

2022 Work Plan

Transformation Strategy 1: Beautification Initiatives & Design			
<i>Why? For improving the visual appeal of the residential and commercial historic district.</i>			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Gateway from north side of downtown on West Street & Broad Street (in process)			
Repeat Annual Responsibilities			
<p>Façade Grant: not to exceed \$20,000/year</p> <p>Munchkin Masquerade: costume parade for children, trick-or-treating on Halloween</p> <p>Holiday Open House: Holiday shopping Saturday before Thanksgiving</p> <p>Yuletide Jubilee: lighting of the community Christmas tree, shopping, caroling, Santa’s Workshop activities on 1st Thursday in December</p> <p>Downtown Block Party: live music, food from local restaurants in Willis Park or at the Hook & Ladder multiple times throughout the year</p> <p>Second Saturday: Sip, Shop, and Stroll every Second Saturday with extended shopping hours</p> <p>Merchant Meetings: First Wednesday each month</p> <p>Newsletter: monthly publication released on the first of every month</p> <p>Social Media Marketing: update weekly with relevant and engaging post</p> <p>Living History Tour: experience the folklore from some of Bainbridge’s most famous former residents at Oak City Cemetery each Fall & Spring.</p> <p>Downtown Sidewalk Sale: occurs each March</p> <p>Christmas Parade: second Thursday in December</p>			

Transformation Strategy: Beautification Initiatives & Design

Goal 1: Gateway from north side of downtown on West Street & Broad Street **Define Success:**

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. West Street Median: discuss Chason Park connectivity with Christ Hobby	Darrell/Doug	Amanda		Complete	\$0
2. Identify & inventory property owners between North Broad and North West Street block from Jackson to Calhoun that are willing to sale property	Darrell/Doug	Amanda		In process	\$
3. Schedule CVIOG for brainstorming session with DDA: How to re-develop north side of downtown's gateway		Amanda/Danny Bivins		On-going	\$0
4. Conceptual renderings from CVIOG of proposed redevelopment				In process	\$0
5. Recruit investors/developers			On-going	On-going	\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$2000

Transformation Strategy: Beautification Initiatives & Design

Goal 2:

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	

Transformation Strategy: Beautification Initiatives & Design	
Goal 3:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Beautification Initiatives & Design

Goal 4:

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy 2: Placemaking

Why? Creating a destination mindful of our story while looking towards the future and bringing people together.

Goal 1

Goal 2

Goal 3

Goal 4

Wildly Important Goal

Hook & Ladder: programming activities + marketing space for rental use

Downtown Murals

Repeat Annual Responsibilities

Façade Grant: not to exceed \$20,000/year

Munchkin Masquerade: costume parade for children, trick-or-treating on Halloween

Holiday Open House: Holiday shopping Saturday before Thanksgiving

Yuletide Jubilee: lighting of the community Christmas tree, shopping, caroling, Santa's Workshop activities on 1st Thursday in December

Downtown Block Party: live music, food from local restaurants in Willis Park or at the Hook & Ladder multiple times throughout the year

Second Saturday: Sip, Shop, and Stroll every Second Saturday with extended shopping hours

Merchant Meetings: First Wednesday each month

Newsletter: monthly publication released on the first of every month

Social Media Marketing: update weekly with relevant and engaging post

Living History Tour: experience the folklore from some of Bainbridge's most famous former residents at Oak City Cemetery each Fall & Spring.

Downtown Sidewalk Sale: occurs each March

Christmas Parade: second Thursday in December

Transformation Strategy: Placemaking	
Goal 1: Hook & Ladder: programming activities + marketing space for rental use	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Programming: outdoor movies, public art, live music, event space, corn hole tournament, comedy night, farmers market				On-going	\$0
2. Market venue for rentable space on social media, website				On-going	\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Placemaking

Goal 2: Downtown Murals

Define Success:

Partners: Property owners, artists

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Downtown Station identified as next location for a downtown mural					\$0
2. Brainstorm design ideas with DDA & local artists					\$0
3. Design artwork to wrap traffic signal boxes. Coordinate with Rich Graphics, LLC					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy:	
Goal 3:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy:	
Goal 4:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy 3: Maintaining Authenticity

Why? For the preservation of downtown's built environment

Goal 1

Goal 2

Goal 3

Goal 4

Wildly Important Goal

Install historic plaques to tell the story and history of Downtown Bainbridge

Create & install signage at the Winecoff Memorial in Willis Park

Market DDA properties

Repeat Annual Responsibilities

Façade Grant: not to exceed \$20,000/year

Munchkin Masquerade: costume parade for children, trick-or-treating on Halloween

Holiday Open House: Holiday shopping Saturday before Thanksgiving

Yuletide Jubilee: lighting of the community Christmas tree, shopping, caroling, Santa's Workshop activities on 1st Thursday in December

Downtown Block Party: live music, food from local restaurants in Willis Park or at the Hook & Ladder multiple times throughout the year

Second Saturday: Sip, Shop, and Stroll every Second Saturday with extended shopping hours

Merchant Meetings: First Wednesday each month

Newsletter: monthly publication released on the first of every month

Social Media Marketing: update weekly with relevant and engaging post

Living History Tour: experience the folklore from some of Bainbridge's most famous former residents at Oak City Cemetery each Fall & Spring.

Downtown Sidewalk Sale: occurs each March

Christmas Parade: second Thursday in December

Transformation Strategy: Maintaining Authenticity

Goal 1:

Install historic plaques to tell the story and history of Downtown Bainbridge

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify 5-6 downtown buildings to install plaque (Year 1)	DDA	Amanda			\$0
2. Once properties are identified, research history & write information for plaque		Amanda, Crystal & Randee			\$0
3. Work with Rich Graphics, LLC to design plaques		Amanda			\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy:	
Goal 2: Create & install signage at the Winecoff Memorial in Willis Park	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Research history & write brief description		Amanda			\$0
2. Coordinate with Rich Graphics, LLC on plaque		Amanda			\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Maintaining Authenticity	
Goal 3: Market DDA properties	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Market 102 S West Street & 125 Calhoun Street to GA Trust, social media, downtown website		Amanda			\$0
2. Inform local real estate agents		Amanda			\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy:

Goal 4:

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0