

2021-2023 Eatonton Main Street Work Plan

Transformation Strategy 1: Business Activation and Development			
Why? Support the development and growth of businesses in Downtown Eatonton while activating currently vacant properties. This strategy involves creating incentives for new businesses as well as current businesses while Eatonton Main Street remains entrepreneur friendly.			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Small Business Help: In working with the UGA SBDC, create a bi-annual workshop for new and existing business owners to help them develop their business.	Business Incentives: In addition to offering façade grants, create other incentives to assist business owners.	Purchase Vacant Properties/DDA: Present inventory report and advocate for the Eatonton DDA to purchase and renovate troublesome properties.	Maintain Relationships: Maintain strong relationships with code enforcement, Putnam Development Authority, DDA, and Planning & Development and keep an open line of communication.
Repeat Annual Responsibilities			
<p>“Before” and “After” Photos: Regularly take photos of downtown to chronicle the progress.</p> <p>DCA RURAL Zone Designation: Meet with the RURAL Zone committee monthly and work with property owners and business owners on applying for the tax credits</p> <p>Façade Grant Program: Award at least \$8,000 in façade grants during the year.</p> <p>Weekly Newsletter: Send out a newsletter weekly to all downtown business owners with information regarding incentives and training opportunities available to them.</p> <p>Downtown Business Owner Facebook Group: Manage a closed Facebook group for downtown business owners to stay updated on what is taking place downtown and to share ideas with other downtown business owners.</p>			

Transformation Strategy: Business Activation and Development

Goal 1:

Small Business Help: In working with the UGA SBDC, create a bi-annual workshop for new and existing business owners to help them develop their business.

Define Success:

The entrepreneurs that attend the workshops will open their businesses in downtown.

Partners: UGA SBDC, Chamber of Commerce, Planning & Development Office, Local Banks

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Create a small business workshop for potential entrepreneurs to take place in September.	Erin Keating	MS Manager	September 30, 2021	Completed	\$200
2. Create a small business workshop for potential entrepreneurs to take place in March.	Michael Homeier	MS Manager	March 31, 2022	In progress	\$200
3. Create a small business workshop for current business owners to take place in January.	Joseph Rainey	MS Manager	January 31, 2022	Stalled	\$200
4. Work with local banks and Chamber of Commerce on having representatives provide information for the workshops	Erin Keating	MS Manager	March 31, 2022	In Progress	\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$600

Transformation Strategy: Business Activation and Development

Goal 2:

Business Incentives: In addition to offering façade grants, create other incentives to assist business owners.

Define Success:

Business owners will take advantage of the incentives and their businesses will grow.

Partners: Chamber of Commerce

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Develop a welcome packet for potential entrepreneurs to tell them more information on starting a business in Eatonton	Michael Homeier	MS Manager	September 30, 2021	Completed	\$750
2. Offer a marketing grant to current businesses	Erin Keating	MS Manager	June 30, 2022	Stalled	\$1,000
3. Offer “after hours” networking events for all downtown business owners.	Joseph Rainey	MS Manager	June 30, 2022	In Progress	\$1,200
4. Include all downtown businesses in a directory listed on the Eatonton Main Street website.	Joseph Rainey	MS Manager	June 30, 2022	In progress	\$0
5. Develop wayfinding signage to highlight downtown businesses.	Lacey Cummings	MS Manager	June 30, 2023	Not started	\$5,000
6.					\$0
7.					\$0
8.					\$0
				Total	\$7,950

Transformation Strategy: Business Activation and Development	
Goal 3: Purchase Vacant Properties/DDA: Present inventory report and advocate for the Eatonton DDA to purchase and renovate troublesome properties.	Define Success: Renovated properties will attract new businesses to downtown.
Partners: DDA, City Administrator, City Attorney, Code Enforcement, and Property Owners	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify troublesome properties.	Erin Keating	MS Manager	June 2022	In progress	\$0
2. Work with DDA on Sumter Street plans.	Michael Homeier	MS Manager	June 2023	Not started	\$0
3. Review blight tax requirements.	Michael Homeier	MS Manager	January 2022	Stalled	\$0
4. Develop ordinances addressing vacant buildings.	Michael Homeier	MS Manager	June 2023	Not started	\$0
5. Finalize inventory report of properties.	Erin Keating	MS Manager	May 2022	In progress	\$0
6. Add planters to add visual appeal	Patricia Hurt	MS Manager	June 2023	Not started	\$1,500
7.					\$0
8.					\$0
				Total	\$1,500

Transformation Strategy: Transformation Strategy: Business Activation and Development

Goal 4:

Maintain Relationships: Maintain strong relationships with code enforcement, Putnam Development Authority, DDA, and Planning & Development and keep an open line of communication.

Define Success:

Communicating regularly with these entities will make sure that everyone is on the same page and has the same information.

