

## Transformation Strategy #1: DOWNTOWN WORKERS + RESIDENTS

**Goal & Objective:** *Increase the involvement of downtown workers and Milledgeville/Baldwin County residents as downtown customers.* Downtown workers represent a large market of potential shoppers and residents. This strategy will involve improving the mix of products, services and events offered downtown to better meet the needs of downtown workers and residents.

<b><i>Economic Vitality</i></b>	<b><i>Design (Physical)</i></b>	<b><i>Promotion (Social)</i></b>	<b><i>Organization (Civic)</i></b>
<ul style="list-style-type: none"> <li>• <b>Food store/sundries:</b> Promote GC's completion of The Concession Stand in the Old Campus Theatre</li> <li>• <b>BOOST:</b> Continue to grow the program</li> </ul>	<ul style="list-style-type: none"> <li>• <b>The Plaza:</b> Seek grants and complete construction</li> <li>• <b>Vacant Property Windows:</b> Improve look of vacant windows</li> <li>• <b>Maintenance Ordinance:</b> Check into the County's and see if the City would consider strengthening theirs</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Block Party:</b> Allied Arts partnership</li> <li>• <b>30-year Anniversary:</b> Promotions throughout the year</li> <li>• <b>Treats4Halloween:</b> Continue to do each year</li> <li>• <b>First Friday:</b> Continue to host each month</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Christmas Parade:</b> possible partnership with the Exchange Club</li> <li>• <b>Senior Advisory Committee:</b> See if creating a committee is feasible and effective</li> <li>• <b>Merchant Meetings:</b> At least 2 per year or as needed</li> <li>• <b>Newsletter:</b> Continue the monthly newsletter</li> </ul>

# 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	Outcome	Budget
1. <b>Food Store:</b> Create a 'storefront' for Barnes & Noble convenient store section	Kyle		Georgia College	July 4 <sup>th</sup> 2018	✓	\$0
2. <b>Food Store:</b> Use social media to create awareness of Barnes & Noble convenient store section		Carlee and Deana		July 4 <sup>th</sup> , 2018	✓	\$0
3. <b>BOOST:</b> Plan a meeting to discuss ways to create value and revamp the program, invite Donna Collins to join the meeting, promote 5 years as a successful program	Justin	Carlee		Ongoing	✓We met and made a plan, still low participation	\$0
					<b>TOTAL</b>	<b>\$0</b>



# Transformation Strategy #1: DOWNTOWN WORKERS + LOCAL 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. <b>Block Party:</b> Coordinate with Allied Arts to have a fundraiser block party at the Black Heritage Plaza	Jeanette & Willie		Allied Arts	May 2018		\$0
2. <b>Block Party:</b> Plan, coordinate and host party	Jeanette & Willie		Allied Arts	December 2018		\$0
3. <b>30 Year Anniversary:</b> Promote 30-year anniversary on social media		All		All Year	✓	\$0
4. <b>30 Year Anniversary:</b> Plan fun and cool things around the 30 <sup>th</sup> Anniversary		All		All Year		\$250 in advertising
5. <b>Treats 4 Halloween:</b> contact daycares, get participant list, deliver posters/balloons		Deana & Amy	DT Businesses	October 2018		
6. <b>First Friday:</b> Plan each event with unique and fun activities and music for attendees, promote, set up, etc.		Deana	Various	Ongoing	✓	\$2,000
7. <b>First Friday:</b> Plan a FF event focused on the senior population	Jeanette & Johnny		Possibly The Local Yolka	December 2018		
					TOTAL	\$2,250



## Transformation Strategy #2: MILLENNIALS + POST MILLENNIALS

**Goal & Objective:** *Increase the involvement of Millennials and Post Millennials as customers, workers, business owners and residents.* Create a vibrant downtown community where Millennials and Post Millennials will want to live.

