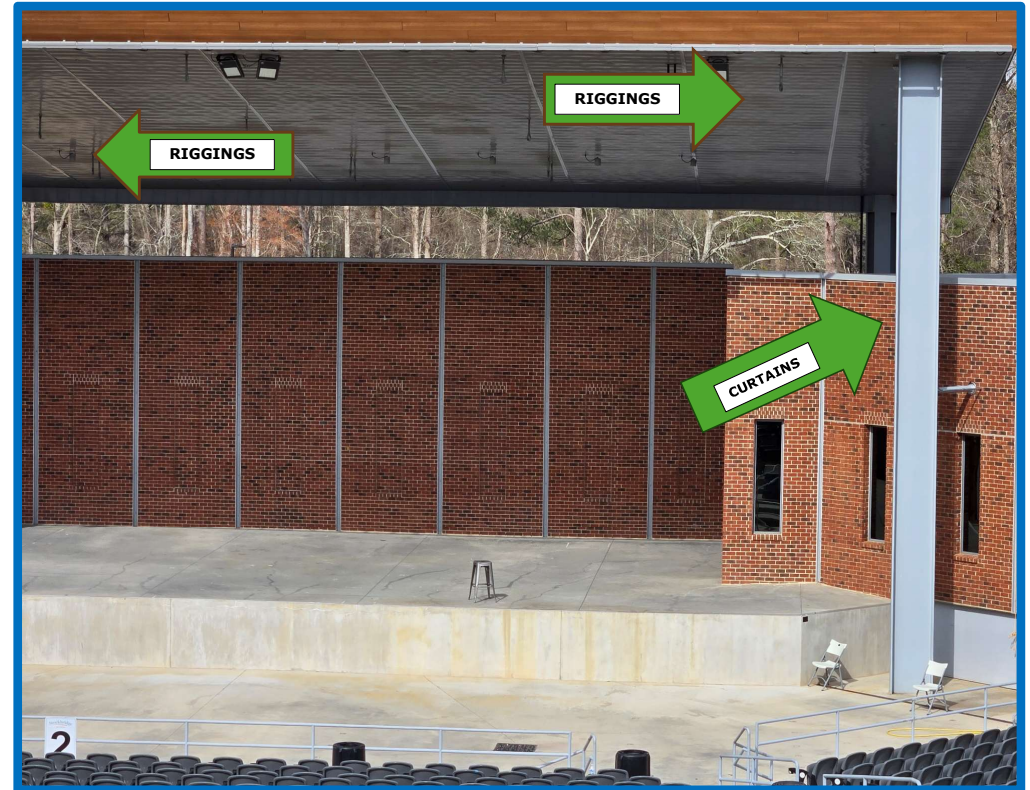
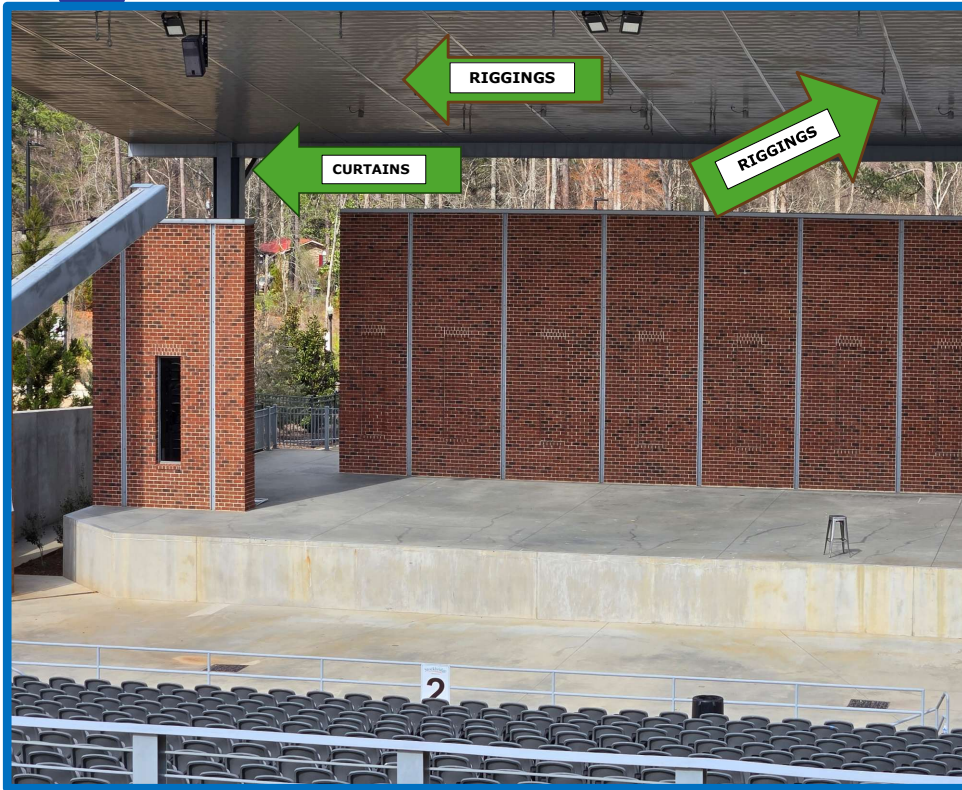
Proposal Kirk Voelkel – The HJ Russell Company

- Rigging
- Curtains
- Electrical panel for trailers
- Electrical panel for sound booth
- Sound booth enclosure
- Operations Manual

Please reference the attached project budget.



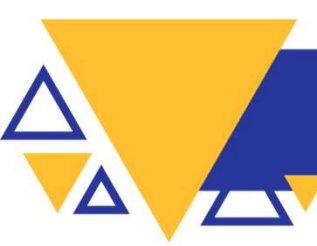
SPECIAL PROJECT – RIGGINGS & CURTAINS



CONCESSIONS: BIG CHIC



Jason & Edreani McKenzie
video message



ALCOHOL VENDOR: WHISKEY TEE'S



Trisha Castro video message





THANK YOU

FOR YOUR ATTENTION