

Community Work Plan Review Form			
2018 Annual Work Plan			
Vision Statement		Our vision is to create a vibrant destination that breaths life and diversity into our downtown.	
Mission Statement		It is our mission 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 development.			
Transformation (implementation) Strategy #2:			
Improve aesthetics of the Central Business District			
Strategy #3:			
GOAL: Successful implementation of Master Plan items.			
Top Priorities for Year 2018			
Status:		Goal(priority) #1	
Achieved	In Progress	Stalled	
Achieved		Main Street and DDA Board were able to award three central business district businesses in various grant forms: Façade, EIG and BOOST	
		Goal(priority) #2	
Achieved		Issued final payment to KLC Studios for the completion of the Gold Miner Statue to be finished Summer of 2019.	
		Goal(priority) #3	
In Progress		The gateway/directional signs design company were issued majority payment to complete new signage Summer of 2019.	
Comments on Goal/Priority Status			
Very productive year for Main Street as we were able to issue grants (most \$\$ in the history of VRMS) to further enhance the look and appeal of our central business district, which were able to expand that district in 2018 as well.			

### Strategy #1

## Transformation (implementation) Strategy: High Impact Long Lasting

GOAL: Create economic development initiatives to encourage business growth and recruitment.

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

Status	Task	Responsible Party	Cost	Funding Source	Time Line	4-Point Category
Complete	Awarded Uncorked on Main (Three Faucet Tower) BOOST Grant	Main Street	\$786.00	Main Street	Winter 2018	Eco Vitality
Ongoing	Southern Homes & Land Realty -EIG Grant	Main Street	\$2,500.00	Main Street	Spring 2019	Design
Ongoing	Southern Homes & Land Realty - FAÇADE Grant	DDA	\$5,000.00	DDA	Spring 2019	Design
Complete	Reconstructed Gold Nugget Tower for Annual Gold Nugget Drop (NYE	City	\$13,000	City	Winter 2018	Design

## Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Downtown Development Authority	Janet Chumley	Funding
City of Villa Rica	Tom Barber	Planning/Funding

Synopsis of Activity: Main Street and Downtown Development Authority were able to award three grants in the Central Business District totaling \$8286.00 in various grants.



## Strategy #2

GOAL: Improve aesthetics of the Central Business District

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
Complete	Gold Miner Statue	City	\$44,000	City	Summer 2019	Design
Complete	"We Are VR" Sculpture	Main St	\$1,500	Main St	Fall 2018	Design

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Downtown Development Authority	Janet Chumley	Funding

**Synopsis of Activity:** Villa Rica Main Street partnered with the College and Career Academy North Campus (FFA Dept) to create a public art piece to be placed in front of our MILL Amphitheater. The goal moving forward is to have more art in our downtown to enhance the look and character.

### Strategy #3

#### Transformation (implementation) Strategy:

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

Deliver design plans for crosswalks at Lanier/Stonewall intersections; business wayfinding and new public parking signage

Status	Task	Responsible Party	Cost	Funding Source	Time Line	4-Point Category
On hold	Welcome Center	MS/City/DDA	\$450,000	General Fund	TBD	Economic Vitality
In Progress	Gateway & Directional Signs	DDA	\$680,000	DDA	Summer 2019	Design
On hold	Streetscape Improvement	City	\$125,000	SPLOST	TBD	Design

#### Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City of Villa Rica	Tom Barber	\$250,000
Downtown Development Authority	Janet Chumley	\$450,000

Synopsis of Activity: \*Please note the City of Villa Rica is undergoing major water and sewer issues in an effort to replace outdated pipes (downtown area), lift stations (sewer), etc. Improvements to the downtown business district are on hold until water and sewer projects/issues can be resolved and repaired.



## 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
In Progress	Grow Main Street business memberships	Main Street	\$2,500	Main Street	On going
Complete	More clarity of downtown boundaries	Main Street	\$0	Main Street	Summer 2018
In Progress	Publish committee guidelines	Main Street	\$0	Main Street	On going
In Progress	Monthly newsletter	Main Street	\$0	Main Street	On going
Complete	Annual board & volunteer meeting	Main Street	\$0	Main Street	Fall 2018
Complete	Annual city tours	Main Street/City	\$1,000	Main Street/City	Spring 2018

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City of Villa Rica	Tom Barber	Planning

Synopsis of Activity: Villa Rica Main Street was able to increase our Main Street membership to 55 businesses (record for VRMS). Enhance awareness about our Main Street and downtown central business district via social media, mailchimp, print media and radio spots. Villa Rica Main Street held their first "Board and Volunteer Appreciation Dinner" in Winter of 2018. In the Spring of 2018 Main Street board and Elected officials did city tour of Duluth, Suwanee and Sugar Hill.



