

# 2024-2026 Workplan

<b>Transformation Strategy 1: Beautification Initiatives and Design</b>			
<i>Why? Eatonton Main Street would like to improve the visual appeal of the central business district. This strategy seeks to support and develop ordinances, policies, projects and programs to address the visual attributes of the buildings and the downtown's built environment.</i>			
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>
<b>Downtown Design Guidelines:</b> Create Downtown Design Guidelines to assist property owners in the design of their properties.	<b>Vacancy Registry:</b> Develop a vacancy registry to address long-term vacant buildings.	<b>Downtown Streetscape:</b> Continue the renovation of the downtown sidewalks.	<b>Downtown Enhancement:</b> Continue to enhance the natural beauty of downtown.
<b>Repeat Annual Responsibilities</b>			
<p><b>“Before” and “After” Photos:</b> Regularly take photos of downtown to chronicle the progress.</p> <p><b>Façade Grant Program:</b> Award at least \$8,000 in façade grants during the year.</p> <p><b>Downtown Planters:</b> Maintain the seasonal flowers in the downtown planters.</p> <p><b>Available Property Listing:</b> Maintain an up to date listing of available properties.</p>			

<b>TS1 Goal 1: Downtown Design Guidelines:</b> Create Downtown Design Guidelines to assist property owners in the design of their properties.	<b>Define Success:</b> The properties in Downtown Eatonton will have a consistent look.
<b>Partners:</b> Eatonton City Council, Eatonton Historic Preservation Commission, Putnam County Department of Planning & Development	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Research design guidelines from other cities	Rachel Harvey	Main Street Manager	July 1, 2025	Started	\$0
2. Draft design guidelines for Downtown Eatonton	Rachel Harvey	Main Street Manager	October 1, 2025	Not started yet	\$0
3. Meet with Eatonton HPC and allow them to comment on the drafted guidelines	Rachel Harvey	Main Street Manager	November 1, 2025	Not started yet	\$0
4. Receive City Council approval of the design guidelines		Main Street Manager	January 31, 2026	Not started yet	\$0
5. Distribute the newly adopted guidelines to all property owners	Rachel Harvey	Main Street Manager	March 1, 2026	Not started yet	\$0
6. Develop a suggested paint palette for downtown	Rachel Harvey	Main Street Manager	December 31, 2026	Not started yet	\$0
7.					\$0
8.					\$0
				Total	\$0

<b>TS1 Goal 2: Vacancy Registry:</b> Develop a vacancy registry to address long-term vacant buildings.	<b>Define Success:</b> The vacancy rate in Downtown Eatonton will go down.
<b>Partners:</b> Eatonton City Council, Eatonton Code Enforcement, Putnam County Department of Planning & Development	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify property owners of vacant buildings	Rachel Harvey	Main Street Manager	June 1, 2025	Not started yet	\$0
2. Contact property owners regarding why their buildings are vacant	Rachel Harvey	Main Street Manager	June 1, 2025	Not started yet	\$0
3. Research other cities' vacancy registries and ordinances	Rachel Harvey	Main Street Manager	June 1, 2025	Started	\$0
4. Draft a vacancy registry ordinance for Downtown Eatonton		Main Street Manager	September 1, 2025	Not started yet	\$0
5. Receive City Council approval on the vacancy registry ordinance		Main Street Manager	December 31, 2025	Not started yet	\$0
6. Contact the property owners regarding the new vacancy registry ordinance		Main Street Manager	January 31, 2026	Not started yet	\$0
7. Develop a "This place is full of potential!" campaign to increase excitement and awareness of local properties	Erin Chomiak	Main Street Manager	December 31, 2025	Not started yet	\$500
8. Host a downtown open house for local real estate professionals to showcase vacant properties	Erin Chomiak	Main Street Manager	December 31, 2025	Not started yet	\$500
				Total	\$1,000

