



DEVELOPMENT AUTHORITY / MAIN STREET PROGRAM WORK PLAN FY: 2017 - 2018

*Preserving Community, Commerce, & Culture
on the Coast with Partners Year-Round.*

Why & How

Vision: *To improve the quality of life for those that live, work, and visit Tybee Island and enhance the cultural experience while preserving the community's barrier island heritage.*

The **Mission** of the Tybee Island Development Authority / Main Street Program is to:

- *facilitate efforts to revitalize, redevelop, and enhance that which improves the quality of life;*
- *create a sense of place and improve the quality of life for residents, business owners, and visitors using the Main Street Four Point Approach;*
- *encourage quality economic growth and development while preserving Tybee Island's unique architectural and community heritage;*
- *support and encourage the arts as a cultural endeavor and economic engine on the Island.*



The 4 Points

Organization/
Outreach

Economic
Restructuring
(Business
Assistance)

Design / Historic
Preservation

Promotion

Organization / Outreach

Board Chairperson: Ted Lynch

COMMITTEE DESCRIPTION:

As a program that is supported by the City of Tybee Island, the Board of Directors is responsible to ensure that the mission and vision statements accurately reflect the purpose of the program within the community, that the by-laws allow the board to properly coordinate and carry out the program goals, and to ensure fiscal responsibility.

The Organization Committee (Board of Directors) works towards consensus building and cooperation while continuously promoting the program and its mission. The Board of Directors and committee volunteers make up the fundamental organizational structure while working with partners throughout the town to help the program thrive. This structure divides the workload and clearly states responsibilities. Members ensure that the necessary funding and people are in place for the success of the program. The committee recruits members and volunteers, solicits donations, seeks alternative funding, publishes informational communication, and maintains ties with community organizations.

<u>GOAL</u>	<u>ACTION</u>	<u>RESPONSIBLE PARTY</u>	<u>TIMELINE</u>	<u>BUDGET</u>	<u>FUNDING SOURCE</u>	<u>COMPLETION</u>
Maintain and Improve Communication	Disseminate newsletter	Staff	Monthly	N/A	COTI	
	Create information clearinghouse with partnering organizations	Board / Staff	Ongoing	S/M	Private / Public Partnerships	
	Highlight opportunities available for businesses and NPOs	Board / Staff	Ongoing	N/A	N/A	
	Utilize Social Media	Board / Staff / Partners	Ongoing	N/A	N/A	
	Distribute program information	Board / Staff	Ongoing	N/A	N/A	
Continue to pursue proposed projects with the City	Continue to meet with city officials and staff to review details	Board / Staff	Ongoing	N/A	TBD	
Seek Funding Opportunities	Create list of funding options	Board / Staff	Ongoing	N/A	N/A	
Attend Trainings	Attend required and applicable trainings as needed	Board / Staff	Ongoing	E/T, T/R	COTI	

Business Assistance

Board Liaison: Ted Lynch

Committee Description:

The Business Assistance Committee (BAC) works to strengthen and diversify the economic base by retaining businesses and recruiting new businesses. The BAC must have a thorough understanding of the commercial district's economic condition and best opportunities, monitor economic performances and focus on incremental changes that will improve the areas foundation.

The BAC will seek opportunities for financial incentives and, tax benefits, changing trends, preservation, etc. that help stimulate quality economic growth. The BAC also encourages building rehabilitations and diversity that will benefit local businesses and the community, as well as, continue to educate business owners on entrepreneurship.

<u>GOAL</u>	<u>ACTION</u>	<u>RESPONSIBLE PARTY</u>	<u>TIMELINE</u>	<u>BUDGET</u>	<u>FUNDING SOURCE</u>	<u>COMPLETION</u>
Host Ribbon-Cutting Events	Collaborate with merchants and city officials	Committee / Board / Staff	Ongoing	N/A	N/A	
Locals Appreciation Card Program	Continue with program and update as necessary based on merchant and resident feedback	Committee / Board / Staff	Ongoing	N/A	N/A	
Increase awareness of the importance of buying locally	Incorporate the <i>Shop. Dine. Do.</i> tagline with the <i>Buy Local Tybee</i> logo	Committee / Promotions Committee	March 2017	N/A	N/A	
Track Vacant Commercial Properties	Receive updates from commercial realtors & property owners	Committee / Staff	Ongoing	N/A	N/A	
	Update online information with pictures	Staff	Ongoing	N/A	N/A	
Manage the efficiency of the TIIP Program at the Info Hut	Manage the Info Hut with assistance from Visit Tybee	Staff / Visit Tybee	Ongoing	N/A	Visit Tybee (staffing); COTI (maintenance)	
Host Merchant Meet-Ups	Set topics and schedule quarterly; increase participation	Committee / Staff	Ongoing	S/M	N/A	
Update the property inventory database		Staff	Ongoing	N/A	N/A	

Additional Opportunities: 1) Increase awareness of diversity of shops, 2) Video project highlighting attributes of having a business on Tybee, 3) Increase awareness of the CDD list of contractors.

