

2017 Braselton DDA Plan

A result of the work session completed on January 23, 2017

Attendance: Clay Eubanks (Chair), Cindy Green (Treasurer), Cheri Huff (Secretary), Hollie Hutchinson (Vice Chair), Hardy Johnson, and Laura Collier; Amy Pinnell (Braselton Main Street); Jordan Shoemaker (NEGRC)

This plan is intended to be a living, working document. Responsibilities, needs, and priorities change throughout the year, and the plan is designed to adapt to the realities of a developing downtown.

The goals were determined by the Braselton DDA members with input from Amy Pinnell and Jordan Shoemaker. The goals were intended to serve as “big picture” ideas to drive the DDA and their actions for the next year. The goals that were set were inter-related and ultimately thematic for the ideal downtown Braselton.

Goal 1: The Braselton DDA wants an environment that encourages residents, community members, business owners, and visitors to “Stop, Shop, and Dine.”

Goal 2: Downtown Braselton should be a walkable space, linking the amenities and opportunities available throughout the Town.

Goal 3: The Braselton DDA wants to support and develop existing downtown businesses in addition to pursuing new business development.

After setting the goals, the DDA aided the committee chairs in creating objectives and action steps for the next year. The following charts document the process.

Organization/Fundraising Committee:

Objective #1: Develop and aid in the implementation of funding ideas, support, and logistics.
Objective #2: Meet or exceed budgeting needs for the year.

Objective #1: Develop and aid in the implementation of funding ideas, support, and logistics.				
Action Step	Priority	Timeline	Budget	Responsible Party
Create a master plan “notebook” for each event	1	1 year		Hollie Hutchinson, Laura Collier, Organization/fundraising committee
Organize the financial reports to maximize profits for each event	1	Ongoing		Hollie Hutchinson, Cindy Green, Organization/fundraising committee

Objective #2: Meet or exceed budgeting needs for the year.				
Action Step	Priority	Timeline	Budget	Responsible Party
Support and hold the Toast of Braselton when scheduled	1	Ongoing		Hollie Hutchinson, Laura Collier, working with organization/fundraising committee members and promotion committee members
Support and hold the Zombie Run when scheduled	1	Ongoing		Organization/fundraising committee
Identify and organize additional fundraisers if necessary	3	Ongoing		Organization/fundraising committee
Foster and monitor sponsor donations and relationships	1	Ongoing		Organization/fundraising committee

Design Committee:

Objective #1: Promote walkability and add visual elements to enhance appearance and enjoyment.
Objective #2: Continue to enhance the streetscape throughout downtown.

Objective #1: Promote walkability and add visual elements to enhance appearance and enjoyment.				
Action Step	Priority	Timeline	Budget	Responsible Party
Add decorative crosswalks to improve pedestrian safety and appearance	1	Ongoing		Design Committee, in discussion with the Town
Continue to enhance the curb appeal of downtown	1	Ongoing		Design committee and business owners

Objective #2: Continue to enhance the streetscape throughout downtown.				
Action Step	Priority	Timeline	Budget	Responsible Party
Continue the art installation program, identify two projects and artists	1	Ongoing		Cheri Huff, design committee
Install seating	2	Ongoing		Design committee working with the organization/fundraising committee
Encourage a streetscape and lighting plan, to be delivered to the Town Council	2	1-2 years		Design committee
Monitor the signage program installation status	2	Ongoing		Design committee, DDA
Create and implement a beautification strategy around downtown businesses	1	Ongoing		Design committee, DDA

]Promotions Committee:

Objective #1: Effectively manage, promote, and recruit volunteers for Downtown needs.
Objective #2: Promote Downtown Braselton.

Objective #1: Effectively manage, promote, and recruit volunteers for Downtown needs.				
Action Step	Priority	Timeline	Budget	Responsible Party
Support and promote annual fundraising activities	1	1 year		Promotions and organization/fundraising committee

Objective #2: Promote Downtown Braselton.				
Action Step	Priority	Timeline	Budget	Responsible Party
Develop brochure and promote walking tour, available in print and download	1	6 months		Promotions committee
Implement marketing plan	1	6 months		Promotions committee
Update website	1	1 year		
Develop downtown marketing materials	2	Ongoing		Promotions committee
Capitalize on social media	1	Ongoing		Promotions committee

Economic Vitality Committee:

Objective #1: Sustain and increase the vitality of businesses Downtown.
Objective #2: Prepare for new business recruitment and development.

Objective #1: Sustain and increase the vitality of businesses Downtown.				
Action Step	Priority	Timeline	Budget	Responsible Party
Schedule and promote Main Street meeting	1	3 times a year, ongoing	\$200 each	Economic vitality committee
Continue support for events that bring people downtown	1	Ongoing		Economic vitality committee

Objective #2: Prepare for new business recruitment and development.				
Action Step	Priority	Timeline	Budget	Responsible Party
Pinpoint developers interested in working with the DDA	1	Ongoing		Clay Eubanks
Work with developers and foster relationships	1	Ongoing		Economic vitality committee
Review all developer ideas both as a committee and with the developer	1	Ongoing		Economic vitality committee
Meet regularly with developers and interested businesses	1	Ongoing		Economic vitality committee
Research funding and incentive options	1	Ongoing		Economic vitality committee
Explore funding options for Harrison Street Building	2	Ongoing		Economic vitality committee