

Downtown Braselton DDA 2019 Plan

Vision Statement

- Downtown Braselton will cultivate its role as the center for community and economic development. It will have an inviting appearance, highlighted by historic character and architecture. It will enhance the civic, cultural, and economic vitality of the entire community.
- Downtown Braselton will be a strong center for business growth and new business development and it will be a destination with:
 - a clean, well-lighted and inviting appearance day and night
 - attractive storefronts occupied with a variety of appealing retail and service businesses
 - activities that attract and benefit area residents, visitors, and industry
 - a reputation as a creative and lively center where people will want to live, shop, and invest

Mission Statement

- The mission of the Braselton Main Street program is to enhance our community's identity and heritage, to foster a center of activity, create a sense of community and to ensure economic stability for Downtown Braselton. Our goals are to encourage cooperation and build leadership among our community partners; sustain and improve the appearance of downtown; project a positive image of downtown and promote it as an exciting place to live, shop, and play.

Transformation Strategies

- Strategy #1: The Braselton DDA wants an environment that encourages residents, community members, business owners, and visitors to "Stop, Shop, and Gather."
- Strategy #2: Downtown Braselton should be an attractive, walkable space, linking the amenities and opportunities available throughout the Town.
- Strategy #3: The Braselton DDA wants to support and develop existing downtown businesses in addition to pursuing new business development.

Overall Goals

- Goal #1: Add art
- Goal #2: Develop relationships with existing and planned businesses and continue Main Street business meetings
- Goal #3: Create a strategy for the Harrison Street property

Organization Committee

Goals:

1. Develop and aid in the implementation of funding ideas, support, and logistics
2. Meet or exceed budgeting needs for the year

Task	Responsible Party	Cost	Funding Source	Time Line
Support and hold the Toast to Braselton when scheduled	Hollie, Laura, Committee	\$10,000 (split w/Zombie)	General budget	Feb-May
Support and hold Zombie Run when scheduled	Organization & Promotions committee	\$10,000 (split w/TTB)	General budget	July – Oct
Volunteer management and appreciation event	Staff	\$400	General Budget	December
Review fundraising activities	Organization Committee, DDA			1 year

Design Committee

- Goal: Promote walkability and add visual elements to enhance appearance and enjoyment of downtown. Continue to enhance the streetscape throughout downtown.
- Objectives:
 1. Complete decorative crosswalk to improve pedestrian safety and appearance
 2. Continue art project installations
 3. Engage with the art community (patrons and artists)

Task	Responsible Party	Cost	Funding Source	Time Line
Continue pursuing grants for improvements	Cindy	\$0		Ongoing
Install murals	DDA	Unknown	Grants, sponsorships, general fund	1 year
Create a landscape grant program	Design Committee, Chelsea	\$500	General Fund	1 year

Begin process of planning gardens	Design Committee	\$0		1 year
Identify art community	Design Committee	\$0		3-6 months
Partner with the Town of Braselton to improve landscape around the town green and community center	Design Committee, DDA			1 year

Promotions Committee

- Goal: Effectively manage, promote, and engage Downtown Braselton
- Objectives:
 1. Support and promote annual fundraising activities
 2. Market Downtown as a Stop, Shop, Gather destination

Task	Responsible Party	Cost	Funding Source	Time Line
Assist with Toast to Braselton	Staff			May
Assist with Zombie Run	Promotions committee/Staff	\$0		October
Develop self-guiding walking tour brochure	Amy	\$2,000	Marketing budget	1 year
Capitalize on social media	Staff	\$0		Ongoing

Economic Development Committee

- Goal #1: To sustain and increase the vitality of businesses downtown.
- Goal #2: Focus on land development
- Objective:
 1. Schedule & promote Main Street Meetings 3 times this year.
 2. Meet with developers and interested businesses as needed.
 3. Create a land development strategy

Task	Responsible Party	Cost	Funding Source	Time Line
Main Street meetings	Staff	\$200 x 3	General budget	3 times annually
Highlight meetings, volunteer activities and businesses on social media	Staff	\$0		Ongoing
Meet with developers as needed	Economic Development Committee/DDA	\$0		Ongoing
Explore and identify ways to market undeveloped property	Economic Development Committee/Staff	\$1000		Ongoing

Ad-Hoc Committee- Harrison Street Property

- Goal: Maintain an attractive, rentable property
- Objective:
 1. Assess and address property needs

Task	Responsible Party	Cost	Funding Source	Time Line
Schedule a professional inspection of property	Hollie, Mitch			May
Identify the immediate needs vs longer term projects	Hollie, Mitch, DDA	unknown		6-9 months
Explore funding options for any projects	Hollie, Mitch			9 months