

2016 Swainsboro Main Street Work Plan

Goal: Develop Downtown Swainsboro as a Destination for Family-Friendly Entertainment			
Key Action Steps	Timetable	Responsibility	Notes
Development of the Barbara & Tobe Karrh Community Arts Center including the renovation and preservation of the historic Dixie Theater and relocation of the Kalmanson Art Gallery	2016 - 2017+	Theater Board of Directors; Staff; City Administrator; Mayor; City Council	Continue work with BTBB Architects & Garbutt Construction in developing theater plans and establishing budget; Plan and execute fundraising campaign and kick-off event; Continue work with Fox Theater Institute; Seek 501 (c)3 status for theater board; support SPLOST funding for project
Develop community events that attract citizens of all ages and encourage students of local colleges to visit downtown Swainsboro	First Quarter, 2016	DDA Promotions Committee; Staff; Student Organizations	Events may include regular concerts, outdoor movies, community festivals, and other special events
Offer events and activities that support the Hometown Teams Smithsonian Exhibit that will be hosted at EGSC March - April 2016	January - April 2016	DDA Promotions Committee; Hometown Teams Committee; Staff	

Goal: Enhance the Appeal of Downtown Swainsboro through Architecture, Landscape and other Design Improvements			
Key Action Steps	Timetable	Responsibility	Notes
Purchase new light pole banners for downtown district	January 2016	Design Committee; Staff	
Decorate downtown for important holidays and events	Throughout 2016	Decorations Committee; Staff	
Work with DCA Downtown Design Studio in developing façade improvement plans for downtown properties	February 2016	Staff	Design Studio visit is scheduled for February 2016 and will include suggestions and/or renderings of façade improvements for multiple downtown properties
Downtown Streetscape Phase III	Throughout 2016	City Administrator	Streetscape will include new sidewalks, streetlights, crosswalks, benches, and trash cans
Continue Façade Grant Program	Throughout 2016	Design Committee; Staff	

Goal: Establish Partnerships to Enhance the Activities and Impact of the DDA			
Key Action Steps	Timetable	Responsibility	Notes
Hold quarterly coffees to encourage communication and partnership among downtown businesses and organizations	Throughout 2016	DDA Board; Promotions Committee; Economic Development Committee; Staff	The DDA may partner with other organizations in this project
Establish appreciation program for volunteers	Mid-2016	DDA Board; Promotions Committee; Staff	
Establish partnerships with other businesses and organizations	Throughout 2016	DDA Board; Staff	May include meetings, decorating downtown in conjunction with major events, and developing informational media