

Community Work Plan Review Form

2017 - 18 Annual Work Plan

Vision Statement	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.
Mission Statement	<p style="text-align: center;">The Mission of the Tybee Island Development Authority / Main Street Program is to:</p> <ul style="list-style-type: none"> - 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.

Transformation (Implementation) Strategies

Transformation (implementation) Strategy #1:

Community Preservation

Transformation (implementation) Strategy #2:

Sustainable Economy

Transformation (implementation) Strategy #3:

Collaborative Communications Plan

Top Priorities for Year 2017

Status:			
Achieved	In Progress	Stalled	Goal(priority) #1
			Support architecture preservation and community building efforts through education and best practices through design and activities.
Goal(priority) #2			
			Create incentives and assistance to retain existing businesses and recruit new businesses, identified as necessary, and enhance the business environment year-round.
Goal(priority) #3			
			Develop and implement best practice policies to enhance communications among the various organizations, businesses, and citizens of Tybee Island.

Comments on Goal/Priority Status

STRATEGY #1

Applicable MS Point/Committee(s): Organization, Design, Promotion

Transformation (Implementation) Strategy: Community Preservation

Goal:

Support architecture preservation and community building efforts through education and best practices through design and activities.

Objective

see above

Status	Task	Responsible Party	Cost	Funding Source	Time Line
occurring	communicate HP efforts	design comm, HPC, program staff	Staff time	city	ongoing
occurring	communicate about incentives and public activities	applicable organizations	N/A	city	ongong
occurring	increase awareness of the importance of buying locally	business organizations, business assistance committee	N/A	city	ongoing
occurring	create design guidelines and award façade improvement grants	design comm, HPC, program staff	10000	city	by July 2018
occurring	pedestrian / visual improvements on Tybrisa Street	design comm, HPC, program staff	15000	TBD	by July 2018
occurring	host community events (holidays, movies), support local activities, showcase the arts (mural)	promo comm, various organizatios, program staff	13000	city, donations	by July 2018

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
HPC	Sarah Jones	
TAA	Marianne & Sarah B.	
CDD	George Shaw	

Synopsis of Activity:

STRATEGY #2

Applicable MS Point/Committee(s): Organization, Business Assistance, Design, Promotion

Transformation (Implementation) Strategy: Sustainable Economy

Goal:

Create incentives and assistance to retain existing businesses and recruit new businesses, identified as necessary, and enhance the business environment year-round.

Objective

see above

Status	Task	Responsible Party	Cost	Funding Source	Time Line
occurring	communicate business matters (newsletter)	program staff	staff time	city	ongoing
occurring	continue Locals Appreciation Card program	business assistance committee	N/A	city	ongoing
occurring	track vacant commercial properties and post online	program staff	N/A	city	ongoing
1/quarter-ish	host merchant meetups	business assistance committee	300	city	ongoing
occurring	enhance downtown aesthetics	design comm, various organizations, DPW	shared	city	by July 2018
occurring	host community events (holidays, movies), support local activities, showcase the arts (mural)	promo comm, various organizations, program staff	shared	city, donations	by July 2018

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
DPW	Joe Wilson	
TAA	Marianne & Sarah B.	
various organizations (TBA, event org., TIHS, etc.)	varies	

Synopsis of Activity:

STRATEGY #3

Applicable MS Point/Committee(s): Organization, Business Assistance, Promotion

Transformation (Implementation) Strategy: Collaborative Communications Plan

Goal:

Develop and implement best practice policies to enhance communications among the various organizations, businesses, and citizens of Tybee Island.

Objective

see above

Status	Task	Responsible Party	Cost	Funding Source	Time Line
occurring	create clearinghouse for organizations to disseminate information	promotion, program staff	staff time	city	ongoing
occurring	communicate opportunities and program info	all organizations, program staff	N/A	city	ongoing
occurring	manage efficiency of Info Hut, enhance information available to visitors & residents	organization, promotion, IT dept., program staff	N/A	City	ongoing
occurring	support merchant activities (as appr.) via newsletter	promotion, program staff	N/A	city	ongoing

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Visit Tybee	Sara Lane	
City Manager	Shawn Gillen	
IT	Michael Bodine	

Synopsis of Activity: