

Community Work Plan Review Form

2017 Annual Work Plan

Vision Statement	Main Street Gray Promotes the continued development of Downtown Gray, Georgia, as a strong economic engine for Jones County, while preserving the historical integrity and small-town character of the city.
Mission Statement	Main Street Gray will promote the city as a destination for arts, architecture, antiques, dining, and family entertainment, as well as a business center. Retail, professional, service, and hospitality businesses will be fostered as downtown continues to grow into a cultural and retail magnet for visitors, tourists, and residents alike.

Transformation (implementation) Strategies

Transformation (implementation) Strategy #1: Redevelop Downtown Gray
Transform the downtown area, so that it is walkable, encourages community events, and economic growth while preserving the historical characteristics of Gray. With lots of commercial properties becoming available in downtown Gray, Gray DDA is in an excellent position to purchase and rehabilitate said properties to inspire economic growth and structural flow to create foot traffic and a sense of community.

Transformation (implementation) Strategy #2: Market
Work closely with the local partners to better market the redevelopment of downtown Gray.

Transformation (implementation) Strategy #2: On-Going Programs
Goal & Objective: Continue the revitalization of downtown through established events and programs.

Top Priorities for Year 2017

Status:			Goal(priority) #1: Redevelop Downtown Gray
Achieved	In Progress	Stalled	
X			
Status:			Goal(priority) #2: Market
Achieved	In Progress	Stalled	
X			
Status:			Goal(priority) #3: On-Going Programs
Achieved	In Progress	Stalled	
X			

Comments on Goal/Priority Status

Design Committee

Committee Chair

Transformation (implementation) Strategy #1

Transform the downtown area, so that it is walkable, encourages community events, and economic growth while preserving the historical characteristics of Gray. This strategy will involve the purchasing of several downtown properties and working closely with the business and the community to create a downtown that meets the needs of businesses and families.

Goal

Work with property owners and partners to enhance downtown's physical appearance while preserving the community historic identity and character.

Objective

Use the Master Plan as a guide to create a flourishing downtown.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Purchase: 119, 121, 123, and 127 West Clinton Street and 117 Ross Street	DDA	\$200,000	City	Jul-17
Completed	Design: Bring in the Design studio for thoughts and inspiration	Haley, Sherri Rollins	\$800	DDA/Main Street	Mar-17
	Design: Present to City Council	DDA	\$0	N/A	Apr-17
	Rehab: 119, 121, 123 and 117 Ross Street	DDA/ Main Street	\$45,000	DDA/Main Street/Sponsorship	Apr-18
Completed	Demolish: 127 West Clinton St. Has no historical meaning and opens up the view of the historic courthouse	DDA/Main Street	\$11,000.00	DDA	Nov-17
Completed	Survey: have a survey done of the bus lot in downtown Gray	DDA	\$700.00	DDA	Apr-18
Ongoing	Train Depot: Acquire the Depot from Norfolksouthern	DDA	TBD	DDA	Ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
DDA	Sherri Rollins	High
Chamber of Commerce/Leadership Jones	Haley Watson	High
City	City Clerk	High

Synopsis of Activity: 119 and 123 Ross St. have been completely rehabed and now have renters using those spaces. 121 is currently being rehabed and will hopefully be completed in April of 2018. Already has a potential renter. 117 Ross Street is being turned into an event facility to encourage downtown events, foot traffic, and possibly nightlife. Rehab began in October with the help of the Leadership Jones class. They took that on as their class project and did a lot of clean up/ work to the building and then raised over \$15,000.00 to help with the cost of jobs that were not in their ability to complete. Susan Holmes is helping the DDA to acquire the Train Depot. There has been a lot of back and forth about trading the Depot if one crossing is closed.

Organization Committee

Committee Chair

Haley Watson

Transformation (implementation) Strategy #1

Transform the downtown area, so that it is walkable, encourages community events, and economic growth while preserving the historical characteristics of Gray. This strategy will involve the purchasing of several downtown properties and working closely with the business and the community to create a downtown that meets the needs of businesses and families.

Goal

Bring the community together to build consensus, volunteer, invest, partners and add resources to the revitalization efforts.

Objective

Grow partnerships.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Ongoing	Task Partnerships: City agencies, Chamber, Downtown Property Owners, Churches	All	\$0	N/A	Ongoing
Completed	Grow Partnerships: Identify current partners and create a list with contact info.	Haley	\$0	N/A	Mar-17
Ongoing	Speaking Engagements: Speak to local civic organizations to generate interest and conversation about the future of the downtown area.	Haley	\$0	N/A	Ongoing
Ongoing	City Council: Keep City Council informed of the progress of downtown	Sherri/Haley	\$0	N/A	Ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Leadership Jones	Haley/Casey	High

Synopsis of Activity: Still working closely to grow partnerships and community buyin. Through Leadership Jones we were able to get several

people/businesses to invest in the redevelopment of downtown through inkind services and monetary doantions.

