

# 2017 Braselton DDA Plan

A result of the work session completed on January 23, 2017

Attendance: Clay Eubanks (Chair), Cindy Green (Treasurer), Cheri Huff (Secretary), Hollie Hutchinson (Vice Chair), Hardy Johnson, and Laura Collier; Amy Pinnell (Braselton Main Street); Jordan Shoemaker (NEGRC)

*This plan is intended to be a living, working document. Responsibilities, needs, and priorities change throughout the year, and the plan is designed to adapt to the realities of a developing downtown.*

The goals were determined by the Braselton DDA members with input from Amy Pinnell and Jordan Shoemaker. The goals were intended to serve as “big picture” ideas to drive the DDA and their actions for the next year. The goals that were set were inter-related and ultimately thematic for the ideal downtown Braselton.

**Goal 1: The Braselton DDA wants an environment that encourages residents, community members, business owners, and visitors to “Stop, Shop, and Dine.”**

**Goal 2: Downtown Braselton should be a walkable space, linking the amenities and opportunities available throughout the Town.**

**Goal 3: The Braselton DDA wants to support and develop existing downtown businesses in addition to pursuing new business development.**

After setting the goals, the DDA aided the committee chairs in creating objectives and action steps for the next year. The following charts document the process.

Organization/Fundraising Committee:

<b>Objective #1:</b> Develop and aid in the implementation of funding ideas, support, and logistics.
<b>Objective #2:</b> Meet or exceed budgeting needs for the year.

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Action Step	Priority	Timeline	Budget	Responsible Party
Create a master plan “notebook” for each event	1	1 year	0	Hollie Hutchinson, Laura Collier, Organization/fundraising committee
Organize the financial reports to maximize profits for each event	1	Ongoing	0	Hollie Hutchinson, Cindy Green, Organization/fundraising committee

<b>Objective #2:</b> Meet or exceed budgeting needs for the year.				
Action Step	Priority	Timeline	Budget	Responsible Party
Support and hold the Toast to Braselton when scheduled	1	Ongoing	\$10,000 (split with Zombie Run)	Hollie Hutchinson, Laura Collier, working with organization/fundraising committee members and promotion committee members
Support and hold the Zombie Run when scheduled	1	Ongoing	\$10,000 (split with TTB)	Organization/fundraising committee
Identify and organize additional fundraisers if necessary	3	Ongoing	0	Organization/fundraising committee
Foster and monitor sponsor donations and relationships	1	Ongoing	0	Organization/fundraising committee

Design Committee:

<b>Objective #1:</b> Promote walkability and add visual elements to enhance appearance and enjoyment.
<b>Objective #2:</b> Continue to enhance the streetscape throughout downtown.

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Action Step	Priority	Timeline	Budget	Responsible Party
Add decorative crosswalks to improve pedestrian safety and appearance	1	Ongoing	\$500	Design Committee, in discussion with the Town
Continue to enhance the curb appeal of downtown	1	Ongoing	\$1000	Design committee and business owners

<b>Objective #2:</b> Continue to enhance the streetscape throughout downtown.				
Action Step	Priority	Timeline	Budget	Responsible Party
Continue the art installation program, identify two projects and artists	1	Ongoing	\$500 Plus grants	Cheri Huff, design committee
Install seating	2	Ongoing	\$500	Design committee working with the organization/fundraising committee
Encourage a streetscape and lighting plan, to be delivered to the Town Council	2	1-2 years	\$5000 (consultant budget)	Design committee
Monitor the signage program installation status	2	Ongoing	0	Design committee, DDA
Create and implement a beautification strategy around downtown businesses	1	Ongoing	0	Design committee, DDA

Promotions Committee:

<b>Objective #1:</b> Effectively manage, promote, and recruit volunteers for Downtown needs.
<b>Objective #2:</b> Promote Downtown Braselton.

<b>Objective #1:</b> Effectively manage, promote, and recruit volunteers for Downtown needs.				
Action Step	Priority	Timeline	Budget	Responsible Party
Support and promote annual fundraising activities	1	1 year	0	Promotions and organization/fundraising committee

<b>Objective #2:</b> Promote Downtown Braselton.				
Action Step	Priority	Timeline	Budget	Responsible Party
Develop brochure and promote walking tour, available in print and download	1	6 months	\$2000	Promotions committee
Implement marketing plan	1	6 months	0	Promotions committee
Update website	1	1 year	\$350	
Develop downtown marketing materials	2	Ongoing	\$2000	Promotions committee
Capitalize on social media	1	Ongoing	0	Promotions committee

Economic Vitality Committee:

<b>Objective #1:</b> Sustain and increase the vitality of businesses Downtown.
<b>Objective #2:</b> Prepare for new business recruitment and development.

<b>Objective #1:</b> Sustain and increase the vitality of businesses Downtown.				
Action Step	Priority	Timeline	Budget	Responsible Party
Schedule and promote Main Street meeting	1	3 times a year, ongoing	\$200 each Total \$600	Economic vitality committee
Continue support for events that bring people downtown	1	Ongoing	0	Economic vitality committee

<b>Objective #2:</b> Prepare for new business recruitment and development.				
Action Step	Priority	Timeline	Budget	Responsible Party
Pinpoint developers interested in working with the DDA	1	Ongoing	0	Clay Eubanks
Work with developers and foster relationships	1	Ongoing	0	Economic vitality committee
Review all developer ideas both as a committee and with the developer	1	Ongoing	0	Economic vitality committee
Meet regularly with developers and interested businesses	1	Ongoing	0	Economic vitality committee
Research funding and incentive options	1	Ongoing	Use training budget	Economic vitality committee
Explore funding options for Harrison Street Building	2	Ongoing	Grant money	Economic vitality committee