

Newnan Main Street Program 2023-2025 Strategic Work Plan

<p>Vision</p> <p>In 2031, Downtown Newnan is an exciting place to be. Its storefronts are fully occupied in well-maintained buildings. Downtown is pedestrian friendly, with well-maintained bike paths, trails, sidewalks, and crosswalks. Thriving, growing businesses include restaurants, retail and specialty shops, and a variety of cultural establishments. Outdoor activity spaces invite residents and visitors to the central business district to participate in events and to shop and dine with ample outdoor dining options. People enjoy well-landscaped greenspaces and sidewalks with manicured flowering plants and trees. Downtown has lots of energy, with plenty of options for downtown living, entertainment, and shopping.</p> <p><i>Downtown Newnan is flourishing and serving as the cultural, dining, and shopping heart of Coweta County.</i></p>	
<p>Community Transformation Strategy</p> <ul style="list-style-type: none"> • <i>Business Activation and Development</i> • <i>Experience Economy</i> 	
<p>Rationale</p> <p>Downtown Newnan has a vibrantly successful business district, and vacant commercial spaces are extremely rare. Fortunately, there are redevelopment opportunities in the adjacent Eastside district. Data from community and board surveys (April 2021) ranked entertainment and dining business development as the top area for focus in downtown Newnan over the next two years. In addition, the steering committee for the City of Newnan Comprehensive Plan update (draft) has identified a number of “Needs and Opportunities” that support this strategy. Meeting these needs will increase sustainability and revitalize vacant and underutilized areas of downtown.</p>	
<p><i>Wildly Important Goals</i></p>	
<p>Goal 1</p> <p>Second Story Activation</p>	<p>Goal 2</p> <p>Development Prep</p>
<p>Goal 3</p> <p>Volunteer Support</p>	<p>Goal 4</p> <p>Experience Economy</p>

Community Transformation Strategy: “Business Activation and Development”

<p>Goal 1 Second Story Activation</p>	<p>Definitions for Success</p> <ol style="list-style-type: none"> 1. Increase private investment 2. Number of units 3. See one upper floor space redeveloped 4. Developed incentive package/program 5. Board visiting another city to see upper story development as a group allowing them to see the possibilities
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Partners:

Tasks	Person/Partners Responsible	Due Dates (Start and Complete)	Budget*
Conduct inventory of upper story spaces of utilized and underutilized spaces. (Preliminarily there are 6 available spaces)	Staff	June 2024	n/a
Review existing zoning ensuring that it is user friendly for upper story development.	Staff	June 2024	n/a
Develop incentive program that will encourage upper story development.	Casey/Martha Ann	June 2024	n/a
Coordinate/Host developer open house of successfully completed upper story property. <ul style="list-style-type: none"> • Invite potential and existing property owners/developers • Invite staff as well 	Casey/Martha Ann	October 2024	n/a
Annual field trip to a city with successfully developed upper story spaces (Rome, Canton, etc.)	Staff	October 2024	Mileage & Lunch
Create 1 pager “myth buster” addressing the myths of upper story development.	Casey/Martha Ann	October 2024	n/a

Research and consider an incentive for sprinkler systems for the upper stories.	Staff	October 2024	n/a
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Community Transformation Strategy: “Business Activation and Development”

<p>Goal 2 Future Development Preparation</p>	<p>Definitions for Success</p> <ol style="list-style-type: none"> 1. Branding 2. Brand Implementation 3. Visioning on website (webpage devoted to future development) 4. Toolkit for developers in that area 5. To be the clearinghouse for information 6. Having a seat at the table
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Partners:

Tasks	Person/Partners Responsible	Due Dates (Start & Complete)	Budget*
Brand the Eastside District (includes Caldwell and Andrews Street areas) – Development Prep	Keith/Graylin	December 2024	5,000
Choose a specific location within the redevelopment area that requires support. Support includes but is not limited to: <ul style="list-style-type: none"> • Branding • Signage • Partner with Communications Dept. 	Keith/Graylin	October 2024	n/a
Webpage <ul style="list-style-type: none"> • Support, update, and communicate via the webpage any changes and developments in the defined redevelopment area. 	Staff	June 2024	n/a
Create a toolkit for developers specific to the redevelopment area.	Keith/Graylin	December 2024	n/a, printing cost if necessary

Staff will work to get 1 Board member and 1 staff member involved in development discussions and planning meetings regarding the redevelopment area.	Staff/Keith	ongoing	n/a
Develop an internal and external communications plan regarding the redevelopment area. <ul style="list-style-type: none"> • Create a single email address for the city staff involved in the development process 	Staff	June 2024	n/a
Create an incentives plan/package	Keith/Graylin	December 2024	n/a printing cost if necessary
Create a marketing and implementation strategy for what can be done to support both the development occurring in the redevelopment area and the surrounding businesses affected by the development.	Keith/Graylin	December 2024	n/a

