

Committee: Promotion

TASKS	DESIRED OUTCOME	BUDGET	DEADLINE	DATE COMPLETED	RESPONSIBLE
Expand Swampfest footprint by closing more streets during event	Gaining more vendors and therefore gaining more funds to put into the actual festival	\$0	April 2017	April 2017	Main Street Manager/ City Engineer
Partner with Tea Time again for the Mother Daughter Tea Party	Continue to work with sponsor to increase attendance and boost ticket sales.	\$0	April 2017	May 2017	Committee
Reaching out to more business in the community to expand sponsorship opportunities	Building lasting relationships with local businesses that are willing to sponsor local events as well as donate door prizes and promote existing events	\$0	April 2017	Ongoing	Committee
Expand social media followers	Continue to expand and increase viewership of Waycross Main Street Facebook page. We are continuing to work towards increasing our likes and friends.	\$0	Ongoing	Ongoing	Main Street Manager/Staff/ Board
Partnering with Tourism Bureau to expand advertising opportunities	Gain more promotional opportunities at a reduced rate	\$0	Ongoing	Ongoing	Main Street Manager
Expand activities leading up to the Christmas Parade	Recruiting new volunteers so that we have enough man power to expand activities taking place before the parade.	\$0	November 2017	December 2017	Committee

Committee: Design

TASKS	DESIRED OUTCOME	BUDGET	DEADLINE	DATE COMPLETED	RESPONSIBLE
Work with local authorities to make Oak Street a 2 way street instead of 1 way	Improve traffic regulations on Oak Street so that businesses may benefit from 2 way traffic as oppose to 1 way	\$0	Completed	Completed	Committee
Work with the Public Works Department to beautify downtown and eliminate any trash on a daily basis	Eliminate blight in downtown Waycross	\$0	Ongoing	Ongoing	Man Street Manager/Public Works Director
Support and promote the completion of the Rails to Trails project	Beautify blighted area of downtown by creating a new trailhead and walking trail behind local businesses	\$0			Committee
Purchase new banners for all poles located in the Historic District	Enhance the look of the current poles with new banners	Need to gather pricing information	August 2016	In Progress	Committee

Committee: Economic Restructuring

TASKS	DESIRED OUTCOME	BUDGET	DEADLINE	DATE COMPLETED	RESPONSIBLE
Continue to work with property owners to eliminate blight in downtown Waycross	Bringing the Bunn building and Lyric Theater up to Code	\$0	Ongoing	In Progress	Main Street Manager/ Committee
Fill unused and underused space in the downtown area	Filling vacant buildings with thriving businesses	\$0	Ongoing	In Progress	Main Street Manager/ Committee
Assisting local startup businesses with incentives to locate their business downtown	Helping local businesses get off of their feet and bring more foot traffic to downtown	\$0	Ongoing	In Progress	Downtown Property Owners/Committee
Encouraging downtown businesses to expand their hours of operation	Capitalize on weekend spending and foot traffic	\$0	Ongoing	In progress	Committee

Committee: Organization

TASKS	DESIRED OUTCOME	BUDGET	DEADLINE	COMPLETED	RESPONSIBLE
Create a new Junior Board of Directors during the 2017-2018 school year	Encouraging the youth to get involved in downtown and gain knowledge on how to spike the interest of young people	\$0	May 2017	In Progress	Committee
Create new incentives to encourage Main Street membership participation	Gain more program exposure and funding to expand activities and events	\$0	April 2017	Ongoing	Committee
Continue informational newsletters	Keep the public informed on current and potential projects and happenings	\$0	No Deadline	In Progress	Main Street Manager/Staff
Speak to civic groups about partnering with the program	Build relationships with key stakeholders while spreading the good news of Main Street	\$0	No Deadline	In Progress	Main Street Manager/Committee
Encourage property owners to get more involved in downtown projects and events	All stakeholders working towards the same goal of revitalizing downtown	\$0	December 2017	Ongoing	Committee

