<u>Goal & Objective</u>: *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.

Economic	Design	Promotion	Organization
Vitality	(Physical)	(Social)	(Civic)
 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 	 Street design: sidewalk dining; music The Plaza Better wayfinding Better store hour signs 	 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 	Task partnerships

ECONOMIC VITALITY

Goal: Work with existing and potential businesses, property owners and partners to strengthen and grow the local economic base.

Task	Member Responsibility	Due Date	Outcome	Budget
1. Store Hours: Gather store hour research data	Adam	June 30, 2016	\checkmark	\$0
2. Restaurants/Retail: Gather data from market research that is relevant to businesses	Carlee	June 30, 2016	\checkmark	\$0
3. Restaurants/Retail: Design fact sheet from market research	Amy	July 22, 2016	\checkmark	\$0
4. Restaurants/Retail: Meet with business owners to present data	Carlee	September 2, 2016		\$0
 Restaurants/Retail: Post fact sheet on Merchant FB page 	Deana	September 2, 2016		\$0
 Food Store: Create a 'storefront' for Barnes & Noble convenient store section Food Store: Use social media to create 	Куle	January 15, 2017		\$0
awareness of Barnes & Noble convenient store section	Amy	January 15, 2017		\$0
8. Tools + Incentives: Meet with Matt Poyner about his incentive package, see how we can partner	Carlee	June 15, 2016		\$0
9. Tools + Incentives: Put together incentives that we can offer for potential businesses	Deana	July 30, 2016		\$0
		July 30, 2010		υ¢
			TOTAL	\$0

DESIGN- PHYSICAL

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

Task	Member Responsibility	Due Date	Outcome	Budget
1. Street Design: Research sidewalk dining	Responsionity			Budget
possibilities	Missy & Carlee	July 29, 2016	\checkmark	\$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		September 14,		
sidewalk music	Justin	2016	V	\$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	\checkmark	\$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	\checkmark	\$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
	City &			
13. The Plaza: Construct The Plaza	Contractor	October 2017		\$2,000
14. Wayfinding: Find a (preferably local)				
company that can make and install				4
wayfinding signage	Adam	July 8, 2016		\$
15. Wayfinding: Create Directional Signage				ćo.
participation form for businesses	Deana	July 8, 2016		\$0
 Wayfinding: Get Williams and Associates to provide rendering of design 	Williams &			ćo
17. Wayfinding: Present plan to HPC and	Associates	July 8, 2016		\$0
City Council for approval	MS & Doord	August 26, 2010		ćo
	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

PROMOTION- SOCIAL

Goal: Work with partners and community to position downtown as a center of community activity, promote its positive image and market its unique assets.

Task	Member Responsibility	Due Date	Outcome	Budget
1. Market existing business assets: Research the possibility of downtown info				
being incorporated into the GC app.	Johnny	June 30, 2016		\$0
2. Market existing business assets: Work	Johnny 9 MC	December 20, 2010		¢1.000
with GC or another app company to design	Johnny & MS	December 30, 2016		\$1,000
3. Market existing business assets: Inventory all businesses, picture and data	Intern	August 12, 2016	\checkmark	\$0
4. Market existing business assets: Coordinate with Dev. Auth. on BREP surveys	MS Staff	December 30, 2016	\checkmark	\$0
5. Market physical assets: Partners with CVB to use some of their out of town				
promotions here locally	MS Staff	Ongoing		\$0
 Shift promotions to lunch, after work: Talk to businesses about offering more 1- hour lunch friendly options and staying open 			✓	
past 5pm.	Carlee	July 1, 2016		\$0
7. Shift promotions to lunch, after work:				
promote business sales and/or specials on our social media outlets	A			ćo
8. Promote downtown in the summer:	Amy	August 5, 2016		\$0
Downtown Milly, Always in Session-			\checkmark	
billboard	Amy	August 5, 2016	•	\$200
			TOTAL	\$1,200

ORGANIZATION- CIVIC

Goal: Bring the community together to build consensus, volunteer, invest, partners and add resources to the revitalization efforts.

	Member			
Task	Responsibility	Due Date	Outcome	Budget
1. Task Partnerships: City agencies, CVB,				
GC, GMC, Allied Arts, Dev. Auth.	All	Ongoing	\checkmark	\$0
		011801118		Ψ
			\checkmark	
CVB – Helped with BRAG	MS Staff	6/6/16	•	0
Dev. Auth. – helped with BREP Survey's	Carlee	12/2016	\checkmark	0
		,	,	
Allied Arts – worked with Brian to partner on			\checkmark	
First Friday events	MS Staff	Ongoing		
			TOTAL	\$0

<u>Goal & Objective</u>: 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.

