

Transformation Strategy #1: DOWNTOWN WORKERS + RESIDENTS

Goal & Objective: *Increase the involvement of downtown workers as downtown customers and residents.* Downtown workers represent a large market of potential shoppers and residents. This strategy will involve improving the mix of products offered in downtown businesses, adjusting store hours and offering services that better meet the needs of downtown workers.

<i>Economic Vitality</i>	<i>Design (Physical)</i>	<i>Promotion (Social)</i>	<i>Organization (Civic)</i>
<ul style="list-style-type: none"> • Restaurants: faster service; more affordable • Need more retail: Cater to 25-40 year olds; professionals • Food store/sundries • Tools + incentives for high priority businesses: tax abatement; job credits • Store hours: later hours; better advertised; more visible 	<ul style="list-style-type: none"> • Street design: sidewalk dining; music • The Plaza • Better wayfinding • Better store hour signs 	<ul style="list-style-type: none"> • Marketing existing business assets: Responsive mobile app; visit/inventory all businesses; coordinate with BREP survey • Market physical assets: Partner with CVB to use their promotions locally • Shift promotional events to lunch and after work • Summer Promotions 	<ul style="list-style-type: none"> • Task partnerships

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Goal: Work with property and business owners and partners to enhance downtown's physical appearance while preserving the community historic identity and character.

DESIGN- PHYSICAL

Task	Member Responsibility	Due Date	Outcome	Budget
1. Street Design: Research sidewalk dining possibilities	Missy & Carlee	July 29, 2016	✓	\$0
2. Street Design: Based on sidewalk dining research, submit requests to DOT and City	Missy & Carlee	November 25, 2016		\$0
3. Street Design: Update and finalize guidelines for sidewalk dining	Carlee & Deana	April 2017		\$0
4. Street Design: Inform business owners of sidewalk dining options	Carlee & Deana	May 2017		\$0
5. Street Design: Research options for sidewalk music	Justin	September 14, 2016	✓	\$0
6. Street Design: If feasible, present option for sidewalk music to City Council	MS & Board	December 30, 2016		\$0
7. Street Design: If feasible, implement sidewalk music	MS & Board	March 31, 2017		\$3,000
8. The Plaza: Get design assistance	Carlee	April 29, 2016	✓	\$250
9. The Plaza: Get design approved by City Manager and Board	Carlee & Board	June 17, 2016	✓	\$0
10. The Plaza: Submit design to DOT	Carlee	September 2, 2016	✓	\$0
11. The Plaza: Come up with ways (selling bricks) to fund the construction of The Plaza	MS & Board	March 2017		\$0
12. The Plaza: Bid out The Plaza design	MS	May 2017		\$0
13. The Plaza: Construct The Plaza	City & Contractor	October 2017		\$2,000
14. Wayfinding: Find a (preferably local) company that can make and install wayfinding signage	Adam	July 8, 2016		\$
15. Wayfinding: Create Directional Signage participation form for businesses	Deana	July 8, 2016		\$0
16. Wayfinding: Get Williams and Associates to provide rendering of design	Williams & Associates	July 8, 2016		\$0
17. Wayfinding: Present plan to HPC and City Council for approval	MS & Board	August 26, 2016		\$0
18. Store Hour Signs: Talk to businesses about posting hours and following them	Carlee	July 1, 2016	✓	\$0
			TOTAL	\$5,000

Transformation Strategy #2:
MILLENNIALS + POST MILLENNIALS

Goal & Objective: *Increase the involvement of Millennials and Post Millennials as customers, workers, business owners and residents.* With two colleges downtown, downtown Milledgeville is in an excellent position not only to increase sales to students but also to serve as a launching pad- and long-term home- for businesses launched by students and recent graduates as well as to provide housing for Millennials and Post Millennials.

<i>Economic Vitality</i>	<i>Design (Physical)</i>	<i>Promotion (Social)</i>	<i>Organization (Civic)</i>
<ul style="list-style-type: none"> • Co-working space/ Incubator • Incentives for new businesses • Upscale tapas-like bar 	<ul style="list-style-type: none"> • Outdoor dining • The Plaza 	<ul style="list-style-type: none"> • Group experiences: events • Mentorship program/ meetings • Downtown app • Focus groups: with Millennials and young entrepreneurs 	<ul style="list-style-type: none"> • Task partnerships

Ongoing Programs

MAIN STREET 4-POINT APPROACH

Goal: Continuing the revitalization of downtown through established events and programs.

POINT	Outcome
1. ECONOMIC VITALITY: BOOST Program, Local Revolving Loan Fund	✓
2. DESIGN (PHYSICAL): 50/50 Façade Match Grant, Christmas window decorating contest	✓
3. PROMOTION (SOCIAL): First Friday, Deep Roots Festival, Marketplace Farmers' Market, Treats 4 Halloween, Hometown Celebration, Social media outlets, Milly Money	✓
4. ORGANIZATION (CIVIC): Board development/training, Main Street Assessment and reporting, Welcome Wagon,	✓
5. OTHER:	