

Community Work Plan Review Form

2017 Annual Work Plan

Vision Statement

To preserve and enhance our unique and growing community, widely known for its historic charm and small-town feel. To sustain a vital downtown that enriches the business community, embraces history, celebrates the arts, preserves our natural environment, encourages tourism and local spending and promotes quality events that will instill a welcoming atmosphere and 'sense of place' in our community.

Mission Statement

The mission of the Clarkesville Main Street program is to serve as positive force working with our community, business and property owners to preserve, enhance, and promote our historic downtown as a vibrant destination for residents and visitors to gather, shop, work and enjoy.

Transformation (implementation) Strategies

Transformation (implementation) Strategy #1:

Promote Tourism and Create a Sense of Place

Transformation (implementation) Strategy #2:

Enrich the Business Community

Transformation (implementation) Strategy #3:

Organize and Promote Quality Downtown Events

Top Priorities for Year 2017			
Status:			Goal(priority) #1
Achieved	In Progress	Stalled	
Achieved			Enhance downtown experience through art, music and increased marketing
Goal(priority) #2			
Achieved			Beautification of downtown Clarkesville to create an environment to welcome, prospective business owners, visitors and residents
Goal(priority) #3			
Achieved			Partnership with local merchants, business associations, non-profits, etc. to promote quality of life and community in downtown
Comments on Goal/Priority Status			

Transformation (implementation) Strategy						
Promote Tourism and Create a Sense of Place						
Priority Goal & Objective:						
Enhance downtown experience through public art, music and targeted marketing						
Milestone:						
Completion of the tasks by December 2017						
Status	Task	Responsible Party	Time Line	Budget	Partners and Resources	Four Points Categories
Achieved	Complete mural on downtown building	Mary Beth Horton, Wally Wenn, Deborah Kilgore, Alta Mosely	May 2017 - September 2017	\$3,000	Georgia Council for the Arts; Go Georgia Arts	Economic Vitality, Promotion, Design
Achieved	Install Street Sounds- outdoor sound system on downtown poles	Mary Beth Horton	April 1, 2017	\$4,000	Clarkesville Business & Community Association	Economic Vitality, Promotion
Achieved	Targeted Marketing Blitz using brochure service, and television advertising	Mary Beth Horton	January 2017 - December 2017	\$5,400	Georgia Mountain Brochure Service, The HIT List, Life Springs Media	Economic Vitality, Promotion
Achieved	Maintain city website and social media channels	Mary Beth Horton	January 2017 - December 2017	0		Organization, Promotion
Agency Name		Primary Contact	Level of Commitment	Synopsis of Activity		
Clarkesville Business & Community Association		President, Wendy Behrens	High	Helped fund mural and Street Sounds		
Go Georgia Arts		John Christian	High	Designed and painted mural		
Georgia Council for the Arts			High	Awarded Vibrant Communities Grant for Mural		
Georgia Mountain Brochure Service		Jeff Skelton	High	Distribute rack quarterly to over 120 locations		
The Hit List		Carolee Williams	High	Assisted with ads on TVs in businesses		
Life Springs Media		Danyelle Shropshire	High	Assisted with graphic design for marketing pieces		
Street Sounds, LLC		Mike Hooper	High	Installed and trained on speaker systems		
Carl Vinson Institute, UGA		Danny Bivins				

Transformation (implementation) Strategy						
Enrich the Business Community						
Priority Goal & Objective:						
Beautification of downtown Clarkesville to create an environment to welcome prospective business owners, visitors and residents						
Milestone:						
Help revitalize 5 properties. Enhance communication with business owners.						
Status	Task	Responsible Party	Time Line	Budget	Partners and Resources	Four Points Categories
Achieved	Educate businesses and property owners about Façade/Sign Grant program	Mary Beth Horton, Bill Gresham, Wendy Behrens, Leigh Johnston, Teresa Barry	January 2018 - December 2018	\$10,000	Downtown Business and Property Owners, Clarkesville Planning Commission	Design, Economic Vitality
Achieved	Hold bi-annual Business & Breakfast meetings with property and business owners, city staff and elected officials	Barrie Aycock, Claudia Lyle, Joey Duncan, Mary Beth Horton	April 2018 - December 2018	\$500	Downtown restaurants	Economic Vitality, Organization
Partner Involvement						
Agency Name	Primary Contact	Level of Commitment	Synopsis of Activity			
City of Clarkesville	Department Heads	High	Assisted with Business Breakfasts			
Local Restaurants		High	Assisted with Business Breakfasts			
Clarkesville Planning Commission	Caleb Gaines	High	Assisted with Grant approvals, ordinances, sign regulations, etc.			
Grant Committee	Bill Gresham	High	Awarded 5 Façade/Sign Grant Projects Rare Bird Studio, Market on Washington (Façade & Sign), Tinder's Grille (Façade), Your Pie			

Transformation (implementation) Strategy						
Organize and Promote Quality Downtown Events						
Priority Goal & Objective:						
Partnerships with local merchants, business associations, non-profits, etc. to promote quality of life and community in downtown						
Fill DDA Owned Spaces & Identify opportunities for other vacant properties						
Milestone:						
Complete all events						
Status	Task	Responsible Party	Time Line	Budget	Partners and Resources	Four Points Categories
Achieved	Clarkesville Mardi Gras (fundraiser for the Façade/Sign Grant program)	Mary Beth Horton, Sherry Callahan, Barrie Aycock, Teresa Barry	January 2017-February 2017	\$3,000	Downtown Restaurants, local business sponsors, Habersham Event Center	Promotion, Design, Economic Vitality, Organization
Achieved	Easter Bunny	Joey Duncan, Roger Morris, Franklin Brown	April 1, 2018	\$300	n/a	Promotion
Achieved	Movies on Main	Alta Mosely, Mary Beth Horton, Renee Smagur, Sherry Callahan, Teresa Barry	January 2017 - December 2017	\$1,000	Habersham Community Theater, South State Bank, North Georgia Floors & Restoration	Promotion, Economic Vitality
Achieved	Friday Night Live	Mary Beth Horton, Franklin Brown	April 2017-September 2017	\$1,500	Downtown Business	Promotion, Economic Vitality
Achieved	A Downtown Clarkesville Christmas	Claudia Lyle, Roxie Barron, Mary Beth Horton	December 1, 2017	\$500	DDA/MS Board, City Staff	Promotion
Achieved	Clarkesville Marketplace	Lisa Loeffler, Linda Davis	April 2017-September 2017	\$500	Clarkesville Farmers Market, Clarkesville Planning Commission	Promotion, Economic Vitality
Achieved	Clarkesville Glow in the Park Run	Glenda Smith, Clarkesville Kiwanis Club	October 1, 2017	0	Clarkesville Kiwanis Club	Promotion
Partner Involvement						
Agency Name	Primary Contact	Level of Commitment	Synopsis of Activity			
Habersham Event Center	Beverly Gayle	High	Usage of facility for fundraising event			
Clarkesville Kiwanis Club	Kiwanis Club	High	Partners on Glow Run			
Clarkesville Farmers Market	Lisa Loeffler, Linda Davis	High	Managers of Marketplace			
South State Bank	Donna Taylor		Popcorn donation for movie			
North Georgia Floors &	Dan and Teresa Barry		Donation of popcorn machine			