

Community Work Plan Review Form

2018 Annual Work Plan

Vision Statement	Toccoa Main Street is a municipal organization formed to make the downtown district the economic and cultural center of the community. The overall objective is to improve the viability and appearance of the downtown district and to stimulate the long-term reinvestment through business recruitment and retention, all within the context of historic preservation.
Mission Statement	The program's mission is to improve Toccoa's quality of life by strengthening the downtown district's role as the heart of the community.

Transformation (implementation) Strategies

Transformation (implementation) Strategy #1:

A focused effort on downtown retention accomplished by working with local organizations, including the Chamber of Commerce, the Stephens County Development Authority, Main Street committees, and volunteers.

Transformation (implementation) Strategy #2:

A targeted effort at historic preservation and revitalization accomplished by offering a competitive Façade Grant program, a Beautification fund, and through continual efforts to encourage a competitive downtown atmosphere through elements like Rural Zone and Enterprise Funding.

Transformation (implementation) Strategy #3:

A tourism and culture-driven effort led by Main Street's operation of the Historic Ritz Theatre, which sees constant and professional programming through grant funding assistance and city budgetary obligations.

Transformation (implementation) Strategy #4:

A continual effort for downtown improvement and beautification through grant funding sponsored by agencies such as the the United States Department of Agriculture, the Appalachian Regional Commission, the Georgia Department of Economic Development, the Georgia Council for the Arts, and other organizations.

Top Priorities for Year 2018

Status:			Goal(priority) #1
Achieved	In Progress	Stalled	
IN PROGRESS:	USDA Funding has been obtained. The project is expected to be completed by June 20, 2019.		Continue to promote and improve the Ritz Theatre; seek grant funding for balcony, dressing rooms, and plaza renovations.
			Goal(priority) #2
ACHIEVED:	The project has been completed and Streetscape Phase VI is finished.		Infrastructure improvement; utilize GDOT grant funding for Streetscape project on Foreacre Parking Lot and Park Lane.
			Goal(priority) #3

<p>IN PROGRESS: New business recruitment efforts underway, including efforts at recruiting Currahee Brewing Company. The Farmer's Market has returned downtown for this year. One Façade Grant is currently in progress. 2018's Toast of Toccoa preparations was a success. The next cycle of Historic Plaques began in September 2018.</p>	<p>Continue Downtown Business Retention and New Business Recruitment efforts; Farmers Market, Façade Grants, Currahee Street Beautification Program, Historic District Plaques, and 35 downtown events planned, including new event, Toast of Toccoa.</p>
<p>Goal(priority) #4</p>	
<p>ACHIEVED: The Comprehensive Plan and Service Delivery Strategy have both been completed. QLG status is maintained. CLG status is maintained through a successful review from the state.</p>	<p>Update Comprehensive Plan and Service Delivery Strategy; maintain Qualified Local Government status and Certified Local Government status.</p>
<p>Goal(priority) #5</p>	
<p>STALLED: Funding options are being considered.</p>	<p>Continue to work on lighting near the train tracks by the Historic Train Depot.</p>
<p>Goal(priority) #6</p>	
<p>STALLED: USDA RBDG funding would be a potential source. The application could be made in FY19 after the Ritz balcony is completed.</p>	<p>Search for Grant funding for Emory Johnson Park.</p>
<p>Goal(priority) #7</p>	
<p>IN PROGRESS: Project underway with HPF Funding; GMRC is under contract to complete project</p>	<p>Complete Phase II Historic Resources Survey</p>
<p>Goal(priority) #8</p>	
<p>ACHIEVED: TPD grant secured. Project completed in May 2018.</p>	<p>Construct Railway Viewing Platform</p>
<p>Goal(priority) #9</p>	
<p>IN PROGRESS: TPD grant secured. Project to be completed by Spring of 2019.</p>	<p>Implement Phase II of Downtown Wayfinding Signage</p>

Comments on Goal/Priority Status

Main Street Toccoa is looking into working with Amtrak to complete the improvements at the Historic Train Depot.

Design Committee

Committee Chair: Thurston Estes

Transformation (implementation) Strategy:

Promote the revitalization of Downtown Toccoa based around historic preservation and district beautification.

Goal:

The goal of the Design Committee is to develop a revitalized downtown district through the establishment of design guidelines, certificates of appropriateness, and project oversight.

Objective

The objective of the Design Committee is to carefully and personally work with downtown business and property owners in establishing a culture of historic preservation in the downtown district through advice given to property owners on design guidelines and review of certificates of appropriateness.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Certificate of Appropriateness- C.E. West Realty	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- Todd Mayfield	Design Committe	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- Daniel White	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- Southern Roots Salon	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- Downtown Flowers	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- Angel Oak Home	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- Toccoa Presbyterian Church	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- Margaret Andrews	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- US Online Auto	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- Rick Phillips/RLP Investments	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- Tugart Properties, LLC	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- J. Sam Johnson	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- Tonnie Merritt	Design Committee	\$0.00	N/A	18 Months
In Progress	HP Standards Review	Design Committee- GMRC	\$0.00	N/A	12 Months

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Georgia Department of Community Affairs, Downtown Design Studio	Julien DeRocher	Provide plans for business and property owners
Georgia Mountains Regional Commission	Joe Rothwell	Provide assistance with design guidelines update

Synopsis of Activity: The design committee meets on a monthly (or more) basis to discuss design guidelines, approve of COAs, and assist downtown business or property owners with any questions regarding historic preservation. They accept COA applications on an ongoing basis. Last year, they updated the historic downtown district design guidelines with the assistance of Joe Rothwell from the Georgia Mountains Regional Commission. This year, Mr. Rothwell is working with the Design Committee to review Historic Preservation standards.