Promotions Committee

Committee Chair

N/A

Transformation (implementation) Strategy #1

Transform the downtown area, so that it is walkable, encourages community events, and economic growth while preserving the historical characteristics of Gray. This strategy will involve the purchasing of several downtown properties and working closely with the business and the community to create a downtown that meets the needs of businesses and families.

Goal

Work with partners and community to position downtown as a center of community activity, promote its positive image and market its unique assets.

Objective

Christmas on Main

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Downtown Event: Create an event that was in the middle of the revitalization area that encouraged awareness and economic growth	Main Street Board	\$0	N/A	Jun-17
Completed	Christmas On Main: Decide on event space, work with local businesses, and make final plans.	Main Street Board	\$0	N/A	Jun-17
Completed	Christmas On Main: Create event flier, get vendors, and work on entertainment. Marker event	Haley	\$100.00	N/A	Jun-17
Completed	Christmas On Main: Begin reaching out to volunteers, have a signup sheet for Board members.	Haley	\$0	N/A	Nov-17
Completed	Christmas On Main: Have event. Get feedback from community	Board members plus MS Staff	\$0	N/A	Dec-17

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
DDA	Sherri Rollins	High
City	City Clerk	High
<p>Synopsis of Activity: Had event in 117 Ross Sreet. Brought attention to the rahab efforts of the building and showed the community/ business owners how events in downtown can help with economic growth.</p>		

Economic Development Committee

Committee Chair

Transformation (implementation) Strategy #1

Transform the downtown area, so that it is walkable, encourages community events, and economic growth while preserving the historical characteristics of Gray. This strategy will involve the purchasing of several downtown properties and working closely with the business and the community to create a downtown that meets the needs of businesses and families.

Goal

Work with DDA and IDA to fill empty properties with businesses that will create foot traffic grow the local economic base.

Objective

Fill empty properties.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Property Database: Update building inventory and advertise available properties	Haley/DDA/IDA	\$0	N/A	Sep-17
Completed	Who Are We: Gather profile reports of Jones County/ Gray to help us identify retail and consumer numbers	Haley	\$0	N/A	Jun-17
Completed	Share Information: Report findings to DDA/IDA/ City Council	Haley	\$0	N/A	Jun-17
Ongoing	Recruit: Find potential renters fro avaiable properties.	Haley/DDA/IDA	\$0	N/A	Ongoing

Agency Name	Primary Contact	Level of Commitment
DCA	Jessica Reynolds	

Synopsis of Activity:

Design Committee

Committee Chair

Transformation (implementation) Strategy #2 Market

Market Gray as a great place to live, work and play. Marketing Gray with the help of local partners will increase community support attract tourists, and businesses.

Goal

Work closely with the local partners to better market the redevelopment of downtown Gray.

Objective

Better marketing materials

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Research: What do people see when they search from Gray, Ga?	Haley/Sherri/Bill	\$0	N/A	Feb-17
Completed	Input: Meet with local partners to determine marketing strategy	Haley/IDA	\$0	N/A	Apr-17
Completed	Website: Research other communities websites. What do we want?	Haley/ Bill	\$0	N/A	Apr-17
Completed	Website: Meet with local web developers and determine cost/ timeline to have an all in one community website.	Haley/IDA	\$0	N/A	Apr-17
Completed	Website: Design website with web developer and pay for website	MS/IDA/Chamber/DDA	\$8,560	MS/IDA/Chamber/DDA	Jun-17
Completed	Website: Launch website	MS/IDA/Chamber	\$0	MS/IDA/Chamber	Jan-18

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Chamber	Haley	High
IDA	Bill Mathwes	High
DDA	Sherri Rolling	Medium

Synopsis of Activity: Website is launched and working great.

Organization Committee

Committee Chair

Transformation (implementation) Strategy #2 Market

Market Gray as a great place to live, work and play. Marketing Gray with the help of local partners will increase community support attract tourists, and businesses.

Goal

Identify what Gray has to offer. The needs of its citizens, and what their wants are.

Objective

Have a study done of our community

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Tourism Product Development Team: Meet with Rebekah Snider, learn more about TPDT, and apply for the TPDT to come to Jones County	Haley/Chamber	\$0	N/A	5/1/2017
Completed	Letter of Request: Speak to the county commissioners about the TPDT and ask for them to send a letter of request.	Haley/Chamber	\$0	N/A	6/1/2017
Ongoing	Tourism Product Development Team: Have TPDT come out and survey the community	Haley/Chamber	\$0	N/A	10/17-19/2018

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Chamber	Haley	High

Synopsis of Activity: The TPDT will be coming to Jones County September 17-19 of 2018. From the data that they collect we hope to identify our strenghts, weaknesses, and oppportunites to bring more tourist to our community and opportunities for a citizens to enjoy more of their community.

Promotions Committee

Committee Chair

Transformation (implementation) Strategy #2

Market Gray as a great place to live, work and play. Marketing Gray with the help of local partners will increase community support attract tourists, and businesses.

