**2021 Workplan**

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| **Transformation Strategy 1:** ***Increase the involvement of downtown workers and Milledgeville/Baldwin County residents as downtown customers.***  |
| ***Why?*** Downtown workers represent a large market of potential shoppers and Milledgeville/Baldwin County residents should also be targeted. The MS/DDA Board defines ‘residents’ as those 30-55 that are either new families and/or empty nesters. This strategy will involve improving the mix of products, services and events offered downtown to better meet the needs of downtown workers and residents. |
| ***Goal 1*** | ***Goal 2*** | ***Goal 3*** | ***Goal 4*** |
| **Wildly Important Goals** |
| **Cookbook**  | **Downtown Doers** | **Second Saturday Sidewalk Sales** | **Planters** |
| **Repeat Annual Responsibilities**  |
| * Blighted Building on South Wayne Street- Replace fabric covering on fence, write a letter to City Manager, Council and Attorney asking to use nuisance ordinance and have blight removed.
* Vacant Property Windows- Improve look of vacant windows with window clings
* Maintenance Ordinance- encourage the City to incorporate the International Building Code when making decisions
* Monthly newsletters with business spotlights
* Merchant Meetings- twice a year

**WHEN APPLICABLE:** First Friday, Hometown Celebration, Block Party, Treats-4-Halloween, and Community Dinner |

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| **Transformation Strategy 1:*****Increase the involvement of downtown workers and Milledgeville/Baldwin County residents as downtown customers.*** |
| **Goal 1:** Cookbook | **Define Success:** Creation of cookbook to sell as a fundraiser for future Main Street/ DDA projects.  |
| **Partners:** Exchange Bank, community members, business owners |
| Task | Board Member Responsible | Staff Responsible | Due Date | Progress | Budget |
| 1. Get info from Missy for idea of cost, timeline, process, etc. | Missy |  | March 1, 2021 | ✓ | $0 |
| 2. Create name of cookbook, solicit recipes & old pictures through Facebook, press release, and the merchant Facebook group | Jim | Carlee  | April 1, 2021 |  | $0 |
| 3. Figure out date to rollout and pricing structure?  | Jim | Carlee | May 2021 |  | $0 |
| 4. Format book | Jim | Deana | November 2021 |  | $0 |
| 5. Print book |  | Carlee | 2011 |  | $0 |
| 6. Promote book as gift idea for holidays- press releases, etc.  |  | Carlee | 2022 |  | $0 |
| 7. Sell book from Main Street office as well as downtown business partners |  | Carlee & Deana | December 2022 |  | $0 |
| 8.  |  |  |  |  | $0 |
|  | Total | $0 |
| **Transformation Strategy 1:*****Increase the involvement of downtown workers and Milledgeville/Baldwin County residents as downtown customers.*** |
| **Goal 2:** Downtown Doers | **Define Success:** Creation of a group that gets the planters repotted, database of volunteers created, ability to use for future projects |
| **Partners:** Community members, college students, sororities/fraternities, business owners/employees |
| Task | Board Member Responsible | Staff Responsible | Due Date | Progress | Budget |
| 1. Creation of Downtown Doers logo |  | Deana | February 24, 2021 | ✓ | $0 |
| 2. Form created for signing up |  | Carlee/Deana | February 24, 2021 | ✓ | $0 |
| 3. Press release and social push to recruit volunteers |  | Carlee/Deana | March 11, 2021 | ✓ | $0 |
| 4. Send message to partners to help with recruitment/sharing our info to sign up | Adam, Justin, Jeannie, Frank | Carlee/Deana | March 11, 2021 | ✓ | $0 |
| 5. Compile Database- send welcome email |  | Deana | As people sign up | ✓ | $0 |
| 6. Get pricing, design, and order shirts for Downtown Doers |  | Deana | March 11, 2021 | ✓ | $520 |
| 7. Reach out to Downtown Doers group with information about first Kick-off event, Planters Project |  | Deana | March 15, 2021 | ✓ | $150 |
| 8. Further communication after the event- thank you, follow up with additional project assistance tbd |  | Deana | April 12, 2021 and beyond | ✓ | $0 |
|  | Total | $670 |

