



Villa Rica Main Street Work Plan 2016

Economic Vitality Committee

Chairperson: Matt Momtahan **Committee Members:** Carl Peabody, Amy Brown, Andy Camp, 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	Community Interests	Responsibility	Budget	Deadline	Status	Outcomes, Setbacks and Measure of Success
Gateway sign	8 Starts	DDA/City/MS	\$150,000	Summer 2017	In Progress	Design specs finished/ Funding Identified
Fix the sidewalks	4 Stars	City	Not Set	Ongoing	In Planning	Funding unavailable
Keep a current list of vacancies & fix the front of the vacancies	4 Stars	MS/DDA	\$250	June 2016	Completed/ Ongoing	Vacancies listed on downtown website.
Business development seminars	4 Stars	MS	\$750	Ongoing	Completed/ Ongoing	Put VR on the Map, Rise-n-Shine Georgia Power Seminar
New backdrops for The Mill	4 Stars	MS/Parks & Rec	\$4500	June 2016	Not completed	Funding not available
Bring more bedrooms	3 Star	DDA	None	Ongoing	Project still in the works	Completion of a residential development
Way-finding signs	2 Star	DDA/City/MS	\$150,000	Summer 2017	In Progress	Design specs finished/ Funding Identified
Billboard on I-20	2 Star	VR CVB	None	None	Hold	Continuously monitoring need and opportunities.
Parking Signage	1 Star	DDA/City/MS	\$150,000	Summer 2017	In Progress	Design specs finished/ Funding Identified
Business recruitment/ sustainability	1 Star	MS/DDA	\$10,000	Ongoing	Continuous	Several promotional programs in 2016
Increase customer traffic with events & retail promotion	1 Star	MS	\$2,500	Ongoing	Continuous	Several programs implemented in 2016
Online marketing training	0 Star	MS	\$150	Ongoing	Completed	Google Put VR on the Map w/ Douglas chamber
Slow the marquee	0 Star	Parks & Rec.	0	Ongoing	Completed	Completed
Transportation shuttle	0 Stars	MS	\$0	None	Hold	Continuously monitoring need and opportunities.
Fix stairs	0 Stars	City	Not Set	Ongoing	In Planning	Funding unavailable
Multi-mobile pathways	0 Stars	City	Not Set	Ongoing	In Planning	Funding unavailable
Dog friendly business	0 Stars	MS	\$0	None	Hold	Continuously monitoring need and opportunities.
Social media co-ops	0 Stars	MS	\$0	None	Hold	Continuously monitoring need and opportunities.
Marketing analysis data	0 Stars	MS	\$0	None	Hold	Continuously monitoring need and opportunities.
Sign for Downtown/Gateway	0 Stars	DDA/City/MS	\$150,000	Summer 2017	In Progress	Design specs finished/ Funding Identified
Awareness and business development (retention)	0 Stars	MS/DDA	\$10,000	Ongoing	Continuous	Several promotional programs in 2016



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Promotion Committee

Chairperson: Kelly Bell **Committee Members:** Melissa Garrett, Ellen McBrayer, Kimberly Gentry, 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	Community Interests	Responsibility	Budget	Deadline	Status	Outcomes, Setbacks and Measure of Success
Survey the public for events and music	15 Stars	MS	54,000	Apr 2016	Completed	Survey completed during the Downtown Master Plan Process
Wine at The Mill	12 Stars	MS	-0-	Apr 2016	Completed	4 events in 2016 had events where Beer and Wine was served.
Thomas Dorsey Branding	8 Stars	Board/CVB	-0-	None Set	In Planning	Project is still in planning.
Food Truck Event	6 Stars	MS/DDA	-0-	None Set	In Planning	Ordinance changed to allow food trucks to operate in Downtown.
Community Karaoke & Bingo at The Mill	4 Stars	MS/Pars & Rec	-0-	Apr 2016	Completed	Event hosted in connection with Georgia Cities Week
Swag-Bag	2 Star	CVB/MS	3,500	Ongoing	In Progress	First Round of Swag Items ordered August 2016
Georgia Travelers	1 Star	CVB/MS	6,100	Nov 2016	Completed	Advertisement place for 2017
Better event advertisement	1 Star	MS/CVB	15,000	Ongoing	In Progress	Increased spending on advertising. Increased social media use
Promote Gold-Mine heritage	1 Star	CVB/MS	-0-	Ongoing	In Planning	Working with Gold Museum to identify new ways to engage
Water-Tank Billboards	1 Star	MS/City	-0-	None Set	On Hold	No work completed on this item
Video Spotlights	1 Star	MS	-0-	None Set	In Planning	Working to identify money to begin project.
Homework discounts	0 Star	MS	-0-	None Set	On Hold	No work conducted on this item.
More parades	0 Star	MS	-0-	None Set	In Planning	Christmas Parade planned for December 2017
Have Both the Art fest and Taste of Villa Rica twice a year	0 Stars	Arts Coalition/ Lions Club	-0-	None Set	On Hold	Events coordinated by out side organizations.
Amazing Race Scavenger Hunt	0 Stars	MS	-0-	None Set	On Hold	No work conducted on this item.
Put restaurants on Open Table, Yelp, or other applications	0 Stars	MS	-0-	None Set	On Hold	No work conducted on this item.
Make sure that the Brochures are current and accurate	0 Stars	CVB/MS	30,000	Dec 2016	In Progress	Company engaged by CVB to work on content and design
Villa Rica Travel magazine	0 Stars	MS/CVB/ Newspaper	3,000	Aug 2016	In Progress	Worked with Newspapers of West Georgia. First issue Nov. 2016
Bring parents & community to The Mill	0 Stars	MS	-0-	None Set	On Hold	No work conducted on this item.
Pageants	0 Stars	MS	-0-	None Set	On Hold	No work conducted on this item.
Radio/local	0 Stars	MS/CVB	5,000	Ongoing	In Progress	Part of ongoing marking campaign



