

Community Work Plan Review Form			
2020 Annual Work Plan			
Vision Statement	The mission of the Downtown Development Authority of Swainsboro is to promote downtown as the heart of the community by enhancing economic development and showcasing the downtown's cultural, architectural, and historic heritage. (Developed by DDA Board of Directors, January 2011. Reviewed January 2019)		
Mission Statement	Downtown Swainsboro is a growing, vibrant cultural center that has become a destination for art and antiques and continues to grow as a business center while still keeping the small town feel and safe, family environment. (Developed at Community Visioning Session, September 2011. Reviewed January 2019)		
Transformation (implementation) Strategies			
Transformation (implementation) Strategy #1:			
Develop Downtown Swainsboro as a destination for family friendly entertainment			
Transformation (implementation) Strategy #2:			
Enhance the appeal, history, and unique characteristics of Downtown Swainsboro through architecture, landscape and other design improvements			
Transformation (implementation) Strategy #3:			
Establish partnerships to enhance the activities and impact of the DDA			
Top Priorities for Year 2020			
Status:		Goal(priority) #1	
Achieved	In Progress	Stalled	
In Progress		Develop the Barbara & Tobe Karrh Community Arts Center including the renovation and preservation of the Historic Dixie Theatre and addition of the Emanuel Arts Council Offices, gallery, educational, and meeting space	
Goal(priority) #2			
In Progress		Develop and maintain community activities that utilize and promote downtown Swainsboro's unique assets, while providing entertainment and encouraging community spirit	
Goal(priority) #3			
In Progress		Engage more community members in the activities of the DDA	
Comments on Goal/Priority Status			
<p>The Barbara &amp; Tobe Karrh Community Arts Center and restoration of the Historic Dixie Theatre is the foremost project of the Downtown Development Authority, with the support of the Emanuel Coalition of Cultural &amp; Economic Development, Emanuel Arts Council, City of Swainsboro, and Emanuel County Board of Commissioners. The DDA Board made the decision to focus much of its efforts on this project as it feels that the overall and long-term impact will be monumental. Additionally, the completion of the streetscape project in 2018 has led to increased use of The Boneyard for community activities hosted by the City of Swainsboro, DDA, and other community organizations. The DDA looks to continue this trend of utilizing the refreshed space for postivie community-building activities. In addition, the group looks to engage more members of the community through new programs that will allow them to utilize their talents for the betterment of the community.</p>			

## Strategy #1

### Transformation (implementation) Strategy:

Develop Downtown Swainsboro as a destination for family friendly entertainment

**Goal:**

Offer events, activities, and businesses that attract citizens and visitors of all ages

**Objective:**

Support the development of the Barbara & Tobe Karrh Community Arts Center featuring the Historic Dixie Theatre

Status	Task	Responsible Party	Time Line	4-Point Category
In Process	Support the Historic Dixie Theatre Restoration	ECCED; City; Staff	Ongoing	Economic Development
	Host summer concerts at The Boneyard	Promotions; City; Staff	June & July 2020	Promotions
	Add youth advisor from East Georgia State College and/or Southeastern Technical College as ex-officio board member	Organization	Fall 2020	Organization
	Support Pine Tree Festival	Promotions; Organization; Staff	May 2020	Promotions
	Host Fall Festival at the Boneyard	Promotions; City; Staff	October 2020	Promotions
	Organize Christmas Parade & Activities	Promotions; Chamber; Jaycees; Fire Department; City; Staff	December 2020	Promotions
	Expand the use of the Boneyard and Green Street for special events	Promotions	Ongoing	Promotions
	Host event to appeal to young adults and local college students	Promotions; EGSC; STC; City of Swainsboro	August 2020	Promotions
	Promote downtown's activities and businesses to the public	Staff, City of Swainsboro, Promotions	Ongoing	Organization; Promotions
	Begin planning bicentennial event	Staff, Promotions	2022	Promotions
	Identify Eagle Scout to take on Historic Walking Tour project	Promotions; Organization; DDA Board	TBD	Promotions

## Strategy #2

### Transformation (implementation) Strategy:

Enhance the appeal, history, and unique characteristics of Downtown Swainsboro through architecture, landscape and other design improvements

### Goal:

Maintain an attractive downtown atmosphere that encourages community pride, enhances downtown businesses and activities, and conveys the area's unique history.

### Objective:

Purchase new light pole banners and other decorations to enhance downtown's visual appeal.

Status	Task	Responsible Party	Time Line	4-Point Category
Ongoing	Purchase new decorations and continue decorating downtown for important holidays, events, and seasons	Design	Ongoing	Design
Ongoing	Maintain wagon on the Square and hanging basket planters	Design; Staff	Ongoing	Design
Ongoing	Continue Façade Grant Program	Design; Economic Development	Ongoing	Design; Economic Development
	Look into reviving hay bale project	Design	Fall 2020	Design
	Establish partnerships and find additional funding avenues for maintaining downtown appearance	Design; Organization	Ongoing	Design
	Purchase new light pole banners and additional seasonal banners	Design; Organization	Spring 2020	Design
	Develop downtown master plan	Design; Organization; Economic Development	2020	Design; Organization; Economic Development

