

Community Work Plan Review Form			
2020 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 2020			
Status:			Goal(priority) #1
Achieved	In Progress	Stalled	
Achieved			For the Main Street and DDA Board's to be able to award grant money (via FAÇADE, BOOST and EIG Grants).
			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. This grant will allow us to replace our banners on our light poles.
			Goal(priority) #3
On going			The gateway/directional signs design company were issued majority payment to complete new signage -this project is ongoing as we need two remain property owners to give permission for the signs to go on their property.
Comments on Goal/Priority Status			
COVID hit Villa Rica, as it did every city, so our ability to issue grant money was far less this year.			

## 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	BOOST Grant-Home Furnishings & Market Boutique	Main Street	\$1,000.00	Main Street	Winter 2020	Design
Complete	BOOST Grant-Cross Fit Iron Rail Gym	Main Street	\$1,000.00	Main Street	Winter 2020	Design
Complete	Small Shop Initiatives	Main Street	\$1,500	Main Street	Spring-Winter 20'	Eco Vitality
Complete						
Complete						

### Partner Involvement

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

Synopsis of Activity: Despite the devastating affects of COVID-19, Main Street was still able to award \$4,000 in grants as well as shop small initiatives. Our goal is continue to help small businesses improve and update the interior and exterior of their businesses via grant money where needed. As well as support small businesses with shop small initiatives by encouraging everyone to shop small and local.

## 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	Brand new planters in downtown	Main St	\$2,275	Main St	Fall 2020	Design
In Progress	Painting fire hydrants in downtown	Main St	\$500	Main St	ongoing	Design
In Progress	Billboard/signs in empty store fronts	Main St	\$500	Main St	ongoing	Design
Complete	New flowers and plants at LED sign- The MILL Amphitheater	City of Villa Rica	\$1,000.00	Main St	complete	Design

### Partner Involvement

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

**Synopsis of Activity:** Villa Rica Main Street via budgeted money was able to hire a master gardener and along with grounds maintenance staff re-soiled and replanted new flowers and plants along the LED sign at The MILL Amphitheater. Home Depot once again donated all of the flowers for the planters for the downtown train park. 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. That project is ongoing to due COVID-19. 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
In progress	Welcome Center	MS/City/DDA	\$500,000	City	Winter 2021	Economic Vitality
On going	Gateway & Directional Signs	DDA	\$100,000	DDA	Summer 2021	Design
On hold	Streetscape Improvement	City	\$125,000	SPLOST	TBD	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	\$600,000
Downtown Development Authority	Janet Chumley	\$100,000

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 (ongoing). The city council approved in the 2021 budget, \$500,000 to renovate Butterball's (old gas station) which could potentially be our Welcome Center (RVIC).

## Organization Committee

Committee Chair: Carolene Cox

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	Monthly newsletter	Main Street	\$0	Main Street	On going
Complete	Alcohol ordinance/entertainment district	MS/Comm Dev	\$0	N/A	Fall 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 from 67 to 74 businesses . 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. Our city council approved entertainment district on the Main Street side in October.



## 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
In progress	Make Temple Street one-way	City/Comm Develop	\$0	SPLOST	Ongoing
Complete	New planters in downtown on Main Street	City	\$3,000	Prod. Development \$\$	Winter 2020
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
Complete	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 2021

### 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.

## 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	\$89,000	MS/City	None
Ongoing	Better vendors at Gold Rush	Main Street	\$0	Main Street	None
Ongoing	Enhance current events	Main Street	\$2,500	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: Due to the devastating affects of COVID-19, we were unable to host any events in Spring or Summer of 2020. However, we were able to host our Annual Fall and Winter events (Gold Rush Festival, Thrill at The MILL (Halloween) and Christmas on Main. All were hugely successful. Many cities in or around our area were not able to host events.



## 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	Awarded Rural Zone Grant October 2019	Main Street	n/a	DCA	On going
In progress	Awarded more grants BOOST Grants as well as Shop Small initiatives to try and help our downtown businesses.	Main Street	\$4,000	Main St/DDA	On going
N/A	Awarded Main Street of the Month for the State of Georgia -August 2020	Main Street	n/a	Main Street	n/a

### 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 at 74 (despite covid). We have had 7 new businesses open up on the central district and one existing business do an expansion. One existing business opened a pop up Christmas store across the street. Before COVID forced a shut down, we were able to host 3 Rural Zone Grant workshops with our local banks, CPA's, business owners, property owners and Real Estate agents 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 (2024).