## Design Committee

**Committee Chair: Melissa Garrett**

**Transformation (implementation) Strategy: Improve aesthetics of the Central Business District; Develop fundamental strategies to help fa**

### 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 landscaping.

### 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
On hold	Make Temple Street one-way	City/Comm Develop	\$0	SPLOST	Ongoing
In progress	Improve downtown landscaping	MS/Public Works	\$5,000	MS/Public Works	Ongoing
on hold	Update Prospector's Park	City/MS	\$7,500	Main Street	Ongoing
In progress	Façade improvement program	DDA	\$50,000	City/DDA	Ongoing
On hold	Downtown sidewalks/lighting improvements	DDA/Public Works	\$125,000	SPLOST	Ongoing
In progress	Improve Public art/murals	Main Street	\$2,000	Main Street	Ongoing
In progress	vacant store-front improvements	Main Street	\$2,500	Main Street	Ongoing

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Downtown Development Authority	Janet Chumley	Planning/Financial
City of Villa Rica	Tom Barber	Planning/Financial
Community Development	Charles Davis	Planning

Synopsis of Activity: Synopsis of Activity: \*Please note the City of Villa Rica is undergoing major water and sewer issues in an effort to replace outdated pipes (downtown area), lift stations (sewer), etc. Improvements to the downtown business district are on hold until water and sewer projects/issues can be repaired and resolved.



## Promotions Committee

### Committee Chair:

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

### 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 progress	High profile entertainment	Main Street	\$37,000	MS/City	None
In progress	Better vendors at Gold Rush	Main Street	\$0	Main Street	Ongoing
Complete	Table tents at all restaurants	Main Street	\$750	Main Street	None
In planning	Promotional date night w/Summer Concert	Main Street	\$250	Main Street	None
In planning	Partner w/Library on family friendly events	Main Street/VRPL	\$0	MS/VR Library	Ongoing
Complete	Enhance current events	Main Street	\$5,000	Main Street	Ongoing
Complete	More bands in parades	Main Street	\$0	Main Street	None

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Villa Rica Public Library (VRPL)	Evette Bridges	Planning

Synopsis of Activity: Villa Rica Main Street was able to book high profile entertainment in 2018 including Atlanta Rhythm Section and Mother's Finest for our Summer Concert Series. We added the addition of table tents to further publicize our events. We also were named and awarded STS (Southeastern Tourism Society's) Top 20 events for September for our Gold Rush Festival which brought us vendors within the state as well as Alabama and Tennessee.



## Economic Development Committee

Committee Chair: Matthew Momtahan

Transformation (implementation) Strategy: Create economic development initiatives to encourage business growth and recruitment; Develop

### Goal:

The Economic Development Committee analyzes current market forces and develops long-term solutions. It supports business development and recruiting, and building an environment for long term economic growth and community success. 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.

### Objective

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 Downtown Development Authority to find ways to use available resources and tools that will help stimulate economic growth.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
In progress	Business recruitment and retention program	Main Street	\$5,000	Main Street	On going
In progress	Publish online vacant properties	Main Street	\$0	Main Street	On going
In progress	Build Main Street Business community	Main Street	\$5,000	MS/Eco Dev.	On going
In progress	Main Street Grant education	Main Street	\$250	Main Street	On going
In progress	Improve Business Success seminars	Main Street	\$2,500	MS/Eco Dev.	On going

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment

**Synopsis of Activity:** The Villa Rica Main Street office has reached an all time high of Main Street business members which at 55. We have had five new businesses open up on the central district-2 home furnishing stores, clothing boutique, wedding rental and a thrift store. We did a thorough walk through of our downtown to confirm actual business vacancies to better be able to promote the vacancies. We held our Annual Community Development meeting in the fall to engage the local community and businesses and see what amenities and improvements they would like to see in downtown Villa Rica and also further educate them on the Main Street approach along with the Main Street Four Points.