Design / Historic Preservation

Board Liaison: Vicki Hammons

Committee Description:

The Design Committee plays a vital role in preserving and enhancing the physical appearance of Tybee Island within commercial areas and provides support of Historic Preservation efforts as part of the city's goals to preserve the character of the island. Well planned design provides an area attractive to shoppers, investors, business owners and visitors. This is accomplished by capitalizing on the best assets, such as historic features. Some design elements to creating an inviting atmosphere are attractive window displays, public parking space, building improvements, sidewalks, street lighting, and landscaping. Design activities also include instilling good maintenance practices, rehabilitating historic buildings, encouraging appropriate new construction and developing appropriate design management systems.

<u>GOAL</u>	<u>ACTION</u>	<u>RESPONSIBLE PARTY</u>	<u>TIMELINE</u>	<u>BUDGET</u>	<u>FUNDING SOURCE</u>	<u>COMPLETION</u>
Create Design Guidelines	Support Historic Preservation Commission and City of Tybee Island with construction of document	Committee / HPC / Staff	Current	N/A	THIS / COTI	
Award Façade Grants	Share information with and assist Merchants with design elements as necessary	Committee / Board / Staff	Ongoing	DME: \$1500 (\$500 ea.)	Donation – included in COTI: MS budget	
	Increase Façade Improvement Grant match to \$10,000		June 2017	TBD	COTI	
	Include the Secretary of Standards into the grant guidelines		December 2017	N/A	N/A	
Pedestrian and visual improvements on Tybrisa Street	Implement the design prepared by the Design Studio for Tybrisa Street	Committee / Board / Staff / COTI	September 2017	SBBB	COTI	
Increase Revolving Loan Fund applications	Encourage property owners to seek available low interest loans	Committee / Board / Staff	Ongoing	N/A	Property Owner / Funding Agency	
	Assist in application preparation (writing / submission) as appropriate	Staff	Ongoing	N/A	N/A	
Complete Public Mural Project	Install the second and third murals based on the approved themes	Board / TAA / Staff	Current – May 2017	S/M	Donations secured by TAA	

Promotions

Board Liaison: Sarah Bernzott

Committee Description:

The Promotions Committee works to increase awareness of Tybee Island’s unique characteristics to shoppers, investors, new businesses, residents, and visitors through advertising, retail promotional activity, special events, and marketing campaigns.

The Promotions committee understands the unique assets and qualities of Tybee’s commercial culture, the importance of partnerships, and of having a strong, positive public image for businesses throughout Tybee Island.

<u>GOAL</u>	<u>ACTION</u>	<u>RESPONSIBLE PARTY</u>	<u>TIMELINE</u>	<u>BUDGET</u>	<u>FUNDING SOURCE</u>	<u>COMPLETION</u>
Host Community Events	Interactive Art Street Party on Tybrisa	Committee / Staff	May / June 2017	Contract Labor, Advertising	COTI; seek sponsorships	
	Movies in the Park		July, August 2017, June 2018	S/M, Advertising		
	Community Day	Committee / Partnering Organizations	TBD	S / M		
	Tybee for the Holidays:	Committee / Staff	November 23, 2017 – January 1, 2018	S/M, Advertising		
	▪ Small Business Saturday					
	▪ Lights on for Tybee					
	▪ Christmas Parade					
	▪ Other (i.e. Community of Caring, etc.)			S/M		
Increase awareness of the importance of buying locally	Develop the <i>Shop. Dine. Do.</i> tagline and incorporate into the Buy Local Tybee logo	Committee w/ Business Assistance Committee	March 2017	N/A	N/A	
Support Merchant Activities	as appropriate	Committee / Staff	Ongoing	N/A	N/A	
Continue Main Street Newsletter	Increase merchant information & highlight attributes of the Tybee business culture	Committee / Board	Monthly	N/A	COTI	

Additional Opportunities: 1) Host Historic Preservation Month events in conjunction with the HPC

Tybee Island Development Authority / Main Street Organizational Overview