Partners: UGA SBDC, Chamber of Commerce, Planning & Development Office, DDA, City Administrator, and Code Enforcement

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Train board members on the requirements to open a business in downtown so they can better assist new businesses	Erin Keating	MS Manager	June 2023	Not started	\$0
2. Refine ordinances related to downtown to make them more "business friendly."	Michael Homeier	City Administrator	June 2023	In progress	\$0
3. Create a Community Improvement District (CID) for S. Jefferson Avenue	Michael Homeier	MS Manager	June 2023	Not started	\$0
4. Meet regularly with Code Enforcement and the Planning & Development office regarding new businesses downtown	Joseph Rainey	MA Manager	December 2022	Not started	\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy 2: Arts & Entertainment

Why? Engage downtown business owners, non-profit organizations, government entities, and individuals to create a sense of community and common purpose in the City of Eatonton. This strategy involves building a sense of community through arts and entertainment.

Goal 1

Goal 2

Goal 3

Goal 4

Wildly Important Goal

Integrated events: network groups locally to create new, multi-faceted events across history, food, retail, entertainment, etc.

Community Capacity Building: Build capacity through mobilization of individuals, groups, associations, and institutions.

Events/Projects: Strengthen citizen engagement in events and community projects

Repeat Annual Responsibilities

Christmas Parade: Assess and solidify plans to strengthen event participation

Christmas Lights: Engage downtown business owners in outlining the buildings with white lights year-round

Scarecrow Contest & Showcase: A contest that takes place throughout the month of October

Weekly Newsletter: An email newsletter that is sent out to the downtown business owners on Mondays and to the public on Tuesdays

Social Media Marketing: Regularly update social media channels with relevant information

Transformation Strategy: Arts & Entertainment

Goal 1:

Integrated events: network groups locally to create new, multi-faceted events across history, food, retail, entertainment, etc.

Define Success:

Support the diversity of the Eatonton community through different events.

Partners: The Artisan Village Art Gallery, Chamber of Commerce, Public Works, and the Downtown Business Owners

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Strengthen existing relationships	Amelia Logan	MS Manager	June 30, 2023	In progress	\$0
2. Coordinate networking events	Joseph Rainey	MS Manager	June 30, 2022	In progress	\$1,200
3. Develop an emerging artists program	Zavier Reid	MS Manager	January 30, 2023	Stalled	\$500
4. Work with The Artisans Village on art events	Zavier Reid	MS Manager	June 30, 2023	In progress	\$0
5. Develop Entertainment District overlay	Michael Homeier	City Administrator	June 30, 2020	Completed	\$0
6. Promote Entertainment District	Zavier Reid	MS Manager	December 31, 2023	In progress	\$0
7. Install seasonal pole banners	McKenzie Cardwell	MS Manager	December 31, 2023	Stalled	\$1,500
8. Work with restaurants on food-related events	Erin Keating	MS Manager	June 30, 2022	Not started	\$1,500
				Total	\$4,700

Transformation Strategy: Arts & Entertainment

Goal 2:

Community Capacity Building: Build capacity through mobilization of individuals, groups, associations, and institutions.

Define Success:

Expand the reach of Main Street through relationships with stakeholders.

Partners: Chamber of Commerce, Downtown Business Owners, and Property Owners

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Establish and maintain relationships with downtown business owners.	Amelia Logan	MS Manager	June 30, 2023	In progress	\$0
2. Establish and maintain relationships with downtown property owners.	Amelia Logan	MS Manager	June 30, 2023	In progress	\$0
3. Establish and maintain relationships with educational institutions.	Rebekah Esau	MS Manager	June 30, 2023	In progress	\$0
4. Encourage outside partners to host events downtown.	Zavier Reid	MS Manager	June 30, 2023	In progress	\$0
5. Encourage filming in downtown.	Lacey Cummings	MS Manager	June 30, 2023	In progress	\$0
6. Utilize vacant storefronts for art displays.	Rebekah Esau	MS Manager	June 30, 2023	Not started	\$0
7. Host an 'open house' for the downtown businesses	Erin Keating	MS Manager	June 30, 2023	Not started	\$0
8.					\$0
				Total	\$0

Transformation Strategy: Arts & Entertainment

Goal 3:

Events/Projects: Strengthen citizen engagement in events and community projects

Define Success:

Downtown businesses will see an increase in foot traffic and in sales due to the increase in event attendance.

Partners: Chamber of Commerce

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Create a community calendar	Lacey Cummings	MS Manager	June 30, 2023	In progress	\$0
2. Update website with more information regarding events	Lacey Cummings	MS Manager	June 30, 2023	In progress	\$0
3. Create new events around visual arts	Amelia Logan	MS Manager	June 30, 2023	In progress	\$1,000
4. Create concert series to utilize City Stage	Patricia Hurt	MS Manager	June 30, 2023	In progress	\$10,000
5. Create attractive marketing campaign for events	Lacey Cummings	MS Manager	June 30, 2023	In progress	\$5,000
6. Promote art installations	Zavier Reid	MS Manager	June 30, 2023	In progress	\$750
7. Promote the use of the City Stage for events	Zavier Reid	MS Manager	June 30, 2023	In progress	\$250
8. Promote downtown at the annual Dairy Festival	McKenzie Cardwell	MS Manager	June 30, 2023	Not started	\$0
				Total	\$17,000