

**Griffin Main Street  
Program  
CY 2014 Work Plan  
(Jan. 2014 – Dec. 2014)**

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**Design**

<b>Task</b>	<b>Time Table</b>	<b>Status</b>	<b>Responsibility</b>	<b>Budget</b>	<b>Notes</b>
<b>Place Markers at Historic Sites</b> (“Carry Over” goal from FY 2012-2014)	In place Summer 2014 – on-going	New sites have been identified for markers. Permission has been given by two property owners to attach signage. Working with others	1. MSAB – Chair 2. MSP – Mgr. 3. Design Com. 4. HPC 5. City of Griffin	Estimate: \$3,000 each	Currently working with Griffin City Commission, Archivist, Author and HPC.
<b>Downtown Beautification Projects</b> (“Carry Over” goal from FY 2012-13) <ul style="list-style-type: none"> <li>• Imperial Theatre Façade and Park Signage</li> </ul>	Work began April 2014. Completion by October 2014	Original Design Approved by HPC in Dec. 2012. Marquee to be replaced by building Sign.	1. MSAB – Chair 2. MSP – Mgr. 3. Design Com. 4. HPC 5. DDA 6. Spald. Co.	<b>Façade:</b> \$10,000-20,000  <b>Sign:</b> \$3,000	-Project began on schedule - City & Private citizen providing materials -City, County and Private Co. providing Labor Will be completed when county is labor available.

<ul style="list-style-type: none"> <li>Downtown Green Space</li> </ul>	<p>Will identify areas along Norfolk Southern Railroad Co. downtown corridor August 2014</p>	<p>DDA will initiate contact over next several weeks</p>	<ol style="list-style-type: none"> <li>MSAB – Chair</li> <li>MSP – Mgr.</li> <li>Design Com.</li> <li>HPC</li> <li>DDA</li> </ol>	<p><b>Barriers \$2,000.</b></p>	<p>- MS will create barriers (natural and manmade) based on mandated distance from first railroad track to beginning of beautification project.</p>
<ul style="list-style-type: none"> <li>Railroad Corridor Clean-up</li> </ul>	<p>Clean-up Project to begin in Jan. 2014 – On-going</p>	<p>Determining ownership of fence along RR corridor to be led by DDA</p>	<ol style="list-style-type: none"> <li>MSAB – Chair</li> <li>MSP – Mgr.</li> <li>Design Com.</li> <li>HPC</li> <li>DDA</li> </ol>	<p><b>\$3000.00 with the use of city staff and volunteers</b></p>	<p>-MS will work in conjunction with the DDA and City to clean up the Railroad corridor from 10<sup>th</sup> St. (West) to 3<sup>rd</sup> St (East)</p>
<ul style="list-style-type: none"> <li>Downtown Planters</li> </ul>	<p>Completion by August 2014</p>	<p>Identify type of planters and primary locations by Dec. 2014.</p>	<ol style="list-style-type: none"> <li>MSAB – Chair</li> <li>MSP – Mgr.</li> <li>Design Com.</li> </ol> <p>Partnerships with Civic Organizations and /or Master Gardeners</p>	<p><b>Estimate: \$200. each</b></p>	<p>- Create interest by downtown businesses to purchase additional planters for their storefronts. Efforts will aid in the beautification of Griffin’s downtown</p>
<p><b>Park at Sixth Pavilion</b></p> <ul style="list-style-type: none"> <li>Semi-Mobile Amenities Center (“Carry Over” goal from FY 2013)</li> </ul>	<p>Revised Presentation for funding to be made in October 2013, once approved completion by March 2014.</p>	<p>October 2013: Scheduled for the Spalding County Board of Comm. Agenda for funding Consideration</p>	<ol style="list-style-type: none"> <li>MSAB – Chair</li> <li>MSP – Mgr.</li> <li>Design Com.</li> <li>Spalding Co.</li> <li>City of Griffin</li> </ol>	<p>Estimate: \$90,000 Includes: Storage Facility Build-Out Mobile Restrooms and Green Room</p>	<p>Funding Drive began January 2013. delayed by Spalding County. -Revised presentation scheduled for Oct. 2013 -Will start when county is labor available. - County providing Labor &amp; Project Mgmt. - City providing Utilities</p>

