

Community Work Plan Review Form		
2017 Annual Work Plan		
Vision Statement	To create a vibrant destination that breathes life and diversity into our downtown.	
Mission Statement	To provide a premier destination where individuals, families, and businesses can thrive by preserving historic charm, encouraging local spending and creating a sense of community. We will establish a safe and diverse walkable environment that promotes connectivity through a variety of opportunities.	
Transformation (implementation) Strategies		
Transformation (implementation) Strategy #1:		
Create economic development initiatives to encourage business growth and recruitment.		
Transformation (implementation) Strategy #2:		
Develop foundational strategies to help facilitate implementation of Master Plan projects.		
Transformation (implementation) Strategy #3:		
Improve aesthetics of the Central Business District.		
Top Priorities for Year 2017		
Status:		Goal(priority) #1
Achieved	In Progress	
Achieved	Market and promote BOOST Grant to help facilitate business expansion and recruitment.	
Goal(priority) #2		
Achieved	Support development, funding and construction of Parklets	
Goal(priority) #3		
In Progress	Develop a plan for the use of public art in the Central Business District.	
Comments on Goal/Priority Status		
Very productive year for Villa Rica Main Street. Much of the foundational planning needed to make the Master Plan a success was achieved in 2017.		

Strategy #1

Transformation (implementation) Strategy:

Create economic development initiatives to encourage business growth and recruitment.

Goal:

Market and promote BOOST Grant to help facilitate business expansion and recruitment.

Objective:

Fund projects utilizing the BOOST Grant Program

Status	Task	Responsible Party	Cost	Funding Source	Time Line	4-Point Category
Complete	Awarded two grants to fund Parklets (Uncorked on Main & Los Cowboys)	Main Street	\$2,000	Main Street	Spring 2017	Design
Complete	Retail counter expansion at (Putt-n-Around)	Main Street	\$1,000	Main Street	Spring 2017	Economic Vitality
Complete	Salon Furniture Replacement (Miracles of Beauty)	Main Street	\$1,000	Main Street	Fall 2017	Economic Vitality

Partner Involvement

Agency Name	Primary Contact	Level of Commitment

Synopsis of Activity: Main Street Program funded 4 projects in the Downtown area totaling \$4,000 in BOOST grants. This was the first year of the BOOST Grant Program.

Strategy #2

Transformation (implementation) Strategy: Use

Develop foundational strategies to help facilitate implementation of Master Plan projects.

Goal:

Successful implementation of Master Plan Items.

Objective:

Develop funding mechanisms to help move Master Plan projects to completion.

Status	Task	Responsible Party	Cost	Funding Source	Time Line	4-Point Category
In Progress	Gateway & Directional Signs	DDA/Main Street	\$ 68,000.00	Tourism Product Fund	Spring 2018	Design
In Progress	Redevelopment Powers Law/Tax Allocation District	City	\$ -	0	Fall 2018	Economic Vitality
In Progress	Streetscape Improvement	City	\$ 125,000.00	SPLOST	Spring 2018	Design
In Progress	Welcome Center	DDA/Main Street/City	\$ 450,000.00	General Fund	Spring 2018	Economic Vitality

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City	Tom barber	\$ 250,000.00
Downtown Development Authority	Christopher G. Pike	\$ 450,000.00

Synopsis of Activity: Working with the City, we were able to work on sources of funding for key Downtown projects outlined in the Master Plan. The City is investing more money into Downtown than ever before.

Strategy #2

Transformation (implementation) Strategy:

Improve aesthetics of the Central Business District.

Goal:

To make Downtown more visually attractive

Objective:

Develop programs and strategies to help improve the visual appeal of the Central Business District

Status	Task	Responsible Party	Cost	Funding Source	Time Line	4-Point Category
In Progress	Downtown Public Art Project	Main Street	\$5,000	Main Street	Ongoing	Design
In Progress	Façade Grant Program	DDA/Historic Preservation Commission	\$10,000	DDA	Ongoing	Design

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Historic Preservation Commission	Janet Hyde	Planning Support
Downtown Development Authority	Christopher G. Pike	Funding

Synopsis of Activity:

Design Committee

Committee Chair: Melissa Garrett

Transformation (implementation) Strategy: Improve aesthetics of the Central Business District.; Develop foundational strategies to help facilitate implmentation of Master Plan projects.

Goal:

The Design Committee works with Downtown Villa Rica, Director of Ecomonic Development, the Main Street Manager, local businesses, and property owners to facilitate a positive visual image of the Central Business District that will help retain, promote and attract Downtown business. The Design Committee will focus on downtown aesthetics & appearance, working on matters such as street scapes, building facade, signage and/or banners, attractive window displays, building improvements, street furniture, side walks, parking areas, and land scaping.

Objective

The focus of the Design Committee is to work closely with the community on the downtown historic revitalization to incorporate a comprehensive plan that encompasses the city's past, present and future for revitalization. The community will actively work to recruit new facade grant recipients as well as to continue encouraging and helping to improve overall aesthetics of downtown corridors.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Outdoor Dining (Parklets)	Main Street	\$2,000	Main Street	Spring 2017
In Progress	Consistent Theme Branding	Main Street/CVB	\$25,000	Main Street/CVB	Ongoing
Completed	Replace The MILL Amphitheatre backdrops	Main Street	\$7,000	Main Street	Fall 2017
In Planning	Make Temple Street one-way	MS/Community Development	\$0	City	None
In Progress	Better Downtown Directional Signage	DDA/MS	\$75,000	DDA	Spring 2018
In Planning	Improve/maintain landscape	Public Works P&R/MS	\$5,000	Main Street / City	Spring 2017

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Villa Rica Convention & Visitors Bureau	Christopher G. Pike	Financial
Community Development Department	Janet Hyde	Planning
Downtown Development Authority	Christopher G. Pike	Planning/Financial

Synopsis of Activity: Design and installation of the first permanent Parklets in the State of Georgia; Installation of two public art pieces; Continuation of fundraising for the Discovery Gold Miner Statue; Fundning and Contract award for the design, construction and installation of Downtown Welcome Sign and new directional signs.

