

Community Work Plan Review Form			
2019 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 ongoing Master Plan items.			
Top Priorities for Year 2019			
Status:			Goal(priority) #1
Achieved	In Progress	Stalled	
Achieved			Main Street and DDA Board were able to award six central business district businesses in various grant forms: Façade, EIG (Exterior Improvement Grant) and BOOST. We awarded over \$19,000 in grant money.
			Goal(priority) #2
Achieved			Apply for grants to help better facilitate the needs and growth of our downtown as well as help local business receive the benefits of the grant funds. The city was awarded the Rural Zone Grant in October as well as the Regional Visitor Information Center (RVIC) Grant via Explore Georgia, the state Tourism office within the Georgia Department of Economic Development (GDECD). This grant will allow us to replace our banners on our light poles.
			Goal(priority) #3
In Progress			The gateway/directional signs design company were issued majority payment to complete new signage Summer 2020
Comments on Goal/Priority Status			
Very productive year for Main Street as we were able to issue over \$19,000 in grants to further enhance the look and appeal of our central business district. We also were recipients of the Rural Zone Grant and Regional Visitor Information Center Grant. The Regional Visit Grant will allow us to replace the existing banners on the downtown light poles.			

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, Exterior Improvement and Façade grants to help facilitate business expansion and recruitment.

Status	Task	Responsible Party	Cost	Funding Source	Time Line	4-Point Category
Complete	Awarded Stephanie Warmoth Photography EIG Grant for new signage	Main Street	\$872.55	Main Street	Winter 2019	Design
Complete	Southern Homes & Land Realty - EIG Grant	Main Street	\$2,500.00	Main Street	Spring 2019	Design
Complete	Southern Homes & Land Realty - FAÇADE Grant	DDA	\$5,000.00	DDA	Spring 2019	Design
Complete	Awarded Upper Cut Salon new awnings for exterior of building (EIG)	City	\$2,200	Main Street	Fall 2019	Design
Complete	Awarded Amy Brown State Farm EIG Grant and Façade Grant for exterior improvements to building	DDA/Main St	\$7,188.00	DDA/Main St	Summer 2019	Design
Complete	Awarded Blush Hair Studio EIG Grant for new signage	Main Street	\$450	Main Street	Spring 2019	Design
In progress	Awarded Mirrors a Beauty a BOOST Grant	Main Street	\$1,000	Main Street	Spring 2020	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 seven grants in the Central Business District totaling \$19,210.55. Our goal is continue to help small businesses improve and update the interior and exterior of their businesses via grant money where needed.

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	New flower planters in downtown	Main St	\$2,000	Main St	Summer 2019	Design
In Progress	Painting fire hydrants in downtown	Main St	\$500	Main St	Spring 2020	Design
In Progress	Billboard/signs in empty store fronts	Main St	\$500	Main St	Winter 2020	Design

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Main Street	Janet Chumley	Funding

Synopsis of Activity: Villa Rica Main Street partnered Home Depot to refurbish our flower planters in downtown VR on Main St. Home Depot donated all of the flowers for the planters. Also Main Street partnered with the art students as well as the graphic design students at Villa Rica High School to design and paint the fire hydrants in downtown and create signage for the empty store fronts. 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 a one-way street for Main Street; business wayfinding and gateway signage, and public parking signage.

Status	Task	Responsible Party	Cost	Funding Source	Time Line	4-Point Category
On hold	Welcome Center	MS/City/DDA	\$450,000	City	TBD	Economic Vitality
In Progress	Gateway & Directional Signs	DDA	\$680,000	DDA	Summer 2020	Design
On hold	Streetscape Improvement	City	\$125,000	SPLOST	TBD	Design
In Progress	New LED Street Lighting for downtown (98 new lights)	City	\$85,000	General Fund	Winter 2020	Design
On hold	Make Main Street a one-way street	Comm Dev/Main St	\$0	City	Winter 2021	Economic Vitality

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City of Villa Rica	Tom Barber	\$250,000
Downtown Development Authority	Janet Chumley	\$450,000
Community Development	Bobby Elliott	\$85,000.00

Synopsis of Activity: *Please note the City of Villa Rica continues to undergo 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. However, we are in process of replacing the old lighting fixtures as well as upgrade the lighting to LED.

