

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"> • Food store/sundries 	<ul style="list-style-type: none"> • The Plaza • Wayfinding signage 	<ul style="list-style-type: none"> • Marketing existing business assets: Responsive mobile app • Polar Express: Make this event our annual fundraiser 	<ul style="list-style-type: none"> • Task partnerships • Grow partnerships • Create Senior Board

Transformation Strategy #1: DOWNTOWN WORKERS + RESIDENTS

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

ECONOMIC VITALITY

Task	Board Member Responsible	Staff Responsible	Partner Organization(s)	Due Date	Date Completed	Budget
1. Food Store: Create a 'storefront' for Barnes & Noble convenient store section	Kyle		Georgia College	October 2017	In Design	\$0
2. Food Store: Use social media to create awareness of Barnes & Noble convenient store section		Amy		October 2017		\$0
				TOTAL		\$0

Transformation Strategy #1: DOWNTOWN WORKERS + RESIDENTS

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	Board Member Responsible	Staff Responsible	Partner Organization(s)	Due Date	Date Completed	Budget
1. The Plaza: Create and submit design to DOT for approval and permit	Kyle	Carlee	Williams & Associates	April 2017	✓	\$5000 Grant Money
2. The Plaza: Come up with ways (Polar Express? Selling bricks? Knight Foundation?) to fund construction	Board	Carlee		See funds after Polar Express, Dec. 2017		\$0
3. The Plaza: Bid out the Plaza design		Carlee	City	March 2018		\$0
4. The Plaza: Construct Plaza			Contractor	Complete by August 2018		\$?
5. Wayfinding: Partner with GC to get include signage for downtown into their plan OR work with a local company.	Adam and Kyle	Carlee	Georgia College		ON HOLD- Waiting to hear Young Gamechangers Ideas.	\$?
6. Wayfinding: Decide WHERE to locate signs, then create Directional Signage participation form for businesses that want their name on the sign	Board- Adam and Missy	Deana & Carlee				\$0
7. Wayfinding: Present plan to HPC and City Council for approval		Carlee				\$0
					TOTAL	\$2,000

Transformation Strategy #1: DOWNTOWN WORKERS + RESIDENTS

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

PROMOTION- SOCIAL

Task	Board Member Responsible	Staff Responsible	Partner Organization(s)	Due Date	Outcome	Budget
1. Market existing business assets: Research the possibility of downtown info being incorporated into the GC app.	Johnny		Georgia College	August 2017	✓	\$0
2. Market existing business assets: Use marketing materials for social media & website		MS Staff	Georgia College or other Town App business	August 2017	✓	\$1,000
3. Polar Express: Decide how many days and pick dates for 2017, check with CVB for use of building and trolley	Missy and Jeanette	MS Staff	CVB	March 2017	✓	
4. Polar Express: Decide on ticket price, limits on tickets per person, final plan	Missy and Jeanette	MS Staff		March 2017	✓	
5. Polar Express: Start purchasing supplies- bells, ribbon, tags, etc.		Deana		October 2017	✓	
6. Polar Express: Begin reaching out to volunteers, have a sign up sheet for Board	Missy and Jeanette	Deana and Carlee			✓	
7. Polar Express: Market and promote the event- press release and fb event should be enough to get the word out		Deana and Amy		November 2017	✓	
31. Polar Express: Pick date to sell tickets		MS Staff		December 2017	✓	
32. Polar Express: Make it happen!	All	MS Staff		December 2017		
					TOTAL	\$1,000