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**Economic Restructuring**

<b>Task</b>	<b>Time Table</b>	<b>Status</b>	<b>Responsibility</b>	<b>Budget</b>	<b>Notes</b>
<b>Develop a strategy for attracting “downtown friendly” new businesses to Griffin and retaining established businesses</b>	On-going FY 2014	On-going	<ol style="list-style-type: none"> <li>1. MSP – Mgr.</li> <li>2. MSAB – Vice Chair.</li> <li>3. Econ. Rest. Com.</li> <li>4. Chamber</li> <li>5. DCA Resources (?)</li> <li>6. DDA</li> </ol>	\$0 Staff Time	<p><b>Objective:</b> To bring a better mix of businesses to the downtown area.</p> <ul style="list-style-type: none"> <li>• Will work cooperatively with DDA to create a strategy that can be packaged and presented to downtown organizations and other stakeholders</li> </ul>
<b>Pop-Up Signage</b>	On-going	Pop-up Signs to be installed in Winter 2014.	<ol style="list-style-type: none"> <li>1. MSP – Mgr.</li> <li>2. MSP – Vice Chairman</li> <li>3. Econ. Rest. Com.</li> <li>4. DDA</li> </ol>	\$2000.00 <ul style="list-style-type: none"> <li>• Donated Retail Space/Building</li> <li>• Donated Art</li> </ul>	<p><b>Objective:</b> To attract attention to available retail spaces in the downtown area by placing “New Opportunity” Signs in vacant storefronts highlighting Main Street and DDA available resources, along with City incentives...Replacing traditional “For Rent” signs</p>
<b>Vacant Store Front Paper Murals</b>	On-going	Install first Paper Mural in Store Front by October 2014	<ol style="list-style-type: none"> <li>1. MSP – Mgr.</li> <li>2. Econ. Rest. Com.</li> <li>3. DDA</li> </ol>		<p><b>Objective:</b> To reduce the presence of blight in vacant storefront to aid in attracting new business</p>

<b>Coffee with Kenda and Kenwin</b>	Implemented July 2013	Monthly Event on-going	<ol style="list-style-type: none"> <li>1. MSP – Mgr.</li> <li>2. MSP – Vice Chairman</li> <li>3. Econ. Rest. Com.</li> <li>4. Chamber</li> <li>5. GDTC</li> <li>6. Downtown Business Owners</li> <li>7. DDA</li> </ol>	\$500.00 <ul style="list-style-type: none"> <li>• Cost of monthly invitations</li> <li>• Coffee donated by downtown coffee roasters</li> </ul>	<b>Objective:</b> To encourage local businesses to define their brand for downtown and actively participate in attracting new businesses that support and fit the brand
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**Griffin Main Street Program  
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Organization**

<b>Task</b>	<b>Time Table</b>	<b>Status</b>	<b>Responsibility</b>	<b>Budget</b>	<b>Notes</b>
<b>Review Main Street, By-laws, Mission and Vision Statement</b>	Semi-Annually	Dec. 2013 and June 2014	1. MSAB -Chair 2. All MSAB Members 3. MSP Manager	\$0	<b>Objective:</b> To meet DCA Annual Assessment Criteria
<b>Review Main Street Budget and make suggestions/modifications for the next fiscal year and prepare budget request</b>	By February 2014 <ul style="list-style-type: none"> <li>• Budget to be Submitted in March</li> </ul>	To begin in Dec 2014	1. MSAB - Chair 2. MSP – Mgr. 3. Organization (Exec.) Com.	\$0	<b>Objective:</b> To ensure that the MSP requests the appropriate budget amount <ul style="list-style-type: none"> <li>• Must cover all operational costs</li> <li>• Must cover anticipated expenses</li> </ul>
<b>Prepare Hotel/Motel Tax Grant request for the County for the next fiscal year.</b>	By February 2014 <ul style="list-style-type: none"> <li>• Grant request due in February.</li> </ul>	To begin in Dec. 2014	1. MSAB - Chair 2. MSP – Mgr. Organization (Exec.) Com	\$0	<b>Objective:</b> To ensure that the MSP requests the appropriate Hotel/Motel Grant amount from Spalding County <ul style="list-style-type: none"> <li>• Must cover all regional promotion costs</li> <li>• Must cover all tourism recruitment costs</li> </ul>

<b>Training and Resource Materials</b>	Year-round	On-going	MSP – Mgr.	Increase budget in 2014 to be inclusive of year round training opportunities	<p><b>Objective:</b> To ensure that all Main Street Advisory Board Members and program staff meet all training requirements and receive additional training on Main Street procedures and other relevant topics.</p> <ul style="list-style-type: none"> <li>• Make Board Members and staff aware of training requirements</li> <li>• Make DCA training schedules available</li> </ul>
<b>Board Member Recruitment</b>	On-going  <b>Dates to Remember:</b> <ul style="list-style-type: none"> <li>• <u>August</u> Nominating Comm. in place</li> <li>• <u>November</u> Submit MSAB recommendations to the City Comm. for appointments.</li> <li>• <u>December</u> MSAB due to City Manager’s Office</li> <li>• <u>January 2014</u> MSAB 2014 Appts.</li> </ul>	On-going	<ol style="list-style-type: none"> <li>1. MSP – Mgr.</li> <li>2. MSAB Members</li> </ol>		<p><b>Objective:</b> To ensure that the Main Street Advisory Board has members who are genuinely interested in the economic development within the context of historic preservation in ways that are designed to promote the sustainability of the City of Griffin’s Downtown Commercial District.</p>

