

Community Work Plan Review Form

2018 Annual Work Plan

Vision Statement	The Vision of the Waycross Main Street is "To be a central business core that preserves and protects the past, promotes the present and plans for the future economic success of Downtown Waycross through the 4-Point Approach".
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Mission Statement	The Mission of Waycross Main Street is "To revitalize the socio-economic, historically significant, central core of Ware County, through planned economic development, with an emphasis on historic preservation and protection of its existing buildings and structures".
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Transformation (implementation) Strategies

Transformation (implementation) Strategy #1:

Partner with Downtown Waycross Development Authority, Waycross-Ware County Development Authority and the Waycross-Ware County Chamber to present a more unified partnership for the Economic Development of Downtown Waycross. Assit these angecies with recurment efforts to fill empty spaces and bring new businesses to the area.

Transformation (implementation) Strategy #2:

Increase community support and develop partnerships with Coastal Pines Technical College, South Georgia State College, Ware County Board of Education, and other local civic groups to provide students with community outreach/service opportunities.

Transformation (implementation) Strategy #3:

DWDA and all stake holders be involved with Master Plan for downtown. All entities need to be in meeting with City for the planning of the Master Plan.

Top Priorities for Year 2018

Status:			Goal(priority) #1
Achieved	In Progress	Stalled	
Achieved			Increase awarness of the Main Street program in our community and downtown area by partering with other organizations and local businesses.
			Goal(priority) #2
In Progress			Improve the appearance of our Downtown by partnering with Coastal Pines Technical College Horticulte students to provide plants and flowers downtown. Work local business to donate flags for downtown businesses and partner with the DWDA to buy new banners for our downtown area.
			Goal(priority) #3
In Progress			Help existing businesses with Façade Loans and marketing their business. Meet with property owners on marketing their vacant spaces and help them rent out those locations.

Comments on Goal/Priority Status

We have partnered all year long on with DWDA and Waycross-Ware County Chamber of Commerce to become more visible to the community. With the result of having an increase in membership and volunteers. Our goal is to bring a greater interest in what Main Street can do not just for downtown, but for the community as a whole. The technical college is a sponsor for many of our events and we are current working on getting South Georgia State College to become a member or sponsor one of our movies in the park. We continue to provide information on our facade loan program to help businesses improve their buildings.

Economic Development Committee

Committee Chair: John Ganas/ Alli Sweat

Transformation (implementation) Strategy: Create economic incentives that encourage businesses to locate downtown, remove barriers for entrepreneurs, and improve the availability of resources that encourage rehabilitation and redevelopment of downtown businesses.

Goal:

Reduce the number of empty buildings by working with property owners by listing their available spaces on the Main Street website. Meeting with potential renters to let them know about the benefits of having a business Downtown. Increase residential living downtown by talking to property owners about the vacant spaces above the businesses or restaurant.

Objective

Bring in new businesses to the downtown area or help existing businesses expand. Inform local businesses and owners about grants that are available to help improve the façade of the building or help to show empty spaces, possibly host open houses for empty spaces. Working together with downtown property owners to help fill empty spaces. List empty spaces on website along with contact information and dimensions of available spaces.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Update website with vacant property information	Peggy Grady	0		ongoing
Completed	Bunn Building redevelopment	Peggy Grady	0		2018
Ongoing	Met with City Commission for incentive program, fees or taxes for vacant building owners/blight ordinance	John Ganas			Aug-18
Ongoing	Small business incubator	John Ganas			
Ongoing	Expand funding sources for Main Street	John Ganas			Dec-18
Completed	Facebook advertised for free vacant buildings of the month	Peggy Grady			Ongoing
Ongoing	CSX-to become a sponsor, get them to come out and support the events with trains. CSX may can sponsor a platform "A Blessing of the Trains" will help promote jobs as well.	Edward Cady/Alli Sweat			Ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
South + East Properties, Broker	Alli Sweat	Partner
Downtown Waycross Development Authority	Edward Cady	Partner

Synopsis of Activity: Updated and maintained a list of vacant properties downtown and updated the information to the Main Street website. Peggy Grady met with downtown property owners to discuss property rentals. She also met with a potential new business owners interested in moving downtown, including Karma Boutique and Rockin Robin Boutique.

Promotions Committee

Committee Chair: Dodi Moore

Transformation (implementation) Strategy: Work with the Downtown Waycross Development Authority, Waycross-Ware County Chamber of Commerce to promote Downtown Waycross. Create events and promotions that increase the public awareness of the activities and businesses located downtown.

Goal:

Increase membership in Main Street and invite DWDA, Waycross Chamber, Waycross-Ware Development Authority and other civic organizations to partner with Main Street.