Transformation Strategy #1: DOWNTOWN WORKERS + RESIDENTS

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

ORGANIZATION- CIVIC

Task	Board Member Responsible	Staff Responsible	Partner Organization(s)	Due Date	Outcome	Budget
1. Task Partnerships: City agencies, CVB, GC, GMC, Allied Arts, Dev. Auth.	All	All	Various	Ongoing	✓	\$0
2. Grow Partnerships: Identify current partners and create a list with contact info	Willie	Carlee & Deana		March 2017	✓	\$0
3. Grow Partnerships: Work to identify community organizations that we are not targeting, specifically those that are not using social media.	Willie and Jeannette			July 2017	✓	\$0
4. Grow Partnerships: Use list as needed		Carlee & Amy		Ongoing, once list is established		\$0
5. Senior Board: Create the roles and goals of this board	Jeanette and Willie	Carlee		February 2017	✓	
6. Senior Board: Create policy for choosing members of the Senior Board (Criterion such as age, retirees only, etc.)	Jeanette and Willie	Carlee		February 2017	✓	
7. Senior Board: Create application	Jeanette and Willie	Carlee		Present to Board March 2017	✓	
8. Senior Board: Advertise, post on website and reach out to organizations that have a Senior population	Jeanette and Willie	Carlee		Start taking applications April, due back June 2017	✓	
9. Senior Board: Pick members of the Senior Board, start having them meet	All			July 2017 Board meeting		
					TOTAL	\$0

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"> • Incentives for new businesses 	<ul style="list-style-type: none"> • The Plaza 	<ul style="list-style-type: none"> • Mentorship program/ meetings • Downtown app 	<ul style="list-style-type: none"> • Task partnerships

Transformation Strategy #2: MILLENNIALS + POST MILLENNIALS

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

ECONOMIC VITALITY

Task	Board Member Responsible	Staff Responsible	Partner Organization(s)	Due Date	Outcome	Budget
1. Incentives for new business: Research best practices for recruiting prospect businesses	Willie	Carlee	DCA	March 2017	✓	\$0
2. Incentives for new business: Create checklist form, use GA Power data to give community info, etc.- Making a packet	Willie	Carlee	City Planner and Business license office	May 2017	✓	\$0
2. Incentives for new business: Reach out to GC clubs/entrepreneur groups to encourage staying in Milledgeville	Johnny		GC, Renee Fontenot	Ongoing		\$0
					TOTAL	\$0

Transformation Strategy #2: MILLENNIALS + POST MILLENNIALS

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	Board Member Responsible	Staff Responsible	Partner Organization(s)	Due Date	Outcome	Budget
2. The Plaza: planned in strategy #1, this will attract millennials and post millennials					Ongoing	
					TOTAL	\$0

Transformation Strategy #2: MILLENNIALS + POST MILLENNIALS

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

PROMOTION- SOCIAL

Task	Board Member Responsible	Staff Responsible	Partner Organization(s)	Due Date	Outcome	Budget
6. Mentorship program/meetings: Ask Business owners to mentor hopeful, young entrepreneurs. (Main Street Meet-ups)	Adam and Missy		Merchants	June 2017		\$0
7. Mentorship program: Identify students/ young adults that are interested in becoming an entrepreneur	Adam, Missy and Johnny		GC	July 2017		\$0
8. Mentorship program: Pair students with business owners	Adam and Missy			August 2017		\$0
9. Downtown App: Not doing an app. Instead we will push traffic to our website and social media pages.		MS Staff		Ongoing	✓	\$0
				TOTAL		

Transformation Strategy #2: MILLENNIALS + POST MILLENNIALS

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

ORGANIZATION- CIVIC

Task	Board Member Responsible	Staff Responsible	Partner Organization(s)	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				Ongoing	✓	\$0
				TOTAL		

Ongoing Programs

MAIN STREET 4-POINT APPROACH

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

ECONOMIC VITALITY, DESIGN (PHYSICAL), PROMOTION (SOCIAL), ORGANIZATION (CIVIC)

Task	Board Member Responsible	Staff Responsible	Partner Organization(s)	Due Date	Outcome	Budget
1. BOOST PROGRAM: Create value (logo on site, Facebook, table at First Friday, newsletter, stickers, etc.) package for businesses to join	Adam and Missy	Carlee		February 2017	✓	
2. BOOST PROGRAM: Design and purchase stickers	Adam and Missy	Amy		February 2017	✓	
3. BOOST PROGRAM: Work on allowing ACH to make being a BOOSTers easier	Adam and Missy			February 2017	✓ Not feasible	
4. BOOST PROGRAM: Create a recruitment plan to gain new members	Adam and Missy			February 2017	✓	
5. BOOST PROGRAM: Carry out recruitment plan to grow the program	Adam and Missy			February 2017	✓ Still need more members	
6. REVOLVING LOAN FUND: Present to Council request to be an active participant in loan funding, limit to downtown, etc.	Adam to present and Board to attend	Carlee		Presenting to Council 2/14/17	✓	
7. 50/50 FAÇADE MATCH GRANT: Increase knowledge of program, further promotion of funded projects, meet as needed to give board recommendation.	Committee: Justin, Col. Alton, and Mervin Graham (HPC)	Carlee	HPC and Deep Roots Festival	Ongoing	✓	