## Strategy #3

### Transformation (implementation) Strategy:

**Establish partnerships to enhance the activities and impact of the DDA**

### Goal:

**Work with various organizations, businesses, and individuals in working together to meet common goals.**

### Objective:

**Establish partnerships to enhance the activities and impact of the DDA**

Status	Task	Responsible Party	Time Line	4-Point Category
In Process	Add youth advisor from East Georgia State College and/or Southeastern Technical College as ex-officio board member	Organization; Staff	Fall 2020	Organization
Ongoing	Strengthen relationships with East Georgia State College & Southeastern Technical College	Organization; Staff	Ongoing	Organization
	Host quarterly meetings of downtown business owners and explore possibility of merchant's association or other networking organization	Organization; Staff	Spring 2020	Organization
	Conduct business owner survey	Economic Development; Staff	Spring 2020	Economic Development; Organization
	Develop partnerships in maintaining appearance of downtown	Organization; Design; Staff	Spring 2020	Organization, Design
In Process	Develop Business Advisory Group	Organization; Economic Development; Staff	Spring 2020	Organization, Economic Development
Ongoing	Boost social media efforts in promoting downtown and downtown businesses	Promotion; Organization; Staff	Ongoing	Promotions
Stalled	Work with local partners to develop a youth leadership program	Organization; DDA Board; Staff; City; County; Chamber	TBD	Organization

## Design Committee

**Committee Chair: Daisy Reeves**

**Transformation (implementation) Strategy:**

Enhance the appeal of Downtown Swainsboro through architecture, landscape, and other design improvements.

**Goal:**

Maintain an attractive downtown atmosphere that encourages community pride, and enhances downtown businesses and activities.

**Objective:**

Purchase new light pole banners and other decorations to enhance downtown's visual appeal.

Status	Task	Responsible Party	Time Line
Ongoing	Maintain seasonal and holiday downtown decorations, hanging basket planters, and wagon landmark.	Design	Ongoing
	Purchase new light pole banners and additional seasonal banners	Design; Organization	Spring 2020
Ongoing	Continue Façade Grant Program	Design; Economic Development	Ongoing
	Seasonal and holiday decoration contests	Design; Promotions	Ongoing
	Establish partnerships and find additional funding avenues for maintaining downtown appearance	Design; Organization	Ongoing
	Develop downtown master plan	Design; Organization; Economic Development	2020
	Look into reviving hay bale project	Design	Fall 2020

## Organization Committee

**Committee Chair: Gary Mason**

**Transformation (implementation) Strategy:**

Establish partnerships to enhance the activities and impact of the DDA

**Goal:**

Work with various organizations, businesses, and individuals in working together to meet common goals.

**Objective:**

Strengthen relationships with local individuals, organizations, and institutions of higher learning

Status	Task	Responsible Party	Time Line
In Process	Add youth advisor from East Georgia State College and/or Southeastern Technical College as ex-officio board member	Organization	Fall 2020
Ongoing	Strengthen relationships with East Georgia State College & Southeastern Technical College	Organization	Ongoing
Ongoing	Work to locate funds and apply for grants to support the restoration of the Historic Dixie Theatre and development of the Barbara & Tobe Karrh Community Arts Center	ECCED; Organization; Staff	Ongoing
	Explore possibility of merchant's association or other networking organization for downtown Swainsboro	Organization; Staff	Spring 2020
Stalled	Work with local partners to develop a youth leadership program	Organization; DDA Board; Staff; City; County; Chamber	TBD
In Process	Develop Business Advisory Group	Organization; Economic Development; Staff	Spring 2020
	Support 2020 Census	Organization; DDA Board; Staff	2020

## Promotions Committee

**Committee Chair: Daisy Reeves**

**Transformation (implementation) Strategy:**

Promote Downtown Swainsboro as a destination for shopping, entertainment, and dining.

**Goal:**

Organize and promote downtown events that attract citizens and visitors of all ages.

**Objective:**

Develop and promote activities that engage students and faculty of local colleges.

Status	Task	Responsible Party	Time Line
In Process	Support the Historic Dixie Theatre Restoration	ECCEd; City; Staff	Ongoing
	Host summer concerts at The Boneyard	Promotions; City; Staff	June & July 2020
In Process	Add youth advisor from East Georgia State College and/or Southeastern Technical College as ex-officio board member	Organization Committee	Fall 2020
	Host Fall Festival at the Boneyard	Promotions; City; Staff	October 2020
	Organize Christmas Parade & Activities	Promotions; Chamber; Jaycees; Fire Department; City; Staff	December 2020
Ongoing	Expand the use of the Boneyard and Green Street for special events	Promotions	Ongoing
Ongoing	Support Pine Tree Festival	Promotions; Organization; Staff	May 2020
	Host Pine Tree Festival Historical Exhibit during festival	Promotions; ECHPS; Volunteers	May 2020
	Host event to appeal to young adults and local college students	Promotions; EGSC; STC; City of Swainsboro	August 2020
Ongoing	Boost social media efforts in promoting downtown and downtown businesses	Promotion; Organization; Staff	Ongoing
	Begin planning bicentennial event	Staff, Promotions	2022
	Develop Retail Promotional Events	Staff, Merchants	2020

## Economic Development Committee

**Committee Chair: Gary Mason**

**Transformation (implementation) Strategy:**

Stimulate and facilitate downtown Swainsboro's economic growth

**Goal:**

Support and enhance the retail and business environment in downtown Swainsboro

**Objective:**

Support the development of the Barbara & Tobe Karrh Community Arts Center featuring the Historic Dixie Theatre

Status	Task	Responsible Party	Time Line
Ongoing	Continue Business Activity Program	Economic Development	Ongoing
In Process	Support the Historic Dixie Theatre Restoration	ECCED; City; Staff	Ongoing
	Organize quarterly networking events and encourage merchant's association	Organization; Staff	Spring 2020
In Process	Develop Business Advisory Group	Organization; Economic Development; Staff	Spring 2020
	Conduct business owner survey	Economic Development; Staff	Spring 2020
	Develop Downtown Master Plan	Organization; Economic Development; Staff	2020
	Organize/encourage promotional events for retailers	Economic Development; Staff	2020
	Offer educational opportunities for business owners, such as social media optimization	Economic Development; Staff	2020
	Recruit more retail businesses downtown	Economic Development; Staff	2020