Goal

Work with partners and community to position downtown as a center of community activity, promote its positive image and market its unique

Objective

Encourage collaboration amongst businesses

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Not Complete	Downtown Merchants Association: Create a DMA that encourages businesses to discuss community events and business promotions	MS Board	\$0	N/A	Jun-17
Not Complete	DMA: Identify business owners that have an interest in a DMA and would take own leadership of DMA	MS Board	\$0	N/A	Jul-17
Not Complete	Merchant Map: Create a map of Gray that would identify all retail businesses.	Haley	\$1,000	N/A	Aug-17

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Merchants	Downtown merchants	Low

Synopsis of Activity: Struggle to find merchants that have time to meet and that want to work with other merchants in our community.

Economic Development Committee

Committee Chair

Transformation (implementation) Strategy #2

Market Gray as a great place to live, work and play. Marketing Gray with the help of local partners will increase community support attract tourists, and businesses.

Goal

Work with DDA, IDA and partners to strengthen and grow the local economic base.

Objective

Create a plan to strengthen/ grow the local economic base.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Complete	CEDOP: Attend Community Economic Development Orientation Program	Haley/DDA/IDA/ Stakeholders	\$0	N/A	Jan-17
Complete	Retail Recruitment: Attend meeting with NextSite 360/ Georgia Power	Haley/DDA	\$0	N/A	May-17
Ongoing	Incentives for new business: Reach out to MGRC for help with this	Haley	\$0	N/A	Ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
DDA	Sherri	High
IDA	Bill	High
Utility Companies	Greg Mullis/ Lynward Lindsey	Mid

Synopsis of Activity:

Design Committee

Committee Chair

Transformation (implementation) Strategy #3

Continue the revitalization of downtown through established events and programs.

Goal

Continuing the revitalization of downtown through established events and programs.

Objective

Continue Boost Grant.

Status	Task	Time Line
Ongoing	Boosted Grant: Increase knowledge of program, further promotion of funded projects, meet as needed to give board recommendation.	Ongoing
Ongoing	Boosted Grant: Remind businesses of this opportunity and promote through press releases all grants that are given out. Board to take picture after meetings when a grant is given out.	Ongoing
Completed	Boosted Grant: Revise grant to hopefully reduce the number of grant winners that close shortly after receiving the grant,	2/1/2018

Partner Involvement

Agency Name

Organization Committee

Committee Chair

Transformation (implementation) Strategy #3

Continue the revitalization of downtown through established events and programs.

Goal

Continuing the revitalization of downtown through established events and programs.

Objective

Recruit more volunteers and financial support

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Ongoing	Volunteers: Post on Main Street FB page and Jones Countians FB page about the need for more volunteers. Speak at civic club meetings encouraging volunteers	Board and MS Staff	\$0	N/A	Ongoing
Ongoing	Sponsorship: Create a new sponsorship package to help with the funding of community event s	Haley	\$100	N/A	Feb-18

Partner Involvement

Agency Name	Primary Contact	Level of Commitment

Synopsis of Activity:

Promotions Committee

Committee Chair

Transformation (implementation) Strategy #3

Continue the revitalization of downtown through established events and programs.

Goal

Continuing the revitalization of downtown through established events and programs.

Objective

Continue events- Daylily Festival, Beach Bash, City Lights & Hallow Nights,

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Complete	Daylily Festival: Pick date, plan music and activities, create budget, find sponsors, get approval from BOE to use property, get City to help with water	MS Board	\$5,000	MS Promo Budget	Apr-17
Ongoing	Beach Bash: Pick a Date, a movie, get sand, pick location, ask City to help spread and clean up sand	MS Staff/ Board	\$2,500	MS Promo Budget	Aug-17
Complete	City Light & Hallow Nights: Meet with Churches, pick a date, ask police to help with traffic/ cross walk, get businesses to do trunks, market event through FB/NP/TV/Radio, schedule bounce houses,partner with Harts, get movie and screen , get restaurants to sell food	Haley/ Churches	\$4,000	Churches/ MS Promo	Oct-18

Complete	Christmas on Main: Pick date, plan music and activities, create budget, find sponsors, close roads, get vendors, create map	MS Board	\$500	MS Promo Budget	Dec-18
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Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City	City Clerk	Low
Churches see partners list	Childrens Directors	High
BOE	Superintendent	Low

Synopsis of Activity:

Economic Development Committee

Committee Chair

Transformation (implementation) Strategy #3

Continue the revitalization of downtown through established events and programs.

Goal

Continuing the revitalization of downtown through established events and programs.

Objective

Chamber receive Hotel/Motel Tax

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Complete	Hotel/Motel: Work with DCA, MGRC, and the City to help the Chamber receive Hotel/Motel Tax	Haley/ Chamber	\$0	N/A	Nov-18

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Chamber	Haley	High

Synopsis of Activity: Chamber is now receiving hotel/motel funds. More money than expected and as of right now the City is giving 100% of funds to Chamber. With the unrestricted funds we will put that money towards projects identified by the TPDT with DCA.