Objective

Inform the community about Waycross Main Street and the 4-point approach to economic development. Provide information packages with membership brochures to distribute at local events, grand openings and civic meetings to encourage membership in the Waycross Main Street Program. Start a rewards program that recognizes volunteers and businesses that give back to the community. Update the Main Street membership brochure.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
On Going	Main Street board members speak to local Civic Groups about partnering with the Main Street Program	Ken Taft	0	n/a	Monthly
On Going	Spotlight interviews of downtown businesses. Interviews are posted on	Dodi Moore	0	n/a	Monthly
On Going	Main Street manager to visit more businesses and talk to them about	Peggy Grady	0	n/a	weekly
On Going	2nd Friday sales started June 2nd 2018	Dodi Moore	0	n/a	Monthly
Completed	Mother/Daughter Tea Party	Main Street	\$2,000	Ticket sales/donations/s	2018
completed	Movies in the Park	City of Waycross	\$700	Coco-Cola, Commission	Summer 2018
completed	SwampFest	Main Street/Tourism	\$35,000	Vendor	Spring 2019
Completed	Rural Zone brochures	Peggy Grady	\$98-198.00	Main Street	January 2019

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Downtown Waycross Development Authority	Edward Cady	partner
Waycross-Ware County Development Authority	Heather Markle	partner
Waycross Tourism	Elizabeth Velez-Hill	partner

Synopsis of Activity: Mother/Daughter Tea Party was May 5, 2018. SwampFest was a success. We gained more sponsors for Swampfest 2018. We held 4 movies in park in 2018, including one during Georgia Cities week in April and one at the City Auditorium in December. We worked with sponsors to pay for the licensing for the movies. We worked with DWDA create a set monthly marketing event for businesses, restaurants, and entertainment. Downtown business merchants participated in Second Friday Sales promotions beginning in June 2018.

Organization Committee

Committee Chair: Marla Howell

Transformation (implementation) Strategy: Increase membership in Waycross Main Street by creating tangible incentives for membership, providing board members with training opportunities to increase their effectiveness in implementing the Main Street 4 point approach.

Goal:

Ken Taft, Marla Howell and Peggy Grady would speak at other civic organizations about the work that Main Street does downtown and encourage membership, sponsorship or partnership. Also have youth volunteers help out at events or process mailings.

Objective

To increase membership, interest and volunteer base in Main Street events.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
In Progress	Promotion Cards	Marla Howell	575	Mainstreet and participating businesses	Dec. 2019
In Progress	Increase promotional benefits for members	Drew	0		5/22/19
Ongoing	Membership drive and downtown history storytelling	Marla Howell	0		ongoing w/dwda
Ongoing	Start a junior board for volunteers	Marla Howell	0		In progress
Ongoing	Sidewalk sale	Marla Howell	0		5/4/19
Ongoing	Selfie shots with murals in downtown area, working with design team	Marla Howell	0	One Completed	7/1/20

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Old Nine Community Group	Carolyn Walker	Volunteer
Waycross Leadership Group	Ken Taft	Member
Commissioner Solomon-Gaines	Marian Solomon-Gaines	Member

Synopsis of Activity: As part of the organization committee we working to revise our membership incentives. Areas of improvement through spotlighting the business in the newspaper and Main Street Facebook page. We are working on a downtown discount card that will act as both an incentive for membership as well as a promotion for our downtown businesses. In coordination with the Promotions Committee we plan a city side walk sale to raise funds for the organization and increase foot traffic downtown and a historic story time that will feature local individuals who have a wealth of knowledge of our history that will soon be lost at which time we will never be able to get back. Entry into the event will be determined and might even place a discount on a membership to Mainstreet. That has to be determined by the board. So our focus is working toward building our benefit package.

Design Committee

Committee Chair: Jerry Carver

Transformation (implementation) Strategy: Working in partnership with downtown businesses to improve the appearance of store fronts by encouraging building owners to clean up vacant store fronts, partner with Coastal Pines Technical College Horticulture Program to provide foliage in the spring to place in planters in front of downtown businesses, supply flags for store fronts, and new banners to the Downtown area.

Goal:

Revitalize the look of Downtown Waycross, list vacant spaces on the website and make it more appealing to locals, residents, existing businesses and potential new businesses. Encourage businesses to apply for façade grant and use Façade Design Services available through Main Street.

Objective

By improving the appeal to Downtown Waycross, we hope to generate additional traffic and new business to our area. We want our residents and business to come back downtown for unique shops and foods. There is so much history in the story and architecture of Downtown Waycross, that we want to share it with the entire community. So we are taking small steps to improve the look of Downtown by providing new banners, American flags to show our community cares and flowers and plants to give new life to empty space around trees.

Status	T	Responsible Party	Cost	Funding Source	Time Line
Ongoing	Award a downtown property the Façade Loan	Peggy Grady/Edward Cady	\$500-700	Mainstreet	2017-2018
Completed	Flags for Downtown Businesses	Jerry Carver	0	Lowes	Jun-18
Completed	New Pole Banners for Downtown DWDA City of Waycross Main Street	Ken Taft/Peggy Grady	\$5,499.90	DWDA, MainStreet, City of Waycross	Spring 2019
Stalled	Coastal Pines Tech College Horticulture Program/Highschool	Jerry Carver	0	In-Kind Donations	Spring 2019
Completed	Murals	Jerry Carver/Marla Howell	0		July 2018-Dec. 2020
Ongoing	Graffiti Cleanup	Jerry Carver	0	Donations/Servpro	Spring 2019
Ongoing	Master Plan	Edward Cady	50,000	Donations	2019

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Lowes Home Improvement	Greg O'Driscoll	sponsor
Downtown Waycross Development Authority	Edward Cady	stakeholder

Synopsis of Activity: Lowes donated 50 American Flags that will be donated to Downtown Businesses to be displayed for Memorial Day, Independence Day, Labor Day, Flag Day and Veteran's Day. This is part of the beautification project for Downtown Waycross. Waycross MainStreet partnered with the City of Waycross and DWDA to replace faded or missing banners Downtown. The banners are in the process of being ordered. We have also made plans to begin a landscaping project that will work as a partnership with our local high school and technical college. That project should get underway in Spring 2019.