

Downtown Braselton DDA 2018 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 a 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: Create a walkability plan
- Goal #2: Add art
- Goal #3: Develop relationships with existing and planned businesses and continue Main Street business meetings

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
Create a master plan "notebook" for each event	Hollie, Laura	\$0		1 year
Organize the financial reports to maximize profits for each event	Hollie, Cindy	\$0		Ongoing
Support and hold the Toast to Braselton when scheduled	Hollie, Laura, Committee	\$10,000 (split w/Zombie)	General budget	
Support and hold Zombie Run when scheduled	Organization & Promotions Committee	\$10,000 (split w/TTB)	General budget	
Create a community partnership strategy and structure; and sponsorship plan	Organization & Promotions Committee	\$0		1 year
Hold a volunteer recruitment drive	Organization Committee w/Promotions Committee	\$0		1 year, recurring annually

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. Continue improvements upon a walkable downtown environment

Task	Responsible Party	Cost	Funding Source	Time Line
Continue pursuing grants for improvements	DDA/Amy	\$0		Ongoing
Create walkability /streetscape plan	Design Committee	\$0		1 year
Install murals	DDA	Unknown	Grants, sponsorships, general fund	1 year
Create a landscape grant program	Design Committee	\$1000	General Fund	1 year
Begin process of planning gardens, pocket parks & points of interest	Design Committee	\$2000	General Budget/sponsorship	1 year
Discuss with the Town of Braselton about sidewalk/walkability improvements	DDA	\$5000	Funding from FYE2018 budget	By June 30
Discuss with the Town of Braselton fixing the lighting	DDA	\$0		6 months

Promotions Committee

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

Task	Responsible Party	Cost	Funding Source	Time Line
Assist with Toast to Braselton & Zombie Run Fundraisers	Promotions committee/Amy			May & Oct
Develop self-guiding walking tour brochure	Amy	\$4,000	Marketing budget	By June 30
Update website	Amy	\$1000	Marketing budget	By June 30
Capitalize on social media	Amy	\$0		Ongoing
Promote Braselton to large industry facilities in the area	Promotions committee along w/Organization Committee	\$100	General Fund	1 year
Reach out to area homeowner's associations to promote events, businesses, and volunteer opportunities	Promotions committee	\$0		Ongoing

Economic Development Committee

- Goal: To sustain and increase the vitality of businesses downtown. Prepare for new business recruitment and development.
- Objective:
 1. Schedule & promote Main Street Meetings 3 times this year.
 2. Meet regularly with developers and interested businesses.

Task	Responsible Party	Cost	Funding Source	Time Line
Main Street meetings	Economic Development Committee	\$900	General budget	3 times annually
Hold meetings in different business locations in the community to increase visibility	Economic Development Committee	\$0		Ongoing
Highlight meetings and businesses on social media	Economic Development Committee	\$0		Ongoing
Meet with developers regularly	Economic Development Committee	\$0		Twice annually
Explore and identify new properties for the DDA to acquire	Economic Development Committee	\$0		Ongoing