

## 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	
<b>IN PROGRESS:</b> USDA Funding has been obtained. The project is ongoing and expected to be completed by June 20, 2019.			Continue to promote and improve the Ritz Theatre; implement USDA grant funding for balcony, dressing rooms, and plaza renovations.
Status:			Goal(priority) #2
<b>IN PROGRESS:</b> These projects are in progress and expected to be fully completed by December 31, 2020.			Implement LWCF & RTP Projects at Lake Toccoa and use the passive and active recreational opportunities there to connect to the Historic Downtown.

<b>Goal(priority) #3</b>	
<p><b>IN PROGRESS:</b> New business recruitment efforts underway, including efforts at recruiting a local brewing company. Two facade grants have been completed thus far this fiscal year. 2019's Toast of Toccoa is in the implementation phase. Six historic plaques have been installed thus far this fiscal year.</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>
<b>Goal(priority) #4</b>	
<p><b>IN PROGRESS:</b> These statuses must be updated on a regular basis.</p>	<p>Maintain Qualified Local Government status and Certified Local Government status.</p>
<b>Goal(priority) #5</b>	
<p><b>IN PROGRESS:</b> The City of Toccoa is working with Amtrak to completely renovate the platform.</p>	<p>Continue to work on lighting and concrete platform near the train tracks by the Historic Train Depot.</p>
<b>Goal(priority) #6</b>	
<p><b>STALLED:</b> USDA RBDG funding would be a potential source. The application could be made in FY20 after the Ritz balcony is completed.</p>	<p>Search for Grant funding for Emory Johnson Park.</p>
<b>Goal(priority) #7</b>	
<p><b>IN PROGRESS:</b> Grant application has been submitted to the Historic Preservation Division of the Georgia Department of Natural Resources.</p>	<p>Complete Phase III Historic Resources Survey</p>
<b>Goal(priority) #8</b>	
<p><b>IN PROGRESS:</b> 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

Amtrak has submitted plans for the complete renovation of the platform at the Historic Train Depot. Renovations will begin in the coming months.

## 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	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
In Progress	Façade Grant Application- Tugart Properties, LLC	Organization Committee	\$5,000.00	Façade Grant Fund	Completed in December 2018
In Progress	Façade Grant Application- Beavers & Company	Organization Committee	\$4,300.00	Façade Grant Fund	Completed in January 2019
In Progress	Review of 2019 Goals	Organization Committee/ City Commission	\$0.00	N/A	12 Months
Completed	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 2019 DDA Goals and Funding

**Synopsis of Activity:** The Organization Committee is currently participating in a very active year. Two facade grants have been fully completed in Fiscal Year 2019 - one for Tugart Properties, LLC and the other for Beavers & Company, LLC. The Organization Committee recently held their annual meeting on January 14, 2019 with the Toccoa City Commission to discuss 2019 Goals for the Downtown Development Authority & Main Street Toccoa. Additionally, as of February 2019, every member of the Organization Committee is fully certified in Main Street 101 (Online). The Organization Committee is currently working with downtown business owners and interested partners to implement technological improvements and innovations in the historic downtown district.

## 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
In Progress	Out of This World! Movie Series	Promotions Committee	\$1,050	City Funding	4/1/2019
In Progress	Toast of Toccoa	Promotions Committee	\$15,000.00	City Funding	5/4/2019
In Progress	Summer Movies at the Ritz (16 Showings)	Promotions Committee	\$3,150.00	City Funding	June & July 2019
In Progress	Ida Cox Music Series (14 Performances)	Promotions Committee	\$20,000	City Funding	June, July, & August 2019
In Progress	Currahee Military Weekend	Promotions Committee	\$3,500	City, Chamber, and Historical Society Funding	10/1/2019
In Progress	Harvest Festival	Promotions Committee	\$14,000.00	City Funding	10/25/2019
In Progress	Costume Parade	Promotions Committee	\$300.00	City Funding	10/31/2019
In Progress	Small Business Saturday	Promotions Committee	\$0.00	N/A	11/29/2019
In Progress	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
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. Staff was also able to garner a Launchpad Grant in the amount of \$2,000 and an Express Grant in the amount of \$1,000 from South Arts for additional Night at the Ritz funding. Finally, staff was able to garner a \$1,080 Block Booking Grant from the Fox Theatre Institute for funding. This

project will be completed in June 2019, wherein Main Street Toccoa hopes to garner additional funding to continue Night at the Ritz with Season Three.

## 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. Main Street Toccoa held a Rural Zone Lunch-n-Learn attended by over 50 people that proved to be a success.