



# Villa Rica Main Street Work Plan 2015

## Economic Development Committee

**Chairperson:** Matt Momtahan **Committee Members:** Carl Peabody, Amy Brown, Andy Camp, Kurt Kraft, Sara Ray, Donna Armstrong-Lackey

**Committee Narrative:** The goal of this committee is to support existing downtown businesses and recruit desirable businesses for the downtown area that will encourage and promote economic growth. This committee works with the Downtown Development Authority to find ways to use available resources and tools that will help stimulate economic growth.

Project/Objectives/ Task	Desired Outcomes   Area of Impact	Responsibility	Budget	Deadline	Status	Measure of Success
<b>Develop BOOST Grant Program</b>	Business Recruitment/Sustainability Improve Business Mix Incentive for Business/Property Development Increase Downtown Property Occupancy Downtown Business development, retention, and assistance	MS Manager   Economic Development Committee	\$0	Ongoing	Program outline, guidelines and application completed and approved by Board - December 2015. Program will launch January 1, 2016	Award 8 Grants in 2016
<b>Small Business Saturday Promotion</b>	Awareness & Business Development Increase Customer traffic through events and/or retail promotion. Downtown Business development, retention, and assistance	MS Manager   Economic Development Committee	\$150	Yearly	Conducted first Small Business Saturday Program on November 28, 2015	Increased visibility & sales for Downtown Businesses
<b>Rise-N-Shine Breakfast Networking Event</b>	Increase Customer traffic through events and/or retail promotion. Downtown Business development, retention, and assistance	MS Manager   Economic Development Committee, Rise-N-Shine Committee	\$1200	Ongoing, Monthly	Program revamped in 2015 to add maximum value and exposure for Downtown.	Increased event attendance. Increased exposure for Downtown
<b>Main Street Ribbon Cuttings</b>	Awareness & Business Development Increase Customer traffic through events and/or retail promotion. Downtown Business development, retention, and assistance	MS Manager   Economic Development Committee   Carroll Chamber of Commerce	\$250	Ongoing	Partnership was developed with Carroll Chamber of Commerce to conduct Ribbon Cuttings for Main Street Businesses when requested.	Increased number of successful ribbon cuttings
<b>Downtown Business/ Merchant Meeting</b>	Awareness & Business Development Downtown Business development, retention, and assistance	MS Manager   Economic Development Committee	\$100	Sep 22,	Ongoing development of quarterly Merchant Meetings.	Increased communication and information sharing with downtown Businesses



# Villa Rica Main Street Work Plan 2015

## Promotion Committee

**Chairperson:** Kelly Bell **Committee Members:** Melissa Garrett, Ellen McBrayer, Kimberly Gentry, Renata Gordon, Pat Carson, Courtney Powell

**Committee Narrative:** The Promotions Committee produces events that increase activity in the downtown 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 the community on the revitalization efforts, special events downtown and program progress.

Project/Objectives/ Task	Desired Outcomes   Area of Impact	Responsibility	Budget	Deadline	Status	Measure of Success
<b>Create Brand Awareness</b>	Brand Awareness Image Development	MS Manager   Promotions Committee MS Board	\$4500	Ongoing	Developed Main Street Logo. Increased print & radio advertisement.	Increased attendance at events. Image recognized by community.
<b>Balanced promotional calendar</b>	Increased income through event sponsorships and revenue. Increase Customer traffic through events and/or retail promotion.	MS Manager   Promotions Committee MS Board	\$ 15,000	Ongoing	Events were revamped for increased benefit and revenue for Main Street Programming. Over 15 events were sponsored or co-sponsored by Main Street in 2015	Increased revenue & attendance at events
<b>Develop website</b>	Brand Awareness & Image Development Awareness & Business Development Increase Customer traffic through events and/or retail promotion.	MS Manager	\$3000	Ongoing	Website is in process of being revamped	Increased information for visitors. Increased use and traffic.
<b>Strong social media presence</b>	Brand Awareness & Image Development Awareness & Business Development Increase Customer traffic through events and/or retail promotion.	MS Manager	\$0	Ongoing	Increased exposure on Facebook. Established Twitter and Instagram accounts.	Increased information for visitors. Increased use and traffic.