Task	Board Member Responsible	Staff Responsible	Partner Organization(s)	Due Date	Outcome	Budget
8. 50/50 FAÇADE MATCH GRANT: Remind businesses of this opportunity and promote through press releases all grants that are given out. Board to take picture after meetings when a grant is given out.		MS Staff		As needed	✓	
9. FIRST FRIDAY: Plan each event with unique and fun activities and music for attendees, promote, set up, etc.	Committee: Jeanette, Tracy Tompkins (Jaycees), Brian Renko (Allied Arts), Kara Lassiter (Chamber), Mike Hufstetler (Buffingtons)	Deana & Amy	Various	Ongoing	✓	
10. MARKETPLACE FARMERS' MARKET/THE PAVILION: Re-evaluate the Market, promote the event, change it up some (waterslide, concert, movies, etc.)	Jeanette, Justin and Willie	Deana & Amy		Ongoing	✓	
11. TREATS 4 HALLOWEEN: contact daycares, get business participant list, deliver posters and balloons		Deana & Amy	Merchants	Halloween	✓	
12. HOMETOWN CELEBRATION: Pick date, plan music and activities, create budget, find sponsors, close roads, have Council approve alcohol, distribute cups to merchants, order tents/tables/chairs, etc.	Committee: Cliff Charnes (Local Yolka), Mike and Dave (Buffingtons)	MS Staff	Merchants and GC	April and August 2017	✓	
13. MILLY MONEY: Promote and sell money, collect money, get check from accountant, deliver to business		Deana	Chamber and Merchants	Ongoing	✓	

Task	Board Member Responsible	Staff Responsible	Partner Organization(s)	Due Date	Outcome	Budget
14. WELCOME WAGON: Make packets to deliver to all new businesses and take packet with Board after our meetings, get a picture and send a press release about it	All	MS Staff		As needed	✓	
15. DOWNTOWN DEVELOPMENT PROJECTS: Work with developers to establish relationship, determine practicability of project, research funding options, submit IPA's to state, work with developer to complete application, submit necessary paperwork for closing		Carlee	Developer	As needed	✓	
16. BRANDING AND MARKETING: Keep website up to date, post a minimum of 3 times per week on social media, create marketing pieces (map, brochure, event rack card, etc.), swag, etc. Summer, Shop Local and Holiday promotions to attract locals		Carlee and Amy		Ongoing	✓	
17. CHRISTMAS DECORATIONS: Inventory, order new, revamp some old, determine placement, 'fluff', decorate trees, Light up the Night contest theme for window decorating contest	Col. Alton and Senior Board	MS Staff	City Public Works Department, Exchange Club	Ordering February 2017, Decorating November-December 2017	✓	
18. MERCHANT MEETINGS: Beginning to meet quarterly, still low in attendance though- try to grow, agenda planning, engage businesses and create ownership in Main Street through volunteerism, follow-ups		Carlee	Merchants	Quarterly	✓	
19. DEEP ROOTS FESTIVAL: Continue to present the event working with the DRF Committee	Justin	MS Staff		October 22, 2107	✓	

Task	Board Member Responsible	Staff Responsible	Partner Organization(s)	Due Date	Outcome	Budget
20. DEEP ROOTS FESTIVAL: For data information of festival attendees, check into a ID Scan tool	Justin	MS Staff	DRF	July 2017	✓	
21. MAINTENANCE ORDINANCE: Research other communities (Powder Springs) that have a maintenance ordinance that is successful at getting buildings fixed or sold for redevelopment	Col. Alton	Carlee		April 2017	Collecting Data	