Organization Committee

Committee Chair: Clint Sanders

Transformation (implementation) Strategy:

Promote the best interest of the Toccoa downtown district through business outreach.

Goal:

The goal of the Organization Committee is to assist downtown business owners in their revitalization efforts, as well as implement grant funding to business or property owners that want to improve their business or structure.

Objective

The objective of the Organization Committee is to provide oversight on Organization Committee-assisted projects, including Façade Grant Funding and Currahee Street Beautification Funding.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Currahee Street Beautification Grant- Brett Adams	Organization Committee	\$5,000.00	Currahee Street Beautification Fund	Completed by June 30, 2018
Cancelled	Façade Grant Application- Daniel White	Organization Committee	\$2,250.00	Façade Grant Fund	To be completed by August 13, 2018
In Progress	Façade Grant Application- Tugart Properties, LLC	Organization Committee	\$5,000.00	Façade Grant Fund	To be completed by December 10, 2018
In Progress	Review of 2018 Goals	Organization Committee/ City Commission	\$0.00	N/A	12 Months
In Progress	Main Street 101 Online	Organization Committee	\$500.00	Operating Budget	6 Months

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Toccoa City Commission	Billy Morse	Assisted with 2018 DDA Goals and Funding

Synopsis of Activity: The Organization Committee is currently participating in a very active year. One Currahee Street Beautification Grant for Mr. Brett Adams has been completed and a Façade Grant for Tugart Properties, LLC was approved at the August 10, 2018 regular DDA Meeting. The Organization Committee is in the process of reviewing 2018 Goals at every regular DDA meeting. Additionally, Main Street Toccoa staff hope to have every member of the Organization Committee re-certified through the new online Main Street 101 class within the next six months. The first Main Street 101 class was held on September 14, 2018, with the next one to be held in October.

Promotions Committee

Committee Chair: N/A

Transformation (implementation) Strategy:

To promote Downtown Toccoa as a place of culture and the arts.

Goal:

The goal of the Promotions Committee is to plan and provide a continual schedule of downtown events to showcase the quality of life in Downtown Toccoa.

Objective

The objective of the Promotions Committee is to plan and schedule at least 35 events in the downtown area.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Main Street Awards	Promotions Committee	\$500	City Funding	Jan-18
Completed	Arbor Day	Promotions Committee	\$200	City Funding	Feb-18
Completed	Oscars in Toccoa	Promotions Committee	\$1,050	City Funding	Apr-18
Completed	Toast of Toccoa	Promotions Committee	\$15,000.00	City Funding	May-18
Completed	Summer Movies at the Ritz (18 Showings)	Promotions Committee	\$3,150.00	City Funding	June & July 2018
Completed	Ida Cox Music Series (13 Performances)	Promotions Committee	\$20,000	City Funding	June, July, & August 2018
In Progress	Currahee Military Weekend	Promotions Committee	\$1,000	City, Chamber, and Historical Society Funding	Oct-18
In Progress	Harvest Festival	Promotions Committee	\$14,000.00	City Funding	Oct-18
In Progress	Costume Parade	Promotions Committee	\$300.00	City Funding	Oct-18
In Progress	Small Business Saturday	Promotions Committee	\$0.00	N/A	Oct-18
In Progress	ChristmasFest	Promotions Committee	\$5,000.00	City & County Funding	Oct-18
In Progress	Toccoa on Ice	Promotions Committee	\$6,000.00	City Funding	Oct-18
In Progress	Christmas Movies at the Ritz (6 Showings)	Promotions Committee	\$1,050.00	City Funding	Oct-18
In Progress	Night at the Ritz (10 Performances)	Promotions Committee	\$14,000.00	City Funding & Grant Funding	Ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Toccoa-Stephens County Chamber of Commerce	Julie Paysen	Funding for Currahee Military Weekend
Stephens County Historical Society	Lyn Hack	Funding for Currahee Military Weekend
Stephens County Government	Beth Rider	Funding for ChristmasFest
Georgia Council for the Arts	Tina Lilly	Grant Funding for Night at the Ritz
South Arts	Nikki Estes	Grant Funding for Ritz Programming

Synopsis of Activity: The Promotions Committee is in the planning and implementation stages for various events to take place in

Downtown Toccoa. The Ida Cox Music Series saw a record number of attendees in Summer 2018, and Main Street Toccoa was able to garner a Georgia Council for the Arts Program Grant in the amount of \$14,000 to bring 6 shows to the Ritz Theatre as a part of the Night at the Ritz event series. In anticipation of this event series, Main Street Toccoa is matching it with programming funding to bring 10 performances as part of Night at the Ritz.

Economic Development Committee

Committee Chair: Tommy Moon

Transformation (implementation) Strategy:

To recruit and retain business in Downtown Toccoa.

Goal:

The goal of the Economic Development Committee is to work with local business owners and property owners to create a flourishing downtown atmosphere.

Objective

The objective of the Economic Development Committee is to target and recruit specific businesses as the opportunity arises to locate to Downtown Toccoa.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
In Progress	Recruit a Brewery- Currahee Brewing Company	Economic Development Committee	\$0.00	N/A	Ongoing
In Progress	Amend City Ordinance to be Pro-Brewery	Economic Development Committee	\$0.00	N/A	Ongoing
In Progress	Promote Rural Zone Designation	Economic Development Committee	\$0.00	N/A	Ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment

Synopsis of Activity: The Economic Restructuring Committee meets on an as-necessary basis to promote economic development in Downtown Toccoa. Current goals include the targeting of a brewery. The acquisition of Rural Zone status will allow the opportunity to move forward in targeting a brewery and other downtown businesses. Main Street Toccoa held a Rural Zone Lunch-n-Learn attended by over 50 people that proved to be a success.