

Perry Main Street Program Work Plan for CY 2015 – FY 2016

GOAL	STRATEGY/ EXPLANATION	TIME FRAME	ONGOING	RESPONSIBILITY	COST
ORGANIZATION					
1) Make Main Street presentation to council (STANDARD 1)	Discuss achievements, benefits of program	6/30/15		Program manager and Chairman Scragg	
2) Provide financial, in-kind and volunteer support for program (STANDARD 1 and 7)	Show strong base of city and community support		X	City provides staff salary, benefits, office and in-kind support and annual evaluation, board recruits sponsorships	
3) Recruit membership from at least 4 entities DCA recommends (STANDARD 1)	Show broad level of stakeholder involvement	4/30/15		Chamber, CVB, preservation group, civic group, city, county, district property or business owner, etc.	
4) Conduct public relations campaign - maintain website, publish monthly newsletters (STANDARD 1)	Post business assistance and program information, maintain events calendar		X	Terre Walker maintains downtown website and <i>FYI Perry</i> ; program manager prepares Main Street newsletters and news releases	
5) Identify, involve and retain key community stakeholders in Four Points committees and projects (STANDARD 1)	Retain existing members, recruit 10 new volunteers	12/31/15		Program manager, mayor and council, Main Street board and committee members	
6) Partner with at least 3 stakeholders in projects that support Main Street's mission (STANDARD 1)	Support Chamber, PAHS, PDMA, CVB, when projects tie in with MS	12/31/15		Program manager, DDA Main Street board and committees; Chamber – Lunch and Learn, PAHS – tram tour, PDMA – wine tasting	
7) Cultivate a good rapport and working relationship between Main Street and GNFA	Work when possible on cross-promotion, support for each other's programs		X	Main Street board and committees – working together currently on community branding initiative	
8) Show strong relationships with top city officials (STANDARD 1)	Maintain relationships with mayor, clerk	12/31/15	X	Program manager and Main Street board	
9) Discuss program goals and objectives with state legislator and/or county commissioner (STANDARD 1)	Seek support and keep other government partners up-to-date	12/31/15		Board member Brownlee talk with Houston County Commissioner Tommy Stalnaker - X	

10) Keep board members familiar with mission statement (STANDARD 2)	Keep clear and current		X	Board members, program manager to include mission statement on monthly meeting agendas	
11) Review mission and vision statements annually (STANDARD 2)	Keep clear and current	3/31/15		Program manager and board members	
12) Promote mission and vision to public (STANDARD 2)	Educate public about 4 Points and Perry program		X	Include mission and vision on website, in news releases, business cards	\$50 (dept admin)
13) Keep annual work plan on file with DCA and review at every board meeting (STANDARD 3)	Ensure board focuses on accomplishing annual work plan goals		X	Program manager and board members	
14) Make work plan and budget visible on website and easily accessible (STANDARD 3 and 6)	Ensures transparency of board objectives and finances		X		
15) Conduct community engagement meeting (STANDARD 3)	Get public input to help develop, shape work plan	12/31/15		Program manager, Main Street board	(dept admin)
16) Hold at least one annual board meeting to develop work plan (STANDARD 3)	Develop work plan, shift plan to calendar year	3/31/15		Program manager, Main Street board	
17) Board members actively assist with execution of annual work plan and in program activities (STANDARDS 3 and 5)	Ensures all work not done by city staff		X	Board members and Promotion Committee, Design Committee and DDA	
18) Committees and subgroups meet to help execute annual work plan (STANDARD 3)	Ensures all work not done by city staff		X	Board members and Promotion Committee, Design Committee and DDA	
19) Provide copy of approved work plan to city manager (STANDARD 3)	Ensures city government apprised of activities		X	Program manager and board members	
20) Board meetings meets at least 6 times, has a quorum and are well managed with agenda and previous minutes distributed in advance (STANDARD 5)	Ensures transparency of board objectives and activities		X	Program manager and board members	

21) Provide DCA copies of all board minutes (STANDARD 5)	Keep DCA aware of activities and progress		X	Program manager	
22) Make MOU/contract with local government for processes and execution of program (STANDARD 5)	Guarantee to city what will do and how do it with support provided	6/30/15		Program manager and Main Street board members	
23) Every board member serves as an officer or on a committee (STANDARD 5)	Demonstrates hand-on participation in program		X	Main Street board members	
24) Adopt conflicts of interest policy (in commitment letter)	Demonstrates board as honest and transparent	6/31/15		Main Street board members	
25) Organization has by-laws, board member commitment letter, job descriptions and orientation	Demonstrates board's qualifications and commitment to city	12/31/15		Main Street board members and program manager	
26) Attend trainings as required for program manager and board, and program funds cover training (STANDARDS 5, 6 and 8)	Further professional and board development		X	Webinars, Main Street 101, NMS conference, Georgia Downtown Conference, Governor's Tourism Conference, HPC training, etc.	\$2,000
27) Has adequate budget to execute work plan with MOU (STANDARD 6)	Program has sufficient financial support	6/30/15		City, Main Street board members, hotel-motel tax, sponsorships, etc.	
28) Has funding from at least 3 different sources (STANDARD 6)	Program has diverse revenue sources		X	City and board – city, sponsorships, event revenue, charitable contributions, leases, etc.	
29) Has more than 20% of budget from non-tax generated revenue (STANDARD 6)	Program has diverse revenue sources		X	Main Street board – sponsorships, charitable contributions, event revenue, etc.	
30) Submit copy of budget to city manager, mayor (STANDARD 6)	Show city what board is doing with city's support	8/30/15		Program manager	
31) Provide board with up-to-date financial reports at each meeting (STANDARD 6)	Keep track of spending		X	Program manager	
32) Annual financial audit for DDA conducted (STANDARD 6)	Ensure finances done correctly	6/30/15		Program manager	
33) Staff in place for 10 months of 2015 and makes monthly board reports (STANDARD 7)	Have qualified staff in place		X	Program manager and city	