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| **Transformation Strategy 1:*****Increase the involvement of downtown workers and Milledgeville/Baldwin County residents as downtown customers.*** |
| **Goal 3:** Second Saturday Sidewalk Sales | **Define Success:** Downtown businesses report an increase in sales on the three Saturdays the event is planned, increased foot traffic downtown compared to a normal Saturday |
| **Partners:** Downtown business owners |
| Task | Board Member Responsible | Staff Responsible | Due Date | Progress | Budget |
| 1. Create poster and event (also post info about sales/specials that businesses will have in Facebook event) |  | Deana | March 1, 2021 | ✓ | $0 |
| 2. Write Press Release about event- get info from business owners about sales/specials they will have |  | Carlee | March 8, 2021 | ✓ | $0 |
| 3. Each month- March/April/May- promote event through Facebook, press releases and posters |  | Deana | March 1/April 1/May 1 | ✓/ ✓/✓ | $1500 |
| 4. Downtown Businesses to host sales | Justin & Adam |  | March 13/ April 10/ May 8 | ✓ | $0 |
| 5. Determine success and if we want to continue this event further | Justin & Adam | Carlee | May 22, 2021 | ✓ | $0 |
| 6.  |  |  |  |  | $0 |
| 7.  |  |  |  |  | $0 |
| 8.  |  |  |  |  | $0 |
|  | Total | $1000 |
| **Transformation Strategy 1:*****Increase the involvement of downtown workers and Milledgeville/Baldwin County residents as downtown customers.*** |
| **Goal 4:** Planters | **Define Success:**  All planters downtown have a fresh look and are maintained |
| **Partners:**  City of Milledgeville, Downtown Doers, GC Give Center, Lockerly Arboretum, Susan Daniel (GC Grounds), Garden Club, KMBB |
| Task | Board Member Responsible | Staff Responsible | Due Date | Progress | Budget |
| 1. Come up with a proposal to present to Hank for approval  | Justin & Adam | Carlee | February 15, 2021 | ✓ | $0 |
| 2. Schedule meeting with Hank | Justin & Adam |  | February 25, 2021 | ✓ | $0 |
| 3. Merchant Meeting to get each planter assigned to different businesses for maintenance and watering |  |  | March 16, 2021 | ✓ | $0 |
| 4. Create event and poster |  | Deana | April 15, 2021 | ✓ | $0 |
| 5. Order watering cans |  | Deana | May 15, 2021 | ✓ | $500 |
| 6. Communicate with Downtown Doers (previous Work Plan task was creating this group) about event |  | Deana | April 15, 2021 | ✓ | $0 |
| 7. Host event- supplies like gloves, trash bags, water, snacks, etc.  | All to attend | Carlee & Deana | May 31, 2021 | ✓ | $150 |
| 8.  |  |  |  |  | $0 |
|  | Total | $650 |

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| **Transformation Strategy 2:*****Use placemaking as a community AND economic development tool to enrich the experience for residents and visitors.*** |
| ***Why?*** Main Street will continue long-standing programs and events while also incorporating community-led ideas that will transform underutilized public spaces into vibrant community assets where people congregate.  |
| ***Goal 1*** | ***Goal 2*** | ***Goal 3*** | ***Goal 4*** |
| **Wildly Important Goal** |
| **Website** | **Feathered in Milly** | **‘Capture the Vibe’ Photo Contest** | **Pavilion Park**  |
| **Repeat Annual Responsibilities**  |
| * Milly Money
* Welcome Wagon- keep a list of new businesses we haven’t been able to visit because of COVID
* Sidewalk Rain Stenciling- maintain quarterly
* 50/50 Façade Match Grant
* Wrap Electrical Boxes- do more research
* Board Bios- make fun and interesting
* Branding/Marketing- roll out new logo
* Keep up with Social Media- Milly out-n-about
* Monthly Agency Meetings- Carlee to meet with the Chamber and Visit Milledgeville once a month
* Drive-In Movie events

