

2021 Workplan

Transformation Strategy #1: Business Activation and Development		
<i>Why? By assisting, supporting, and inspiring downtown businesses, we will create a stronger, more vibrant center for economic growth.</i>		
Goal 1	Goal 2	Goal 3
Wildly Important Goal		
Foster partnerships and involve participation among the existing downtown businesses Lead: Economic Vitality Committee	Implement plan to stay updated and connected with development happening in downtown or just outside our borders Lead: Economic Vitality Committee	Shop Downtown Campaign Part 1 – video series featuring businesses telling their story Part 2 – create a fun loyalty shopping promotion Lead: Promotions committee
Repeat Annual Responsibilities & Lead Merchant Meetings = Staff/Economic Vitality Ribbon cuttings and welcome to new businesses = Staff/Board Website directory = Staff Features on Social Media = Staff Quarterly Newsletter = Staff Landscape Grants = Design		

Transformation Strategy #1: Business Activation and Development					
Goal 1: Foster partnerships and involve participation among existing downtown businesses	Define Success: See more business participation at Merchant Meetings Connect with more downtown businesses				
Partners:					
Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
Refine our Merchant Meetings to encourage better attendance	Cindy/Hollie	Amy & Jessica	By end of year	Getting there	\$0

or more involvement					
Select a new business coming into The 1904 development to mentor	Cindy/Hollie	Amy	After opening	In progress	\$0
Schedule info graphics & educational messaging on private FB group page		Amy	By end of year		\$0
				Total	

Transformation Strategy 1: Business Activation and Development

Goal 2: Implement plan to stay updated and connected with development happening in downtown or just outside our borders	Define Success: post social media content
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Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Create a developer's video series for multiple platforms to showcase what's coming, giving updates	Cindy/Hollie	Jessica & Amy	End of year	In progress	\$0
2. Develop tailored plans for each development	Cindy/Hollie	Amy	On going		\$0
3. Schedule meeting with Matt	Cindy/Hollie	Amy		Done	\$0
4. Continue posting updates on 1904		Amy	Summer	In progress	\$0
5. Continues posting updates on Civic Center		Amy	Fall	In progress	\$0
				Total	\$

Transformation Strategy 1: Business Activation and Development

Goal 3: Shop Downtown Campaign Part 1 – video series featuring businesses telling their story Part 2 – create a fun loyalty shopping promotion		Define Success: to publish at least 6 videos and host one promotional shopping event			
Partners:					
Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
Need a tag line that connects everything	Tracy	Amy & Jessica	Feb 28	Completed	\$0
Part 1: Create list of questions, overall connecting theme for each interview to cover	Tracy	Amy & Jessica	Feb 28	Completed	\$0
Part 1: Schedule interviews for filming		Jessica	On going	In progress 2 completed	\$0
Part 2: research best time to launch the shopping promo	Tracy	Amy/Jessica	End of April	Completed	\$0
Part 2: Decide on promotion	Tracy	Amy/Jessica	May	Completed	
Part 2: Finalize concept	Tracy	Amy/Jessica	June	In progress	
Part 2: Get card designed		Amy	June	In progress	
Part 2: Launch promotion	Tracy	Amy	June	In progress	
Part 2: Order swag items/work on grand prize	Tracy	Amy/Jessica	June	In progress	
				Total	

Transformation Strategy 2: Placemaking
Why? By highlighting amenities, adding visual art and creating exciting experiences we will give more reasons for residents and visitors to come shop, dine and gather in Downtown.

Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Create an Art Trail to highlight historic features of downtown and emphasize walkability, encourage discovery Lead: Design and Promotions	Figure out ways to add more or improved wayfinding and directional signage. Lead: Design Committee	Create a plan to encourage more activities – hosted by other groups and community partners - on the Town Green and other areas of the district. Lead: Promotions Committee	Host a downtown cleanup day
Repeat Annual Responsibilities & Lead Directional Signage = Staff Antique Festivals = Staff Concerts on the Green = Staff Pooches in the Park = Staff Chocolate Walk = Staff/Organization Wine Walk = Staff/Organization Cravin' Bacon Walk = Staff/Organization Zombie 5K Run fundraiser = Staff/Organization Toast to Braselton = Staff/Organization			

Transformation Strategy 2: Placemaking					
Goal 1: Create an Art Trail to highlight historic features of downtown and emphasize walkability and encourage more foot traffic to the district			Define Success: Complete the project!		
Partners:					
Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
Research other Art Trails to determine our strategy	Cheri/Lyn	Amy/Jessica	May		

				Total	

Transformation Strategy 2: Placemaking

Goal 2: Figure out ways to add more or improved wayfinding and directional signage. Improve pedestrian experience.	Define Success: Have kiosks and posters installed				
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Partners: Braselton Tourism

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
Set up meeting with Tourism director to discuss placing kiosks at the Braselton Brothers Department Store building	Cheri/Lyn	Amy/Jessica	April 30		
Research installing poster frames at parking deck	Cheri/Lyn	Amy/Jessica	July 30		
Partner with Tourism and Town to install a banner board	Cheri/Lyn	Amy/Jessica	April 30		
				Total	

Transformation Strategy 2: Placemaking

Goal 3: Create a plan to encourage more activities – hosted by other groups - on the town green.	Define Success: Hosted over 9 events on the Green				
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Partners: The Vine Church, JCHS Prom, ATL Cornhole League, Pure Barr class, Rocks that Cry Out play N. GA Winds concerts

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
Work with tourism director to revamp event application		Amy/Jessica	In progress		

					Total	
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Transformation Strategy 2: Placemaking					
Goal 4: Host a downtown cleanup day			Define Success: Held the event in May		
Partners:					
Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
Schedule and organize a downtown clean up day	Cheri/Lyn	Amy/Jessica	April 1	Completed	
Recruit volunteers	Cheri/Lyn	Amy/Jessica	April 30	Completed	
Prep for the event	Cheri/Lyn	Amy/Jessica	April 30	Completed	
Host the event	Cheri/Lyn	Amy/Jessica	May 1	Completed	\$50
				Total	\$46.78

Transformation Strategy 3: Maintaining Authenticity	
<i>Why? To continue to support and preserve out historic fabric.</i>	
Goal 1	Goal 2
Wildly Important Goal	
Old Jail restoration Lead: Design Committee	Determine next steps for the Harrison Street building Lead: Harrison Street ad-hoc Committee
Repeat Annual Responsibilities & Lead Historic walking tour guide = Staff Bottle Hunt Project = Staff	

Transformation Strategy 3: Maintaining Authenticity

Goal 1: Old Jail restoration

Define Success:
Have a viable plan for the structure

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
Search for historic preservation training for the team		Amy	April	Completed	\$99
Look for a historian to do a building survey	Cheri/Lyn	Amy	August	In progress	
				Total	

Transformation Strategy 3: Maintaining Authenticity

Goal 2: Determine next steps for the Harrison Street building

Define Success:
Have a work plan and follow through

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
Create a maintenance plan/schedule	Hollie/Cindy/Mitch	Amy		Completed	
Investigate/identify long term uses	Hollie/Cindy/Mitch	Amy		Completed	
Seek grants and funding for more restoration	Cindy	Amy	On going		
				Total	