# Villa Rica Main Street Work Plan 2015

## Organization Committee

**Chairperson:** Kim Collins **Committee Members:** Chad Sadorf, Sherida Couch, Ada Large Tonya Trow, Vic Troncalli, Phyllis Head

**Committee Narrative:** The Organization 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.

Project/Objectives/ Task	Desired Outcomes   Area of Impact	Responsibility	Budget	Deadline	Status	Measure of Success
<b>Develop Bylaws</b>	Improved organizational structure Accountability to the community	MS Manager   Organization Committee MS Board	\$0	Oct.2015	Bylaws approved Nov. 2015	Increased accountability and efficiency
<b>Develop and Implement Main Street Membership Program</b>	Increase Customer traffic through events and/or retail promotion. Brand Awareness & Image Development	MS Manager   Organization Committee MS Board	\$500	Dec.1 2015 Ongoing	Program has been developed and approved by the Board. Official roll out has occurred and Membership program will be effective Jan1. 2016	Increased revenue & traffic to downtown businesses
<b>Develop Program Structure and Organizational Chart</b>	Improved organizational structure Accountability to the community	MS Manager   Organization Committee MS Board	\$0	Aug. 2015	Organizational Structure approved Sep. 2015	Increased accountability and efficiency
<b>Main Street Boundary Lines</b>	Improved organizational structure Accountability to the community	MS Manager   Organization Committee MS Board	\$100	Jul. 2015	Boundary completed Jul. 2015	Increased accountability and efficiency
<b>Develop Mission &amp; Vision Statement</b>	Provide direction and purpose Improved organizational structure Accountability to the community	MS Manager   Organization Committee MS Board	\$0	Jul. 2015	Mission statement & Vision completed Jul. 2015	Increased accountability and efficiency
<b>Evaluate Main Street Events</b>	Improve organization revenue. Ensure events advance organization goals Improve economic impact for Downtown Businesses.	MS Manager   Organization Committee	\$0	Ongoing	Continuous process	Increased revenue, traffic and efficiency. Conduct post event meetings



# Villa Rica Main Street Work Plan 2015

## Design Committee

**Chairperson:** Vacant **Committee Members:** Stephanie Warmoth, Mellissa Garrett, Pat Carson, Marilyn Viruet, Rosemarie Norton

**Committee Narrative:** The focus of the Design Committee is to work closely with the community on 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 façade grant recipients as well as to continue encouraging and helping to improve overall aesthetics of downtown corridors.

Project/Objectives/Task	Desired Outcomes   Area of Impact	Responsibility	Budget	Deadline	Status	Measure of Success
<b>Scarecrow Contest</b>	Increase Customer traffic through events and/or retail promotion.	MS Manager   Design Committee	\$200	Oct. 2015 Yearly	Hosted Annual Scarecrow Contest. Contest ran entire month of October.	Business and community engagement. Increased traffic to Downtown.
<b>Christmas Wreath Contest</b>	Increased income through event sponsorships and revenue. Increase Customer traffic through events and/or retail promotion.	MS Manager   Design Committee	\$350	Dec. 2015 Yearly	1st Annual Christmas Wreath Contest. Cash prizes giving for 1-3rd. Fundraiser for Main Street Program	Increased revenue for Main Street programing. Business and community engagement.
<b>Gold Miner Statue</b>	Improve Heritage Tourism Awareness of Historic Assets Increase Customer traffic through events, cultural assets and/or retail promotion.	MS Manager   Design Committee   Board	\$1,000	Ongoing	Fundraising is ongoing for life-size statue.	Increased visitors traffic to Downtown
<b>Parade Float Contest</b>	Increase Customer traffic through events, cultural assets and/or retail promotion.	MS Manager   Design Committee	\$150	Sep. 2015 Yearly	Annual Gold Rush Festival parade float contest. Completed in Sep. 2015	Community pride. Increased traffic to Downtown.
<b>Southern Quilt Trail</b>	Improve Heritage Tourism Awareness & Business Development Increase Customer traffic through events and/or retail promotion.	MS Manager   Design Committee   Tourism Bureau	\$300	Ongoing	Ongoing development of guidelines and requirements for Quilt Trail connecting Downtown and other regional Cities.	Increased tourism and traffic into Downtown. Increased historical awareness and appreciation
<b>West Georgia Textile Trail</b>	Improve Heritage Tourism Awareness of Historic Assets Increase Customer traffic through events, cultural assets and/or retail promotion.	MS Manager   Design Committee   Tourism Bureau	\$400	Ongoing	Continuing to develop programing opportunities and cultural events around textile history to improve tourism and revenue .	Increased tourism and traffic into Downtown. Increased historical awareness and appreciation
<b>Historic Marker Program</b>	Improve Heritage Tourism Awareness of Historic Assets Increase Customer traffic through events, cultural assets and/or retail promotion.	MS Manager   Design Committee   Historic Preservation Commission	\$2500	May 2015	Erected historic marker recognizing the textile history of the City.	Increased tourism and traffic into Downtown. Increased historical awareness and appreciation