Economic	Design	Promotion	Organization
Vitality	(Physical)	(Social)	(Civic)
 Co-working space/ Incubator Incentives for new businesses Upscale tapas-like bar 	 Outdoor dining The Plaza 	 Group experiences: events Mentorship program/ meetings Downtown app Focus groups: with Millennials and young entrepreneurs 	• Task partnerships

ECONOMIC VITALITY

Goal: Work with existing and potential businesses, property owners and partners to strengthen and grow the local economic base.

Task	Member Responsibility	Due Date	Outcome	Budget
1. Co-working Space/Incubator: Provide support to Twin Lakes Library System in their endeavor of the Democracy Lab	Twin Lakes Library System with MS & Board Support	Ongoing	\checkmark	\$0
2. Incentives for new business: Research		Ongoing		ŲÇ
best practices for recruiting prospect businesses	Carlee	June 30, 2016		\$0
3. Incentives for new business: Create a packet of information to distribute to new business interests			\checkmark	ćo
business interests4. Incentives for new business: Reach out	Deana	July 30, 2016		\$0
to GC clubs/entrepreneur groups to encourage staying in Milledgeville	Carlee	November 25, 2016		\$0
5. Upscale tapas bar: Meet with business owners to inform them of this desire	Carlee	July 30, 2016		\$0
 Upscale tapas bar: (after focus groups) Define a prospect list to use when recruiting new business 	Carles	May 17 2017		ćo
	Carlee	May 17, 2017		\$0
			TOTAL	\$0

DESIGN- PHYSICAL

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

	Member			
Task	Responsibility	Due Date	Outcome	Budget
1. Outdoor dining: planned in strategy #1,				
this will attract millennials and post				
millennials	Missy & Carlee	May 2017		\$0
2. The Discoursion and in strategy #1 this will				
2. The Plaza: planned in strategy #1, this will		0 1 0017		40
attract millennials and post millennials	Carlee & Board	October 2017		\$0
				ćo
			TOTAL	\$0

PROMOTION- SOCIAL

Goal: Work with partners and community to position downtown as a center of community activity, promote its positive image and market its unique assets.

Task	Member Responsibility	Due Date	Outcome	Budget
1. Group Experiences: Ongoing execution of events held downtown- Deep Roots	Deep Roots		\checkmark	
Festival	Committee	Ongoing		\$0
2. Group Experiences: Ongoing execution of events held downtown- Hometown		August of each	✓	ta a a a
Celebration	MS & Board	year		\$2,000
3. Group Experiences: Ongoing execution of events held downtown- First Friday	MS & First Friday Committee	The First Friday of each month	\checkmark	\$1,000
4. Group Experiences: Ongoing execution of events held downtown- Market	MS	Tuesdays May- October	\checkmark	\$0
5. Group Experiences: Ongoing execution of events held downtown- Other	Various	Varies		\$2,500
6. Mentorship program/meetings: (Beer with a Business Owners or Beer & Biz)				
Identify and talk with business owners who are willing to mentor	Danielle	December 2017		\$0
7. Mentorship program/meetings: Identify students/ young adults that are interested in				
becoming an entrepreneur	Danielle	February 2017		\$0
 Mentorship program/ meetings: Plan a Beer with a Business owner or Beer & Biz 				
event	Danielle	April 2017		\$0
 Downtown App: Planned in Strategy #1, this will appeal to the millennials and post millennials 	Johnny	December 30, 2016		\$0
10. Focus Groups: Meet with millennials and young entrepreneurs for input	Carlee	December 30, 2016		\$0
			TOTAL	\$5,500

ORGANIZATION- CIVIC

Goal: Bring the community together to build consensus, volunteer, invest, partners and add resources to the revitalization efforts.

	Member		_	
Task	Responsibility	Due Date	Outcome	Budget
1. Task Partnerships: Twin Lakes Library				
System, Jaycees of Milledgeville, Rotary Club				
of Milledgeville, Georgia College Clubs, Give				
Center, ENGAGE, Milledgeville Young			•	
Professionals	All	Ongoing		\$0
			TOTAL	\$0

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	\checkmark
2. DESIGN (PHYSICAL): 50/50 Façade Match Grant, Christmas window decorating contest	\checkmark
3. PROMOTION (SOCIAL): First Friday, Deep Roots Festival, Marketplace Farmers' Market, Treats 4 Halloween, Hometown Celebration, Social media outlets, Milly Money	\checkmark
4. ORGANIZATION (CIVIC): Board development/training, Main Street Assessment and reporting, Welcome Wagon,	\checkmark
5. OTHER:	