<b>TS1 Goal 3: Downtown Streetscape:</b> Continue the renovation of the downtown sidewalks.	<b>Define Success:</b> Pedestrian traffic will increase due to safer sidewalks.
<b>Partners:</b> Eatonton Public Works, GDOT	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Renovate and improve the sidewalks along E. Sumter Street		Main Street Manager	June 1, 2026	Renderings received	\$500,000
2. Renovate and improve the sidewalks along S. Oak Street/S. Jefferson Avenue		Main Street Manager	June 1, 2026	Renderings received	\$500,000
3. Install pedestrian wayfinding signage along the sidewalks	Michael Homeier	Main Street Manager	December 31, 2026	Determined sign locations	\$15,000
4. Install signage along the boundaries of the Arts & Entertainment District	Michael Homeier	Main Street Manager	June 1, 2025	Determined sign locations	\$1,000
5. Identify planters that can be used as additional signage for businesses and/or events	Erin Chomiak	Main Street Manager	March 31, 2025	Not yet started	\$1,000
6.					\$0
7.					\$0
8.					\$0
				Total	\$1,017,000

<b>TS1 Goal 4: Downtown Enhancement:</b> Continue to enhance the natural beauty of downtown.	<b>Define Success: Downtown Eatonton will be aesthetically pleasing which will bring more visitors to downtown.</b>
<b>Partners:</b> Chamber of Commerce, Eatonton Public Works, Downtown Business Owners	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Add more flowers and planters along the downtown sidewalks.	Shannon Minchey	Main Street Manager	June 1, 2025	Applied for grant funding	\$6,000
2. Add window boxes along the railings of the buildings	Shannon Minchey	Main Street Manager	June 1, 2025	Applied for grant funding	\$600
3. Update Christmas garland to match lights on the rooflines	Shannon Minchey	Main Street Manager	December 31, 2025	Received quotes	\$25,000
4. Continue to implement the Eatonton Main Street Façade Grant Program		Main Street Manager	December 31, 2026	Ongoing	\$8,500
5. Consider the installation of a diverse type of lights downtown that are year-round	TraNell Moore	Main Street Manager	December 31, 2025	Not started yet	\$15,000
6. Enhance the pedestrian crosswalk experience with signage, painted crosswalks, and greenery	TraNell Moore	Main Street Manager	June 1, 2026	Not started yet	\$25,000
7.					\$0
8.					\$0
				<b>Total</b>	<b>\$80,100</b>

## Transformation Strategy 2: Building Relationships

*Why? Eatonton Main Street would like to create new relationships and strengthen the current relationships. This strategy focuses on building relationships in the community and board development which can assist the organization in continuing to build and develop a stronger organization.*

<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>
<p><b>The Political Agenda:</b> Bridge the gap between the Eatonton City Council and the Main Street Advisory Board.</p>	<p><b>Connecting with Organizations:</b> Work with other community organizations to build a sense of community in Downtown Eatonton.</p>	<p><b>Connecting with Businesses:</b> Strengthen the connection between the downtown businesses and Eatonton Main Street.</p>	<p><b>Funding/Money:</b> Identify potential funding streams and revenue gaps</p>

### Repeat Annual Responsibilities

- City Council Meeting:** A representative from the Main Street Advisory Board will attend the City Council Meetings and report back to the Advisory Board.
- EPTAHP Meeting:** A representative from the Main Street Advisory Board will attend EPTAHP Meetings and report back to the Advisory Board. The Advisory Board Member will also build relationships with stakeholders who have a vested interest in downtown’s success.
- Civic Organizations:** The Main Street Manager will attend civic club meetings and build relationships with stakeholders who have a vested interest in downtown’s success.
- Business Visits:** Main Street Advisory Board Members will regularly visit businesses and communicate with business owners about the Main Street Program.
- Funding:** The Main Street Manager will continue to apply for grants and other sources of funding to complete projects.