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Organization Committee

Chairperson: Michael Young **Committee Members:** Sherida Couch, Ada Large Tonya Trow, Vic Troncalli

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	Community Interests	Responsibility	Budget	Deadline	Status	Outcomes, Setbacks and Measure of Success
Geo- Cashing	9 Starts	MS	-0-	None	On Hold	No work conducted on this item.
Pro-active volunteer recruitment	4 Stars	MS	\$300	Ongoing	In Progress	Volunteer recruitment much better in 2016
Calendar for marketing events	3 Stars	MS	\$1,800	June 2016	Completed	New website with community calendar
Reach out to HOA	2 Stars	MS	-0-	Ongoing	In Progress	Had meeting with organizations. Info being shared
Grow corporate sponsorship	2 Stars	MS	\$250	Ongoing	In Progress	Sponsorships for 2016 have increase by
Affordable sponsorship	2 Star	MS	-0-	Ongoing	In Progress	Tiered level sponsorship packages developed for 2016
Senior citizen volunteering	2 Star	MS	-0-	None	In Planning	No work conducted in category
Pursue grants for other Main-Street initiatives	2 Star	MS	-0-	Ongoing	In Progress	No grants were applied for in 2016.
First responder event	1 Star	MS	-0-	None	In Planning	Meetings conducted and date set for 2017 (June 3)
Reach out to social media for promotion	1 Star	MS	-0-	Ongoing	In Progress	Facebook use was increased. Instagram & Twitter Account established.
High school service clubs	1 Star	MS	-0-	Ongoing	In Progress	Established relationship with VR Middle School Clubs. Participated in several community events.
Grow Main Street member discount	1 Star	MS	\$500	Ongoing	In Progress	2016 Was first year of Program. Goals 25 businesses Actual 37
Increase local sponsorship	0 Star	MS	\$250	Ongoing	In Progress	Sponsorships for 2016 have increase by
Rebrand the Gold-Rush festival (with a historical aspect)	0 Stars	MS/Parks & Rec.	-0-	None	On Hold	No work conducted on this item.
Promote volunteer membership	0 Stars	MS	\$300	Ongoing	In Progress	Volunteer recruitment much better in 2016
Downtown business networking	0 Stars	MS	\$3,200	Ongoing	In Progress	Revamped Rise-n-shine. Conducted 3 after hours information sessions.
Use one map for Main Street & Downtown	0 Stars	MS/DDA	-0-	Dec. 2016	In Planning	Has been discussed but not voted on the MS Board
Clarification on Discounts	0 Stars	MS	-0-	None	On Hold	No work conducted on this item.



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Design Committee

Chairperson: Mellissa Garrett **Committee Members:** Stephanie Warmoth, 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	Community Interests	Responsibility	Budget	Deadline	Status	Outcomes, Setbacks and Measure of Success
Make Temple Street Pedestrian Only	15 Stars	City/MS	-0-	On Going	In Planning	Listening meeting conducted. No further work conducted.
Park-lets	6 Stars	MS/City	\$3,000	May 2016	In Planning	City approved and funds awarded
Make façade materials consistent	5 Stars	MS/DDA	15,000	On Going	In Progress	Revamped Façade Grant Program and developed Exterior Improvement Grant Program
Pressure wash sidewalks	3 Stars	City/MS	-0-	None Set	On Hold	No work completed on this item
Outdoor Diner	2 Stars	MS/City	5,000	Apr. 2016	In Progress	Plans approved and funding awarded for project
Discovery Park	1 Star	MS/City	45,000	None Set	In Progress	Deposit made to start project.
Better Landscaping	1 Star	MS/City	\$500	Ongoing	In Progress	Ongoing project. Impacted by available funding.
Better Downtown lighting	1 Star	MS/City	-0-	None Set	On Hold	Searching for funding
Identify list of façade improvements	1 Star	MS/DDA	-0-	None Set	In Progress	Listed completed
Branding guidelines and standards	1 Star	MS	-0-	Jun 2016	Completed	Standards developed with completion of the master plan.
Statue	1 Star	MS	45,000	None Set	In Progress	50% Deposit made in October 2016 to start project
Develop plan for parking deck	1 Star	DDA	-0-	None Set	On Hold	No work completed on this item
Develop co-op with Coca-Cola exhibit	1 Star	MS	-0-	None Set	On Hold	No work completed on this item
Water feature	0 Stars	DDA	-0-	None Set	On Hold	No funding available for this project
Street lights	0 Stars	City/DDA	-0-	None Set	On Hold	No funding available for this project
Pocket park plan	0 Stars	MD/DDA	-0-	None Set	On Hold	Plan developed with Master Plan. No funding available.
Updated murals	0 Stars	MS	-0-	None Set	On Hold	No funding available for this project
Better seasonal light pole banners	0 Stars	MS	-0-	None Set	On Hold	No funding available for this project
Have contest for best improved business façade	0 Stars	MS	-0-	None Set	On Hold	No work completed on this project.
Brick campaign	0 Stars	MS	-0-	Ongoing	In Progress	Project still in progress.
Revamp the scarecrow contest	0 Stars	MS	\$150	Aug 2016	On Going	Continuously monitoring for improvements.