

## 2017 Swainsboro Main Street Work Plan

Goal: Develop Downtown Swainsboro as a Destination for Family-Friendly Entertainment				
Key Action Steps	Timetable	Budget	Responsibility	Notes
Development of the Barbara & Tobe Karrh Community Arts Center including the renovation and preservation of the Historic Dixie Theater and addition of Emanuel Arts Council Offices, Gallery, Educational, and meeting space	Through 2018	\$1,300,000	Emanuel Coalition for Cultural & Economic Development; Staff; City Administrator; Mayor; City Council, County Administration	Build and maintain local support, Plan and execute local fundraising campaign and kick-off event; Seek grants and other funding, Continue work with M3 Agency, Complete 501 (c)3 status for ECCED; support SPLOST
Develop community events that attract citizens of all ages and encourage students and professors of local colleges to visit downtown Swainsboro	Summer 2017	\$2,000	DDA Promotions Committee; Staff; Student Organizations; Chamber of Commerce	Events may include regular concerts, outdoor movies, community festivals, and other special events
Work toward implementation of a city museum within the downtown area.	Throughout 2017	TBD	DDA Promotions Committee; Hometown Teams Committee; Staff	
Create historic walking tour of downtown	Fall 2017	\$500	DDA Promotions Committee; Staff	

<b>Goal: Enhance the Appeal of Downtown Swainsboro through Architecture, Landscape and other Design Improvements</b>				
<b>Key Action Steps</b>	<b>Timetable</b>	<b>Budget</b>	<b>Responsibility</b>	<b>Notes</b>
Develop landmark icon highlighting the "Crossroads of the Great South," which is the intersection of US Highway 1 and US Highway 80.	Before May 2017	\$2500	Design Committee; DDA Board; Staff	
Decorate downtown for important holidays and events	Throughout 2016	\$500	Decorations Committee; Staff	
Downtown Streetscape Phase III	Late May 2017	TBD	City Admin; Building/Zoning Admin	Streetscape will include new sidewalks, streetlights, crosswalks, benches, and trash cans
Continue Façade Grant Program	Throughout 2017	\$2,500	Design Committee; Business Activity Committee; Staff	

<b>Goal: Establish Partnerships to Enhance the Activities and Impact of the DDA</b>				
<b>Key Action Steps</b>	<b>Timetable</b>	<b>Budget</b>	<b>Responsibility</b>	<b>Notes</b>
Work with Chamber of Commerce to recognize DDA volunteers at Chamber Banquet	Early 2018	\$500	DDA Board; Promotions Committee; Economic Development Committee; Staff; Chamber of Commerce	
Establish business appreciation and retention program	Throughout 2017	\$1,500	DDA Board; Business Activity Committee; Staff	
Strengthen relationships with businesses that draw visitors from out of town.	Throughout 2017	\$500	DDA Board; Staff	
Work to strengthen relationships with local learning institutions	Throughout 2017	TBD	DDA Board; Staff	