34) Staff holds GDDP certificate, participates in GDA mentorship program, participates in training and professional development (STANDARDS 7 and 8)	Have qualified staff in place		X	Program manager and city	
35) 75% of staff time spent on downtown development activities (STANDARD 7)	Sufficient focus on downtown projects		X	Program manager, Main Street board and city	
36) Submit monthly reports on time (STANDARD 9)	Tracks key statistics		X	Program manager	
37) Communicate regularly with DCA ODD outside of meetings and trainings and uses Facebook group to talk with other managers (STANDARD 9)	Networks with other downtown development professionals		X	Program manager	
38) Prepare annual report on work plan activities and reinvestment statistics (STANDARD 9)	Tracks key statistics and shares with public, city		X	Program manager and Economic Development Department staff	
39) Reports data required by NMSC on number of residential and commercial units, vacancy rate and average rental rate per square foot to DCA (STANDARD 9)	Tracks key statistics on residential and commercial properties and rental rates		X	Program manager and Community Development Department staff	
40) Maintain NMSC and GDA memberships, renew annually (STANDARD 10)	Receive relevant program information		X	Program manager renews memberships when due with funds budgeted in FY 15-16 budget	\$500 (dept admin)

PROMOTION					
1) Administer matching media grant program	Promote program, assist businesses in advertising		X	Promotion Committee, administration by program manager	\$2,000
2) Administer memorial bench program	Promote program, apply profits to matching media		X	Promotion Committee, administration by program manager	\$1,000 (\$3,000 income)
3) Host annual New Year's Buzzard Drop and conduct promotional activities for event	Promote, organize and fundraise for event	12/31/15		Promotion Committee, Buzzard Drop volunteers, program manager, Merchants Association, media, vendors,	\$20,000
4) Seek sponsors, vendors and partners for Buzzard Drop (generate income from event)	Fundraiser for event	10/31/15		Promotion Committee, Buzzard Drop volunteers, program manager, Merchants Association, media, vendors	\$20,000 income
5) Utilize outside management for farmers' market	Hire Jodi Daley to manage market	1/15/15			
6) Promote parades, Sweets and Treats on Downtown Streets, Dogwood Festival, state fair and events hosted by other groups in downtown that benefit downtown	Promote downtown events through media, advertising, social media, newsletters and offer prizes at events		X	Promotion Committee, Merchants Association, media, FYI newsletter, city and downtown websites, Buzzard Drop Facebook page, program manager	\$150
7) Market downtown to region as funding permits with billboards, advertising, etc.	Coordinate with owners of billboards to purchase advertising	12/31/15		Promotion Committee, program manager, city, sponsorships	\$5,000
8) Collaborate on tourism projects and branding with Chamber, CVB, PDMA and other groups	Promote events, Georgia Grown 41 Trail, etc., online and print media		X	Promotion Committee, Chamber staff, CVB staff, program manager	
9) Incorporate Master Plan recommendations into developing logo and brand	Brand and market Perry		X	Main Street board, Promotion Committee, DDA, Branding Committee - use Master Plan to develop branding efforts and implement	
10) Promote collaboration with GNFA for cross-promotion	Market with GNFA on events, trails, etc.		X	Main Street board, Promotion Committee, program manager	
11) Promote DDA's business-building BOOST and local revolving loan fund programs and starting business guide	Promote incentives that create excitement about downtown growth		X	Program manager, Promotions Committee and DDA	(dept admin – start biz guide)