Promotions Committee

Committee Chair: Ronda McCullors

Transformation (implementation) Strategy: Develop foundational strategies to help facilitate implementation of Master Plan projects.

Goal:

The Promotions Committee works with the City of Villa, Director of Economic Development, the Main Street Manager, Tourism office, local businesses and property owners to facilitate a positive "image" of the Central Business District that will help retain, promote and attract Downtown business. The Promotion Committee will attract visitors and residents to the district and encourage them to spend money in our Main Street Community by selling VRMS brand through advertising, brochures, in-store collaborative promotions, direct marketing, website and press releases.

Objective

The Promotions Committee produces events that increase activity in downtown Villa Rica which continue to be economic drivers for the community. Marketing and advertising will be done through a variety of mediums to include print, social media and radio to help educate and inform the community on the revitalization efforts, special events downtown and program progress.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
In planning	Food truck Monday	Main Street	\$0	Main Street	None
In planning	I-20 Digital Billboard	CVB	\$0	CVB	None
Hold	BYOB at events	City of Villa Rica	\$0	City	None
Completed	Farmers Market Food Demo-live	Main Street	\$1,500	Main Street	None
In planning	Wine tasting/Romantic Movie Night	Main Street	\$0	Main Street	Ongoing
Completed	Make Shop Small quarterly	Main Street	\$4,000	Main Street	Ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Villa Rica Convention & Visitors Bureau	Christopher G. Pike	Funding/Planning
City of Villa Rica - Community Development	Janet Hyde	Planning

Synopsis of Activity: Food Truck Mondays and I-20 Billboards are in planning until the opening of the new Welcome Center. BOYB and open container ordinance is being evaluated by staff.

Organization Committee

Committee Chair: Michael Young

Transformation (implementation) Strategy: Create economic development initiatives to encourage business growth and recruitment.; Develop foundational strategies to help facilitate implementation of Master Plan projects.

Goal:

The Organization Committee works with the City of Villa Rica, Director of Economic Development, the Main Street Manager, local businesses, property owners, residents, and other community stakeholders to facilitate a broad base of support for the Downtown Villa Rica Main Street Program in an effort to retain, promote and attract Downtown business.

Objective

The Organizational Committee has a responsibility to make sure that the mission and vision statements accurately reflect the purpose of the program within the community, that the bylaws allow for proper coordination to carry out the program goals, and ensure fiscal responsibility so that the program remains good stewards of the public funds received from the City of Villa Rica and through sponsorships.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Re-evaluate downtown boundary	MS / Community Development	\$0	Main Street	Spring 2017
In progress	More Corporate Sponsorships	Main Street	\$0	Main Street	Ongoing
In progress	Grow Business Membership	Main Street	\$2,500	Main Street	Ongoing
In progress	Engage Non-Downtown Businesses	Main Street	\$0	Main Street	Ongoing
In progress	Reach out to HOA's	Main Street	\$0	Main Street	Ongoing
In progress	Grow Gold Rush Festival & Parade	Main Street	\$5,000	Main Street	Ongoing
In progress	Keep calendar of events updated	Main Street	\$1,500	Main Street	Ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Community Development	Janet Hyde	Planning
West Georgia Main Street Programs	Douglasville/Bowdon/Carrollton	Planning

Synopsis of Activity: Diversify revenue streams for the program; Increase Main Street Program membership; Evaluate event revenue opportunities; Develop advertising co-op opportunities for Downtown Businesses; Evaluate other user fees.

Economic Development Committee

Committee Chair: Matt Momtahan

Transformation (implementation) Strategy: Create economic development initiatives to encourage business growth and recruitment; Develop foundational strategies to help facilitate implementation of Master Plan projects.

Goal:

To support existing downtown businesses and recruit desirable businesses for the downtown area that will encourage and promote economic growth. This committee works with Downtown Development Authority to find ways to use available resources and tools that will help stimulate economic growth.

Objective

The Economic Development Committee will build a climate for investment resulting in job creation and retention, improved property values, increased sales tax revenue and raising profitability of the district by managing/guiding downtown real estate. It will create and manage the balance of retail and service businesses, downtown residential living, and cultural opportunities needed to ensure sustained economic success.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Main St support of Mirror Lake Connector	Main Street	\$0	None	Ongoing
In Planning	Downtown Hotel	DDA/City	\$17,000	City/DDA	Ongoing
In Planning	Program to convert vacant spaces	Main St/DDA	\$0	Main Street	None
Completed	Continue to expand ad co-op	Main Street	\$16,800	Main Street	Ongoing
Completed	Inventory of vacant properties	Main Street	\$250	Main Street	Spring 2017
Completed	Business recruitment	Main St/DDA	\$5,000	Main Street/DDA	Ongoing
In Progress	Gateway signs	DDA/MS	\$75,000	DDA	Spring 2018
Completed	Event/Retail Promotion	Main Street	\$3,000	Main Street	Ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Downtown Development Authority	Christopher G. Pike	\$85,000
City of Villa Rica	City Council/City Manager	

Synopsis of Activity: Expansion of the role of Economic Development and Main Street has been the focus for 2017. Several initiatives and projects were completed due to the work of the Committee.