

Community Work Plan Review Form

2019 Annual Work Plan

Vision Statement	Main Street Toccoa 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 and our promotion as a Live, Work, Play Community.

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, South Arts, the Fox Theatre Institute, and other organizations.

Top Priorities for Year 2019

Status:			Goal(priority) #1
Achieved	In Progress	Stalled	
ACHIEVED: This project was fully completed by July 2019.			Continue to promote and improve the Ritz Theatre; implement USDA grant funding for balcony, dressing rooms, and plaza renovations.
			Goal(priority) #2
IN PROGRESS: TPD grant submitted to GDEcD. Awaiting notification.			Renovate City-owned Downtown Passageway.
			Goal(priority) #3

<p>IN PROGRESS: New business recruitment efforts underway, including efforts at recruiting a local brewing company. Main Street Staff is currently working with a new Chamber Work Group to promote tourism and community branding.</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>IN PROGRESS: GCA grant awarded. Acts booked. Season has begun.</p>	<p>Implement "Season Three" of Ritz Theatre event series: Night at the Ritz</p>
<p>Goal(priority) #5</p>	
<p>IN PROGRESS: The City of Toccoa is working with Amtrak to completely renovate the platform. Plans have been approved and meetings are underway.</p>	<p>Continue to work on lighting and concrete platform near the train tracks by the Historic Train Depot.</p>
<p>Goal(priority) #6</p>	
<p>ACHIEVED: TPD Grant awarded. Six new signs have been completed, in addition to two additional sign plates.</p>	<p>Use TPD Funding to Complete Phase II: Downtown Wayfinding Signage</p>
<p>Goal(priority) #7</p>	
<p>STALLED: FY 2020 - 2021 Application will need to be submitted to HPD.</p>	<p>Complete Phase III Historic Resources Survey</p>
<p>Goal(priority) #8</p>	
<p>IN PROGRESS: These statuses must be updated on a regular basis.</p>	<p>Maintain Qualified Local Government status and Certified Local Government status.</p>
<p>Goal(priority) #9</p>	
<p>IN PROGRESS: These projects are in progress and expected to be fully completed by December 31, 2020.</p>	<p>Implement LWCF & RTP Projects at Lake Toccoa and use the passive and active recreational opportunities there to connect to the Historic Downtown.</p>
<p>Goal(priority) #10</p>	
<p>STALLED: USDA RBDG funding would be a potential source. The application could be made in FY20</p>	<p>Search for Grant funding for Emory Johnson Park</p>

application could be made in FY20
after the Ritz balcony is
completed.

Search for Grant funding for Emory Johnson Park.

Comments on Goal/Priority Status

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- April 4, 2019: C.E. West Realty for 40 Alexander Street: Exterior Building Renovation	Design Committee	\$0.00	N/A	18 Months
Denied	Certificate of Appropriateness- June 6, 2019: First United Methodist Church for 226 East Tugalo Street: Building Demolition	Design Committee	\$0.00	N/A	N/A
Completed	Certificate of Appropriateness- June 6, 2019: C.E. West Realty for 40 Alexander Street: Fence Installation	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- July 11, 2019: Susan Mann for 94 North Pond Street: Signage Installation	Design Committee	\$0.00	N/A	18 Months
On Hold	Certificate of Appropriateness- July 11, 2019: Daniel Gilstrap for 32 North Sage Street: Signage Installation	Design Committee	\$0.00	N/A	N/A
Completed	Certificate of Appropriateness- October 3, 2019: Keith Orr for 248 East Tugalo Street: Signage Installation	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- October 3, 2019: Susan Mann for 94 North Pond Street: Signage Installation (Re-Do)	Design Committee	\$0.00	N/A	18 Months
Completed	Certificate of Appropriateness- November 7, 2019: Amr Awad for 51 Doyle Street: Signage Installation	Design Committee	\$0.00	N/A	18 Months
In Progress	HP Standards Review	Design Committee- GMRC	\$0.00	N/A	12 Months
In Progress	HP Best Practices Training	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	Carmine Fischetti	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. This year, Mr. Rothwell is working with the Design Committee to review Historic Preservation standards and implement training to better understand Historic Preservation best practices in Downtown Toccoa.

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	Mobilize Main Street	Organization Committee	\$500.00	Special Events Fund	Completed in May 2019
In Progress	Review of 2019 Goals - Monthly	Organization Committee/ City Commission	\$0.00	N/A	12 Months
Completed	Creation and Review of Updated 2019 DDA Orientation Notebook	Organization Committee	\$50.00	Supplies & Materials Fund	Completed in November 2019
Completed	Review of Work Plan with City Commission	Organization Committee	\$0.00	N/A	Jan-19

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Toccoa City Commission	Billy Morse	Assisted with 2019 DDA Goals and Funding
Georgia Main Street	Jessica Reynolds	Assisted with planning for Mobilize Main Street

Synopsis of Activity: The Organization Committee is reviewing the 2019 goals on a monthly basis. Recently, the Organization Committee worked with Georgia Main Street to successfully implement "Mobilize Main Street" in Toccoa. This event saw over 40 Main Street Managers from across the state come to Downtown Toccoa to garner ideas in downtown revitalization.

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	1/24/2019
Completed	Arbor Day	Promotions Committee	\$200	City Funding	2/15/2019
Completed	Out of This World! Movie Series	Promotions Committee	\$1,050	City Funding	4/1/2019
Completed	Toast of Toccoa	Promotions Committee	\$15,000.00	City Funding	5/4/2019
Completed	Summer Movies at the Ritz (16 Showings)	Promotions Committee	\$3,150.00	City Funding	June & July 2019
Completed	Ida Cox Music Series (14 Performances)	Promotions Committee	\$20,000	City Funding	June, July, & August 2019
Completed	Currahee Military Weekend	Promotions Committee	\$3,500	City, Chamber, and Historical Society Funding	10/1/2019
Completed	Harvest Festival	Promotions Committee	\$14,000.00	City Funding	10/25/2019
Completed	Costume Parade	Promotions Committee	\$300.00	City Funding	10/31/2019
Completed	Small Business Saturday	Promotions Committee	\$0.00	N/A	11/29/2019
Completed	ChristmasFest	Promotions Committee	\$5,000.00	City & County Funding	12/6/2019
In Progress	Toccoa on Ice	Promotions Committee	\$6,000.00	City Funding	12/1/2019
In Progress	Christmas Movies at the Ritz (6 Showings)	Promotions Committee	\$1,050.00	City Funding	12/1/2019
In Progress	Night at the Ritz (14 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
Fox Theatre Institute	Leigh Burns	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 was incredibly successful in 2019. While Toast of Toccoa was well-planned, rain prevented many from attending the event. Regardless, several thousand individuals showed up and positive feedback was received. Planning is underway for Currahee Military Weekend, and staff has just completed the entire schedule for 2019 - 2020's Night at the Ritz. Planning is underway for ChristmasFest and the 2020 Summer Movie series.



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
In Progress	Promote PlanFirst Designation	Economic Development Committee	\$0.00	N/A	Ongoing
In Progress	Promote Live, Work, Play Designation	Economic Development Committee	\$0.00	N/A	Ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Georgia Department of Community Affairs	Cherie Bennett	Partner
Georgia Department of Community Affairs	Ebony Simpson	Partner
Georgia Municipal Association	Kelli Bennett	Partner

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. The Economic Restructuring Committee held a special Called Meeting in November 2019 to discuss the possibility of bringing three potential restaurants downtown. Staff is following up with these restaurants.