DESIGN					
1) Attend historic preservation training (STANDARDS 5 and 8)	Get historic preservation education and design help	5/31/15		Design Committee, program manager	\$30 (dept)
2) Conduct tram tour and educational programming and Historic Preservation Month activities (STANDARD 4)	Heighten public awareness of downtown, historic resources	5/31/15		Design Committee, program manager, local schools	\$100
3) Downtown property or district listed on National Register (STANDARD 4)	New Perry Hotel, can consider nominating other properties		X	Design Committee, DNR Historic Preservation Division	
4) Administer façade grant program/design-project received local funds (STANDARD 4)	Provide financial assistance for building, sign improvements		X	Design Committee, administration by program manager (\$3,000 carryover from FY 15)	\$7,000
5) Receive Downtown Design Studio help (STANDARD 4)	Receive restoration or rehab guidance	7/31/15		Terre Walker requested DCA Design Team assistance	
6) Provide design review and regulation assistance to property owners (STANDARD 4)	Follow Sec of Interior and FRESH standards in review		X	Design Committee provides design review and regulation following principles of FRESH approach and Sec of Interior Standards	
7) Municipality has codes enforcement strategy in place (STANDARD 4)	Ensure adherence to adopted codes, ensure maintenance performed		X	Community Development, Planning Commission and Design Committee	
8) Maintain active database of historic photos of downtown business district (STANDARD 4)	Maintain records for restoration and educational reference		X	Design Committee and Perry Area Historical Society	
9) Has sign guidelines for historic downtown commercial district (STANDARD 4)	Provide guidance to maintain integrity and beauty of buildings		X	Community Development, Planning Commission and Design Committee	
10) Has active design review board that includes downtown business district (STANDARD 4)	Follow Sec of Interior and FRESH standards in review, adopted codes		X	Community Development, Tree Board, Planning Commission and Design Committee	
11) No historically significant buildings demolished or archived and documented (STANDARD 4)	Preserve historic buildings or records of demoed historic buildings		X	Community Development, Design Committee and program manager	
12) Implement wayfinding and gateway signage (connect GNFA and downtown – master plan)	Follow consistent design from branding	12/31/16		Design Committee and city, complete branding initiative first	

13) Address lighting, sidewalk safety and parking sign for Swanson alley (MS priority)	Improve safety and visibility	12/31/16		Design Committee and city	
14) Install up-lighting in historic downtown business district	Improve safety and visibility	6/30/16		Design Committee and city	
15) Promote downtown beautification through codes enforcement, adding way-finding signs, park development, adding benches and encouraging better upkeep on properties/signs in disrepair	Improve downtown appearance and signage		X	Design Committee (members individually tasked), Community Development Department, DDA	
16) Increase available parking and add bicycle bollards	Make downtown easier to navigate for shoppers		X	Design Committee, DDA, City of Perry	
17) Coordinate with DDA to determine how to implement alley improvements	Improve access to and appearance of alleys, acquire easements	6/30/16		Design Committee, DDA	
18) Investigate whether sufficient community support to establish Historic Preservation Commission	Ask community whether support for forming HPC	6/30/16		Design Committee, City of Perry	
19) Complete and maintain historic buildings, business and resources inventory	Maintain and update inventory of buildings, businesses, etc.		X	Program manager, Community Development	
20) Repair brick sidewalks and evaluate for ADA clearance issues	Maintain safe sidewalks and comply with ADA		X	Design Committee, Community Development and city	
21) Explore additional uses for Welcome Park	Explore possible use for bocce ball, shuffleboard	6/30/17		Design Committee, city, public input	
22) Explore use of courthouse lawn as park, buy new benches	Develop mini-park, replace old benches	6/30/16		Design Committee, city, county, public input	
23) Repair sidewalk, plant new plants at 801 Carroll St. (Rusty's)	Replace damaged tree, update planter bed	6/30/15		Design Committee, city, private donation (\$2,00 from private donation)	

DDA (ECONOMIC RESTRUCTURING)					
1) Maintain and update downtown building/business inventory	Maintain and update list of buildings, businesses		X	Program manager, Community Development	
2) Promote Opportunity Zone and other development incentives	Encourage business recruitment, retention		X	DDA, economic development director, program manager	
3) Complete retail and housing gap study	Use information for business recruitment	4/30/15 X		City, economic development director, program manager, DDA	
4) Work with economic development director to prepare business recruitment plan/packet	Use information for business recruitment	12/31/15		Economic development director, program manager, DDA	
5) Complete branding initiative	Brand community	12/31/15		DDA, GNFA, city, CVB, Chamber, PAHS, PDMA, Main Street, county, etc.	
6) Establish and promote local revolving loan fund, find additional funding sources	Offer another financing layer for new, expanding businesses	7/31/15		DDA	\$25,000
7) Establish, promote and recruit membership for BOOST program	Offer micro-grants from crowd funding	5/30/15 X	X	DDA	\$500
8) Co-sponsor educational programs for businesses	Partner with Chamber to offer workshops on customer service, etc.	5/30/15 X 5/30/16		DDA, Chamber	\$200
9) Conduct annual review of mission and vision statements and bylaws and audit	Keep clear and current	6/30/15 X 1/30/16		DDA and program manager	\$4,200
10) Keep board members familiar with mission statement	Keep clear and current		X	Board members, program manager to include mission statement on monthly meeting agendas	
11) Keep annual work plan on file with DCA and review at every board meeting (STANDARD 3)	Ensure board focuses on accomplishing annual work plan goals		X	Program manager and board members	
12) Ensure new board members receive state-mandated training	Ensure board complies with state law		X	Program manager and board members	