

# 2021 Workplan

<b>Transformation Strategy #1: Business Activation and Development</b>			
<i>Why? By assisting, supporting, and inspiring downtown businesses, we will create a stronger, more vibrant center for economic growth.</i>			
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	
<b>Wildly Important Goal</b>			
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	
<b>Repeat Annual Responsibilities</b>			
<b>Merchant Meetings</b> <b>Ribbon cuttings and welcome to new businesses</b> <b>Website directory</b> <b>Features on Social Media</b> <b>Quarterly Newsletter</b> <b>Landscape Grants</b>			

## Transformation Strategy #1: Business Activation and Development

**Goal 1:** Foster partnerships and involve participation among existing downtown businesses

**Define Success:**  
See more business participation

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Refine our Merchant Meetings to encourage better attendance or more involvement	Cindy/Hollie	Amy & Jessica	By end of year		\$0
2. Select a new business coming into the 1904 development to mentor/ambassador	Cindy/Hollie	Amy & Jessica	After opening		\$0
3. Plan for education, training for our business partners		Amy	By end of year		\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

## 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:**

**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	On going		\$0
2. Develop tailored plans for each development	Cindy	Amy	On going		\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

## 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
1. Need a tag line that connects everything	Tracy	Amy/Jessica	Feb 28		\$0
2. Part 1: Create list of questions, overall connecting theme for each interview to cover	Tracy	Amy/Jessica	Feb 28		\$0
3. Part 1: Schedule interviews for filming		Jessica	On going		\$0
4. Part 2: research best time to launch the shopping promo	Tracy	Amy/Jessica	By end of April		\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

## 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

#### 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

#### Repeat Annual Responsibilities

Directional Signage

Antique Festivals

Concerts on the Green

Pooches in the Park

Chocolate Walk

Wine Walk

Cravin' Bacon Walk

Zombie 5K Run fundraiser

Toast to Braselton

## 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
1. Research other Art Trails to determine our strategy	Cheri/Lyn	Amy/Jessica	May		\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

## 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

**Partners:** Braselton Tourism

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Set up meeting with Tourism director to discuss placing kiosks at the Braselton Brothers Department Store building	Cheri	Amy/Jessica			\$0
2. Research installing poster frames at parking deck		Amy/Jessica			\$0
3. Partner with Tourism and town to install a banner board		Amy/Jessica			\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

## Transformation Strategy 2: Placemaking

**Goal 3:** Create a plan to encourage more activities – hosted by other groups - on the town green.

**Define Success:**  
See at least 3 different events

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Work with tourism director to revamp event application		Amy	August		\$0
2. Define our partners	Tracy	Amy			\$0
3. Make list of potential community groups that would host meetings and gatherings	Tracy	Amy			\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
				Total	\$0



## Transformation Strategy 3: Maintaining Authenticity

*Why? To continue to support and preserve our historic fabric.*

### Goal 1

### Goal 2

#### Wildly Important Goal

Old Jail restoration

Determine next steps for the Harrison Street building

Lead: Design Committee

Lead: Harrison Street ad-hoc Committee

#### Repeat Annual Responsibilities

Historic walking tour guide

Bottle Hunt Project

## Transformation Strategy 3: Maintaining Authenticity

**Goal 1:** Old Jail restoration

**Define Success:**

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Search for historic preservation training for the team		Amy	April		\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

## Transformation Strategy 3: Maintaining Authenticity

<b>Goal 2:</b> Determine next steps for the Harrison Street building	<b>Define Success:</b>
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**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Create a maintenance plan/schedule	Hollie/Cindy	Amy			\$0
2. Investigate/identify long term uses	Hollie/Cindy/ Mitch	Amy			\$0
3. Seek grants and funding for more restoration	Cindy	Amy			\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				<b>Total</b>	<b>\$0</b>