<b>TS2 Goal 1: The Political Agenda:</b> Bridge the gap between the Eatonton City Council and the Main Street Advisory Board.	<b>Define Success:</b> The Eatonton City Council will trust the work being done by Eatonton Main Street in order to revitalize the central business district.
<b>Partners:</b> Eatonton City Council	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify the people to contact	Oscar Parham	Main Street Manager	January 31, 2024	Completed	\$0
2. Attend the City Council Meetings	Oscar Parham	Main Street Manager	December 31, 2026	Ongoing	\$0
3. Meet with each Councilperson about their district, their needs, their wants and their issues	Erin Chomiak	Main Street Manager	December 31, 2024	Completed	\$0
4. Make a list of the information to share with the Main Street Advisory Board	Erin Chomiak	Main Street Manager	January 31, 2025	Started	\$0
5. Find the commonality to build upon a connection	Erin Chomiak	Main Street Manager	January 31, 2025	Started	\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

<b>TS2 Goal 2: Connecting with Organizations:</b> Work with other community organizations to build a sense of community in Downtown Eatonton.	<b>Define Success: Working closely with community organizations in order to involve everyone in the community</b>
<b>Partners:</b> Eatonton Putnam Tourism, Arts, and Heritage Partnership (EPTAHP), Local civic clubs and churches	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. EPTAHP – continue to be in this group, gathering and utilizing information for direction, clarity and understanding about Eatonton	Michael Homeier	Main Street Manager	December 31, 2026	Ongoing	\$0
2. Make contact with the ministerial group – huge audience thru the churches	Rachel Harvey	Main Street Manager	March 1, 2024	Stalled	\$0
3. Make civic club presentations		Main Street Manager	December 31, 2026	Ongoing	\$0
4. Continue to work with the Pilot Club of Eatonton of the Dairy Festival		Main Street Manager	December 31, 2026	Ongoing	\$500
5. Solicit community input on downtown appearance, suggestions for improvement, and future development	Rebekah Esau	Main Street Manager	December 31, 2026	Ongoing	\$0
6. Hosting a community visioning session.	All	Main Street Manager	December 31, 2026	Not started	\$500
7.					\$0
8.					\$0
				Total	\$1,000

<b>TS2 Goal 3: Connecting with Businesses:</b> Strengthen the connection between the downtown businesses and Eatonton Main Street.	<b>Define Success:</b> The divide between the business owners and Eatonton Main Street goes away, and the two entities work together on events.
<b>Partners:</b> Downtown Business Owners, Chamber of Commerce	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Every board member contacts 3 businesses each month	All	Main Street Manager	December 31, 2026	Ongoing	\$0
2. Have a “Pop-up” day: All Advisory Board members visit the same business in one day	All	Main Street Manager	December 31, 2026	Ongoing	\$0
3. Create a treat bag for the business visits	TraNell Moore	Main Street Manager	December 31, 2026	Ongoing	\$250
4. Assign “Buddies” for visits to businesses	All	Main Street Manager	January 31, 2024	Stalled	\$0
5. Main Street Advisory Board members hold each other accountable for contacting businesses	All	Main Street Manager	December 31, 2026	Ongoing	\$0
6. Host regular meetings to include downtown business owners so they feel involved in the Main Street program	All	Main Street Manager	December 31, 2026	Ongoing	\$750
7. Develop relationships with local media channels	Rebekah Esau	Main Street Manager	December 31, 2026	Ongoing	\$0
8.					\$0
				Total	\$1.000

<b>TS2 Goal 4: Funding/Money:</b> Identify potential funding streams and revenue gaps	<b>Define Success:</b> Having enough funding for projects.
<b>Partners:</b> Local banks, Chamber of Commerce, local businesses outside of the Main Street District	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Work on business-to-business contacts to help with events and other promotions	Shannon Minchey	Main Street Manager	December 31, 2026	Ongoing	\$0
2. Identify sponsorships for events and projects	Rebekah Esau	Main Street Manager	December 31, 2026	Ongoing	\$0
3. Work with the City Council to find out what is needed for approval for grants	Oscar Parham	Main Street Manager	December 31, 2024	Completed	\$0
4. Develop list for 2024 funding needs	All	Main Street Manager	January 31, 2024	Completed	\$0
5. Develop list for 2025 funding needs	All	Main Street Manager	January 31, 2025	Started	\$0
6. Develop list for 2026 funding needs	All	Main Street Manager	January 31, 2026	Not started yet	\$0
7. Add Main Street related projects to SPLOST		Main Street Manager	November 30, 2024	Completed	\$0
8.					\$0
				Total	\$0