**Griffin Main Street Program  
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Promotions**

Task	Time Table	Status	Responsibility	Budget	Notes
<p><b>Brand Implementation Management for City of Griffin Branding Efforts</b></p>	<p>On-Going</p>	<p>Completed Phase I Brand Launch December 2012.</p> <p>Brand Implementation strategy for the entire City developed by Main Street Manager and will be managed by Main Street and IT Department.</p>	<p>1. City Web Master 2. MSP - Manager 3. Citizens Engagement Specialist 4. DDA Director 5. GDTC 6. Promotions Com.</p>	<p>\$16,5000 Staff Time</p>	<p><b>Objective:</b> Implementation of City of Griffin’s new “brand.”</p> <ul style="list-style-type: none"> <li>• Public Works Dept. will continue handling Signage out of that departmental budget</li> <li>• City office building installed new brand on exterior July 2013</li> <li>• Each COG department will incorporate stationery cost</li> <li>• Main Street will focus on tourism signage; Imperial Theatre Park sign, historic markers, Antique Mall brand, banners, etc.</li> </ul>
<p><b>Increase local and regional advertisement</b></p>	<p>On-going / Yearly</p>	<p>On-going.</p>	<p>1. MSP - Manager 2. Citizens Engagement Spec. 3. Promotions Com. 4. GDTC</p>	<p>\$3,000</p>	<p><b>Objective:</b> To improve promotion of Main Street and Downtown events, tourism initiatives, workshops, projects, etc. by placing advertisements in local and regional media (Radio, Television, Print)</p> <ul style="list-style-type: none"> <li>• Establish quarterly ad schedule</li> <li>• Continue establishing relationships with local print, TV, and radio media representatives</li> </ul>



<p><b>Increase local and regional media coverage of Main Street and Downtown activities, initiatives, projects, etc.</b></p>	<p>On-going / Yearly</p>	<p>On-going</p>	<p>1. MSP - Manager 2. Citizens Engagement Specialist 3. Promotions Com. 4. GDTC</p>	<p>\$3,500 (hotel-Motel)</p>	<p><b>Objective:</b> To improve local and regional coverage of Main Street and Downtown events, initiatives, workshops, projects, etc.</p> <ul style="list-style-type: none"> <li>• Establish regular news release schedule</li> <li>• Continue establish relationships with local print, TV and radio media representatives</li> </ul>
<p><b>Griffin Museum Development Plan Implementation</b></p>	<p>Phase I: March 2014  Phase II: Dec. 2015</p>	<p>Museum Designs and final records including:</p> <ul style="list-style-type: none"> <li>• Management Policies and Procedures</li> <li>• Museum Space Design Plan</li> <li>• Museum Storage Space Design</li> </ul> <p>Delivered May 2013</p>	<p>1. MSP - Manager 2. Citizens Engagement Specialist 3. DDA Director 4. GDTC 5. Promotions Com. 6. Griffin- Spalding Historical Society 7. Griffin Chamber</p>	<p>\$20,000 – \$50,000  Staff Time  Volunteers</p>	<p><b>Objective: To implement the proposed plan that resulted from the recommendations of the West Georgia University Group’s assessment of the Griffin Welcome Center Museum to attract tourist to Griffin.</b></p> <ul style="list-style-type: none"> <li>• Will work cooperatively with the Chamber of Commerce, The Historical Society, HPC, COG Citizens Engagement Specialist, GDTC and others to create a strategy to increase downtown tourism</li> </ul>
<p><b>Facilitate Main Street Hosted Events and Promotions (i.e. June Jam, Flicks at Sixth, Downtown Trick-or-Treat Event, Christmas Activities, etc.</b></p>	<p>FY&amp; CY 2014</p>	<p>Partially Complete.</p> <p>1. Walking tour and plaques being investigated by Griffin Hist. Society.</p>	<p>1.MSP - Manager 2. Citizens Engagement Specialist 3. DDA Director 4. GDTC 5. Promotions Com. 6. Griffin- Spalding Arts Alliance 7. Griffin Chamber 8. Parks and Rec 9. Other partners</p>	<p>\$3,500 Promotions Advertising Budget  Staff Time  Volunteers</p>	<p><b>Objective:</b> To attract tourist to Griffin via a defined strategy that includes: Special events, marketing, collateral materials, advertising, branding.</p> <ul style="list-style-type: none"> <li>• Will work cooperatively with the Chamber of Commerce, GDTC, DDA, COG Citizens Engagement Arts Groups and others to create a special events and promotions that increase downtown tourism</li> </ul>