**WHEN APPLICABLE:** Deep Roots Festival, Hometown Celebration, Polar Express |

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| **Transformation Strategy 2:*****Use placemaking as a community AND economic development tool to enrich the experience for residents and visitors*** |
| **Goal 1:** Website  | **Define Success:** Website is redone, and Carlee and Deana are able to update as needed |
| **Partners:** Goebel Media or GCSU Center of Design and E-Commerce  |
| Task | Board Member Responsible | Staff Responsible | Due Date | Progress | Budget |
| 1. Decide who will re-do the Main Street/DDA website |  | Carlee | March 15, 2021 | ✓ | Up to $2,000 |
| 2. Work with organization to create new website | All | Carlee & Deana | May 3, 2021 | In Progress | $0 |
| 3. Press release about our new website |  | Deana | May 10, 2021 |  | $0 |
| 4.  |  |  |  |  | $0 |
| 5.  |  |  |  |  | $0 |
| 6.  |  |  |  |  | $0 |
| 7.  |  |  |  |  | $0 |
| 8.  |  |  |  |  | $0 |
|  | Total | $2000 |
| **Transformation Strategy 2:*****Use placemaking as a community AND economic development tool to enrich the experience for residents and visitors*** |
| **Goal 2:** Feathered in Milly | **Define Success:** Placement of feathers and creation of a rack card. Distribution of the rack cards. Promotion of project.  |
| **Partners:** Visit Milledgeville, Twin Lakes Library System, ABSI, local hotels, Chamber, downtown businesses |
| Task | Board Member Responsible | Staff Responsible | Due Date | Progress | Budget |
| 1. Get partners to create file and print feathers- ABSI and Twin Lakes Library System |  | Carlee | January 1, 2021 | ✓ | $0 |
| 2. Meet with Visit Milledgeville about promotion of this program  |  | Carlee | January 1, 2021 | ✓ | $0 |
| 3. Create and print rack card to disburse with info about where the feathers will be located |  | Carlee & Deana | March 1, 2021 | In Progress | $250 |
| 4. Work with Public Works to install the feathers |  | Carlee  | April 1, 2021 |  | $0 |
| 5. Write a press release to announce this new activity available for community members and visitors |  | Carlee & Deana | May 1, 2021 |  | $0 |
| 6. Work with Visit Milledgeville to disburse the rack cards to local hotels, the Chamber of Commerce, Library, and visitor’s center |  | Carlee & Deana | Ongoing |  | $0 |
| 7.  |  |  |  |  | $0 |
| 8.  |  |  |  |  | $0 |
|  | Total | $250 |

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| **Transformation Strategy 2:*****Use placemaking as a community AND economic development tool to enrich the experience for residents and visitors*** |
| **Goal 3:** ‘Capture the Vibe’ Photo Contest | **Define Success:** We would like over 50 photos submitted using our hashtag so Main Street/DDA has a nice library of photos to use for promotion |
| **Partners:** Community members and downtown businesses for prizes |
| Task | Board Member Responsible | Staff Responsible | Due Date | Progress | Budget |
| 1. Create plan and hashtag for contest | Adam | Carlee & Deana | March 29, 2021 | ✓ | $0 |
| 2. Come up with prize packages (1st Place, 2nd Place, 3rd Place)- work with merchants | Adam | Carlee & Deana | April 19, 2021 | ✓ | $200 |
| 3. Create poster and information to promote contest |  |  |  | ✓ | $0 |
| 4. Create Facebook event |  | Deana | May 1, 2021 | ✓ | $0 |
| 5. Announce winners, and give out prizes |  | Carlee  | July 4, 2021 | ✓ | $0 |
| 6.  |  |  |  |  | $0 |
| 7.  |  |  |  |  | $0 |
| 8.  |  |  |  |  | $0 |
|  | Total | $200 |
| **Transformation Strategy 2:*****Use placemaking as a community AND economic development tool to enrich the experience for residents and visitors*** |
| **Goal 4:** Pavilion Park | **Define Success:** Creation of a master plan for the Pavilion Park and in the long term, getting the Pavilion Park built.  |
| **Partners:** City of Milledgeville staff and one board member to rank companies |
| Task | Board Member Responsible | Staff Responsible | Due Date | Progress | Budget |
| 1. Reach out to the companies that submitted documents to see if they are still interested |  | Carlee | March 1, 2021 |  | $0 |
| 2. Schedule meetings with companies to rank and decide on what company to work with  | Pick one to be included?  | Carlee | April 1, 2021 |  | $0 |
| 3. Work with chosen company to create a plan | TBD Board Member | Carlee | June 1, 2021 |  | $0 |
| 4. Present the plan to the public |  | Carlee | August 1, 2021 |  | $0 |
| 5. Work towards getting funding for the project | Board | Carlee | December 31, 2021 |  | $0 |
| 6. Get Pavilion Park Built | Board | Carlee | December 31, 2022 |  | $0 |
| 7.  |  |  |  |  | $0 |
| 8.  |  |  |  |  | $0 |
|  | Total | $0 |