2017 Work Plan

ALL PROGRAMS AND PROJECTS TO BE COMPLETED

PROJECT	Board Member(s) Responsible	Staff Responsible	Partner Organization(s)	Due Date
1. FOOD STORE: Create storefront for Barnes and Noble, promote	Kyle	Amy	Georgia College	August 2017
2. THE PLAZA: Get DOT Approval, fundraise, bid, construct	Kyle & Board	Carlee	Williams & Associates, City	August 2018
3. WAYFINDING: Create wayfinding signage for downtown businesses	Adam & Kyle	Carlee & Deana	Georgia College & Young Gamechangers	ON HOLD
4. MARKET EXISTING BUSINESS ASSETS: See about getting downtown added to GC App or research other town apps	Johnny	Carlee	Georiga College or other Town App Business	August 2017
5. POLAR EXPRESS: Plan, purchase, get volunteers, execute a great event	Missy & Jeanette	MS Staff	Senior Board, CVB	December 2017
6. GROW PARTNERSHIPS: Make list of current partners, establish a new list for those not social media driven, use for Senior Board and Volunteers	Jeanette & Willie	Carlee		June 2017, use of the list is ongoing
7. SENIOR BOARD: Create roles/goals, policy, criterion, application, advertise, pick and meet for projects	Jeanette & Willie	Carlee		July 2017 vote to approve Board
8. INCENTIVES FOR NEW BSUIINESS: Best practices, checklist- then reach out to GC Clubs /entrepreneur groups	Willie & Johnny	Carlee	GC, Renee Fontenot	Packet by May 2017, Ongoing
9. MENTORSHIP PROGRAM/ MEETINGS: Create program, set up meeting, pair individuals	Adam, Missy & Johnny		GC	August 2017
10. BOOST PROGRAM: Create value for individuals and businesses, stickers, connect ACH, promote, recruit, BOOST	Adam & Missy	Carlee	February 2017	
11. REVOLVING LOAN FUND: Adam to present to council asking to be an active participant in loan funding, limiting to downtown, etc.	Adam to present, Board to attend		Presented to Council February 14, 2017	
12. 50/50 FAÇADE MATCH GRANT: Increase knowledge of program, promote projects completed by taking pictures and sending press releases	Committee: Justin, Col. Alton, & Mervin Graham (HPC)	Carlee	HPC & Deep Roots Festival	As Needed
13. FIRST FRIDAY: Plan and execute events each month	Committee: Jeanette, Tracy Tompkins, Brian Renko, Kara Lassiter,	Deana & Amy	Various	Ongoing

14. MARKETPLACE FARMERS' MARKET/ THE PAVILION: Re-evaluate the Market, promote events, change it up some (waterslide/concert/movie)	Jeanette, Justin , Willie	Deana & Amy		Ongoing
15. TREATS 4 HALLOWEEN: contact daycares, get participant list, deliver posters/balloons		Deana & Amy	Merchants	Halloween
16. HOMETOWN CELEBRATION: Pick date, plan, close roads, have Council approve, cups to merchants (@ a Cost?) Work to make the event a fundraiser	Committee: Justin, Cliff Charnes, Mike and Dave Hufstetler	MS Staff	Merchants, City, GA College	April & August 2017
17. MILLY MONEY: Promote, sell and collect money, get check from accountant, deliver		Deana	Chamber & Merchants	Ongoing
18. WELCOME WAGON: Make packets to deliver to all new businesses- go after Board meetings to take picture and send a press release about it	All	MS Staff		As needed
19. DOWNTOWN DEVELOPMENT PROJECTS: Work with developers for funding		Carlee	Developer	As needed
20. BRANDING AND MARKETING: Website, social media, newsletter, posters, promos		Carlee & Amy		Ongoing
21. CHRISTMAS DECORATIONS: Inventory, order new, place, fluff, decorate. Light up the Night Contest theme for windows this year	Col. Alton & Senior Board	MS Staff	City Public Works	November-December 2017
22. MERCHANT MEETINGS: Meet quarterly, agenda, create ownership		Carlee	Merchants	Quarterly
23. DEEP ROOTS FESTIVAL: Continue to present event with Deep Roots Committee	Justin	MS Staff	DRF Committee	October 22, 2017
24. MAINTENANCE ORDINANCE: Research other communities that have a maintenance ordinance (Powder Springs)	Col. Alton	Carlee		April 2017