Community Transformation Strategy: "Experience Economy"			
Goal 3 Volunteer Support		Definitions for Success <ol style="list-style-type: none"> 1. We have a bench of volunteers. 2. We have a bench of potential, future board members. 3. We have created a "hype team" of at least 5 people. 4. We have engaged volunteers to assist with a specific event. 5. We have developed a volunteer program with an application process. 	
Partners:			
Tasks	Person/Partners Responsible	Due Dates (Start and Complete)	Budget*
Recruit volunteers <ol style="list-style-type: none"> 1. Main Street "Sweat" crew (a group of volunteers dedicated to providing sweat equity support for downtown development programming and events) <ul style="list-style-type: none"> • Conduct inventory • Start small • Build infrastructure 2. Cheer Squad ("Main Street" Man) (a group of volunteers dedicated to providing social media and communication support for downtown programming and events) <ul style="list-style-type: none"> • Social media • Uniform • Free ticket to activities 	Staff	June 2024	2,000 (for swag)

<ul style="list-style-type: none"> • Swag bag (team branded) • Host quarterly socials 			
Charge Board members with recruiting at least one volunteer resource for each volunteer base (person, group, etc.)	Casey/Martha Ann	May 2024	n/a
<ul style="list-style-type: none"> • Create a volunteer application process: <ul style="list-style-type: none"> ○ Background checks ○ Vet social media ○ Develop volunteer incentives for active participation. 	Staff	April 2024	n/a
Conduct a program review to determine where volunteers are needed.	Staff	April 2024	n/a
Further research other volunteer programs (Macon, Hartwell, etc.)	Staff	April 2024	n/a
Host an annual volunteer orientation.	Casey/Martha ANn	June 2024	\$250 snacks
Invite and involve the police department in creating the volunteer program (create a partnership)	Staff	April 2024	n/a
Develop annual volunteer appreciation or awards program.	Casey/Martha Ann	March 2025	\$2500

Community Transformation Strategy: "Experience Economy"			
Goal 4 Grow our Experience Economy		Definitions for Success <ol style="list-style-type: none"> 1. Review mobile data before and after to see the increase of visitors. 2. Creation of tours in the IT Simple App. 3. We are marketing experience economy holistically. 	
Partners:			
Tasks	Person/Partners Responsible	Due Dates (Start and Complete)	Budget*
Create a local tours component for IT Simple app: <ul style="list-style-type: none"> • Uploading • Marketing • Geo-caching activity • (Movie, art, architectural, etc.) • Create QR codes 	Staff/Casey/Ray	December 2024	n/a
Curate a list of assets downtown (cultural assets, historical assets, unique products, businesses that offer an interactive experience for the customer, art, benches etc.)	Staff	July 2024	n/a
Determine how many tours will be created for the IT Simple app: <ul style="list-style-type: none"> • Pull in "hype team" to help create a list of places to visit in the downtown area 	Staff/Volunteer group	December 2024	n/a
Define audience for each experience.	Casey/Ray	July 2024	n/a
Create a virtual welcome center.	Staff	January 2025	website

Create a downtown discovery rack card.	Staff	January 2025	\$500 printing for initial
Create QR code placards for history of buildings.	Casey/Staff	July 2024	\$5000
Create walking/running routes that include downtown.	Ray/Brant	December 2024	n/a
Create a social media campaign for the experience economy.	Staff	December 2024	n/a

Notes from Day 1

The overarching goal is to focus on items/projects we can control

Potential Goals and Projects

Wardsworth Alley

- They have easements for utilities

Upper story underutilized spaces

- We need to understand the need
- Offer incentives (incentives package)
- Education campaign

Railroad District (East Side)

- Opportunity for public investment
- Placemaking (Better Block)
- Connectivity

Create a phased approach for Coal District

- Create a communications plan/campaign
 - Considers the upcoming construction
 - Has a messaging component
 - Markets businesses in the area

Take a site visit to Rome looking at their upper story development

Consider revisiting/updating the mission and vision statement as the vision statement has been realized

Challenges

- Available space
- Parking
- Homelessness
- Pedestrian safety/Crossing
- Better/more diverse mix of retail
- Density & Multi-family housing are considered dirty words
- How do we shift mindsets when it comes to economic development?

We would like to create a nontraditional master plan that focus on our downtown in lieu of a traditional downtown master plan

Notes from Day 2:

Experience Economy: The focus is on the day visitor

Needs to create an experience:

- Bathrooms
- App
- Sense of Safety
- Parking signage
- Wi-Fi
- Water Station
- Amenities for pets
- Bike parking
- Speakers for music

How do we support what we have?

- Passive participation
- Sidewalk art activities (bubbles)
- Beachball Fridays
- Photo booth (passive income)