<b><i>Economic Vitality</i></b>	<b><i>Design (Physical)</i></b>	<b><i>Promotion (Social)</i></b>	<b><i>Organization (Civic)</i></b>
<ul style="list-style-type: none"> <li>• <b>Revolving Loan Fund:</b> Continue to help developers</li> <li>• <b>Milly Money:</b> Continue offering in partnership with the Chamber</li> <li>• <b>Welcome Wagon:</b> Welcome each new business with info and a personal visit from Board and staff</li> <li>• <b>50/50 Façade Match Grant:</b> Promote and review as applications are submitted</li> <li>• <b>Downtown Development Projects:</b> Continue working with developers</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Wayfinding signage:</b> For entrance into downtown and directional signage</li> <li>• <b>Amici Mural:</b> Work to design something that will draw people up North Wayne St.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Sounds of the South:</b> Discuss with GC students, see if there's an opportunity to partner.</li> <li>• <b>Branding and Marketing:</b> Continue promotion of events and downtown</li> <li>• <b>Deep Roots Festival:</b> Continue to serve as the presenting agency</li> <li>• <b>Second Saturday Sale:</b> Continue from May- October through partnership with the Green Market</li> <li>• <b>Hometown Celebration:</b> Continue putting on the event each year</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Social Media:</b> Continue having a strong presence on Social Media to engage the millennials and post millennials</li> </ul>

## 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. <b>Revolving Loan Fund:</b> Continue to help developers		Carlee	City of Milledgeville	Ongoing	✓	\$0
2. <b>Milly Money:</b> Continue offering in partnership with the Chamber. Promote and sell money, collect money, get check from accountant, deliver to business		All	Chamber	Ongoing	✓	\$0
3. <b>Welcome Wagon:</b> 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	All		As needed	✓	\$0
4. <b>50/50 Façade Match Grant:</b> 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.	All	Carlee		As needed	✓	\$5,000
5. <b>Downtown Development Projects:</b> 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		As needed	✓	\$0
					<b>TOTAL</b>	<b>\$5,000</b>

## 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
1. <b>Wayfinding:</b> Talk with Hank Griffeth and the Chamber Staff about their plans for Wayfinding signage before moving forward.		Carlee	Hank Griffeth Chamber		✓	\$20,000 Grant Funded
2. <b>Wayfinding:</b> 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	Hank Griffeth		Banners, no businesses ✓	\$0
3. <b>Wayfinding:</b> Present plan to HPC and City Council for approval		Carlee				\$0
4. <b>Amici Mural:</b> Meet with Bob & Jon to discuss design ideas		Carlee		February 2018	✓	
5. <b>Amici Mural:</b> Create a mural competition with GC, design guidelines and application, prize?		Carlee	Georgia College	March 2018	Working on this...	\$250
6. <b>Amici Mural:</b> Come up with ways to fund the mural		Carlee	Knight/Community Foundation	May 2018		\$20,000
7. <b>Amici Mural:</b> Get approval from HPC		Carlee	City	June 2018		\$0
8. <b>Amici Mural:</b> Have mural painted				August 2018		\$20,000
					<b>TOTAL</b>	<b>\$40,250</b>



## 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

	Board Member Responsible	Staff Responsible	Partner Organization(s)	Due Date	Outcome	Budget
1. <b>Sounds of the South:</b> Meet with the SOS committee to discuss Main Street's involvement	Adam	All	SOS		✓ No longer an organization	\$0
2. <b>Sounds of the South:</b> Decide if Main Street should be involved with SOS	All	All	SOS			\$0
3. <b>Sounds of the South:</b> Work with a private promoter as a partner of SOS group	All	All	SOS			\$0
4. <b>Branding and Marketing:</b> Keep website up to date, post a minimum of 3 times per week on social media, create marketing pieces, swag, etc. to attract locals		Carlee & Deana		Ongoing	✓	\$0
5. <b>Deep Roots Festival:</b> Continue to serve as presenting agency and work to put the event on	Justin	All	DRF Committee	October 20, 2018	✓	No cost but get \$11,000 donation
6. <b>Second Saturday Sale:</b> Continue from May- October through partnership with the Green Market		Amy & Deana	Green Market	May-October	✓ Lack of participation caused us to discontinue	\$300
7. <b>Hometown Celebration:</b> 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.	All	All	Various	May 4, 2018	✓	4,000
					<b>TOTAL</b>	<b>\$4,300</b>

## 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. <b>Social Media:</b> Continue to grow presence on Social Media to engage the millennials and post millennials		Amy		Ongoing	✓	\$0