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
In Progress	Publish committee guidelines	Main Street	\$0	Main Street	On going
Complete	Monthly newsletter	Main Street	\$0	Main Street	On going
Complete	Annual Boards and Volunteer Appreciation Dinner	Main Street	\$3,500	Main Street	Winter 2019
In Progress	Alcohol ordinance/entertainment district	MS/Comm Dev	\$0	N/A	Spring 2020
Partner Involvement					
Agency Name		Primary Contact		Level of Commitment	
City of Villa Rica		Tom Barber		Planning	
Community Development		Bobby Elliott		Planning	
Synopsis of Activity: Villa Rica Main Street was able to increase our Main Street memberships to a total overall of 67 businesses (12 new businesses added in 2019). We continue to enhance awareness about our Main Street program and what it offers as well as promoting the downtown central business district and Main Street events via social media,weekly newsletter,print media and radio spots.					

Design Committee

Committee Chair: Melissa Garrett

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

Goal:

The Design Committee works with Downtown Villa Rica, Director of Economic 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
Complete	Improve downtown landscaping	MS/Public Works	\$2,500	MS/Public Works	Spring 2019
On hold	Downtown sidewalks	DDA/Public Works	\$125,000	SPLOST	Ongoing
In progress	Downtown Lighting Improvements (98 new lights)	City/Comm Develop	\$85,000	City	Winter 2020
On hold	Downtown sidewalks/lighting improvements	DDA/Public Works	\$125,000	SPLOST	Ongoing
In progress	Public art-painting fire hydrants downtown	Main Street	\$500	Main Street	Spring 2020
Complete	New LED lighting for The MILL Amphitheater Stage	MS/City	\$500	City	Winter 2019

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	Bobby Elliott	Planning

Synopsis of Activity: *Please note the City of Villa Rica continues to undergo 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. However, we are currently in process of replacing the light fixtures downtown and replacing the lighting (98 new lights) with LED lights. We were also able to replace and update the stage lighting at The MILL Amphitheater with LED lights.

Promotions Committee					
Committee Chair: Ronda McCullors					
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	\$44,000	MS/City	None
In progress	Better vendors at Gold Rush	Main Street	\$0	Main Street	None
Complete	Enhance current events	Main Street	\$5,000	Main Street	None
Complete	Created brochures for Rural Zone Grant to help better promote it.	Main Street	\$500	Main Street	None
Partner Involvement					
Agency Name		Primary Contact		Level of Commitment	
Villa Rica Main Street		Janet Chumley		Planning	
Synopsis of Activity: Villa Rica Main Street was able to book high profile entertainment in 2019 that included Jazz musician Ken Ford (sold out show), Jimmy King Experience, Wet Willie and The SOS Band (sold out show) The VIP seating for all of these shows sold out. Our Annual Gold Rush festival brought us vendors from all over the state of Georgia, also Alabama and Tennessee.					

Economic Development Committee

Committee Chair: Carl Peabody

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 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	Main Street	On going
Complete	Applied for Rural Zone Grant -Awarded grant October 19'	Main Street	n/a	DCA	On going
In progress	Awarded more grants to the downtown business district to help businesses improve the look of their exterior and interior	Main St/DDA	\$19, 210.55	Main St/DDA	6 complete-1 ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City of Villa Rica	Tom Barber	Planning
Main Street	Janet Chumley	Planning

Synopsis of Activity: The Villa Rica Main Street office has reached an all time high of Main Street business members which at 67. We were able to add 12 more businesses in 2019. We have had six new businesses open up on the central district-Additional Home Furnishings store, Craft Store, hair salon, Children's Boutique, Remodeling/Construction business and Architect firm. There were also two business who a currently in the process of expansions. We held our Annual Community meeting in November to engage the local community and businesses to 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. We also held a Rural Zone Grant workshop with our local banks, CPA's and Real Estate agents in December to educate them on the grant, the rules and benefits of it, and what it can do for the designated downtown area. These workshops will continue throughout the length of the grant.