

**TYBEE ISLAND DEVELOPMENT AUTHORITY-MAIN STREET PROGRAM  
:2018 - 2019 PLAN OF WORK:**

**TYBEE ISLAND STRATEGIC WORK PLAN SUMMARY REVIEW FORM**

<b>2023 VISION</b>	In 2023, Tybee Island continues to be a thriving city with a small-town feel, resilience, and charm. Historic buildings are where year-round residents live and businesses provide an abundance of shopping and dining opportunities. Tybee is a clean and well-maintained community that values health and recreation. Residents and visitors participate in family-friendly activities that range from strolling the Strand and the Pier, biking the island, creating art, and attending movies, concerts, and festivals. Amenities, such as free winter parking and wi-fi, clean quiet neighborhoods and business district, and adequate infrastructure, including a healthy dune system, encourage business and tourism activity. It values historic preservation, ecotourism, and healthy lifestyle roles in economic and community development. Tybee Island has great leaders and a growing and diverse population whose members are connected to the community and live in harmony. Residents and visitors are a mixture of retirees, young people, and families with children. Affordable housing allows members of the Tybee workforce to live on the island. Community members are happy and smiling!
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**2018 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	<ul style="list-style-type: none"> <li>&gt;facilitate efforts to revitalize, redevelop, and enhance;</li> <li>&gt;create a sense of place and improve the quality of life for residents, business owners, and visitors using the Main Street Four Point Approach;</li> <li>&gt;encourage quality economic growth and development while preserving Tybee Island's unique architectural and community heritage;</li> <li>&gt;support and encourage the arts as a cultural endeavor and economic engine on the Island.</li> </ul>

**Transformation (implementation) Strategies**

<b>Transformation (implementation) Strategy #1:</b>	Historic Preservation and Education
<b>Transformation (implementation) Strategy #2:</b>	Ecotourism and Lifestyle
<b>Transformation (implementation) Strategy #2:</b>	Image Campaign

**Top Priorities for Year 2018 - 2019**

Status:			
Achieved	In Progress	Stalled	
			Goal (priority) #1
			Implement and promote historic preservation plans
			Goal (priority) #2
			Build a stronger foundation for ecotourism, including increased bicycle and pedestrian access
			Goal (priority) #3
			Build on the existing "buy local" campaign (logo and tagline) and implement an image campaign that fits Tybee Island's vision

**Comments on Goal/Priority Status**

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PRIORITY GOAL ONE						
Transformation (implementation) Strategy						
Historic Preservation and Education						
Priority Goal:						
Implement and promote historic preservation plans						
Priority Objective:						
A set of guidelines and incentives for the overlay district (in partnership with the Historic Preservation Commission)						
Milestone:						
Implementation, public announcement						
Status	Task	Responsible Party	Time Line	Budget	Partners and Resources	Four Points
	Identify historic preservation needs for the overlay district	Vicki	In progress - June 2018		Historic Preservation Commission, City Staff, Expert Consultant	Design, Organization
	Engage an expert to develop specifics of the architectural plan	Chantel	In progress - Dec 2018		Historic Preservation Com, City Staff, DCA Design Studio, HPD Grant, model examples	Design, Organization
	Prepare a fact sheet on the incentives for and importance and impact of historic preservation	Melissa	May 1 - June 2018		Historic Preservation Com, HPD (Allison Ashbrook), City Staff, Historic Savannah Foundation, National Park Service	Bus. Assistance, Design, Promotion
	Work with the city council to tie historic preservation to incentives (façade grants, etc.)	Vicki, Julie	In progress - Dec 2018		Historic Preservation Commission, City Staff, City Council	Bus. Assistance, Design, Organization
	Highlight key properties to use as best examples and models for the program	Expert Consultant	Dec 2018 - Dec 2019		Historic Preservation Commission, City Staff, Expert Consultant	Design, Organization
	Continue ongoing community outreach efforts w/ existing events, meetings, informational pieces	Chantel , Vicki	In progress - Dec 2019		Historic Preservation Commission, City Staff	Design, Organization, Promotion
Partner Involvement						
Agency Name		Primary Contact	Level of Commitment	Synopsis of Activity		
Historic Preservation Commission		Jan Will	TBD			
City Staff		Chantel	TBD			
DCA Design Studio		Carmine Fischetti	TBD			
Historic Savannah Foundation		Daniel Carey	TBD			
National Park Service		Melissa M.	TBD			
Expert Consultant		TBD	TBD			
Others as identified		TBD	TBD			

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**PRIORITY GOAL TWO**

**Transformation (implementation) Strategy**

Ecotourism and Active Lifestyle

**Priority Goal:**

Build a stronger foundation for ecotourism, including increased bicycle and pedestrian access

**Priority Objective:**

Updated map, signage, and companion app

**Milestone:**

App Opening event and launch

Status	Task	Responsible Party	Time Line	Budget	Partners and Resources	Four Points
	Find and update existing bicycling map	Chantel, George	April 1 - June 2018		City Staff, Bicycling Shops	Design, Organization
	Identify friendly and non-friendly areas and routes, as part of the city study	Julie Livingston Jackson Butler	April 1 - Dec 2018		Transportation Committee, Public Safety Committee, City Staff	Organization
	Partner with Savannah group on state-wide bike safety education	Melissa Memory	April 1 - Dec 2019		Savannah Bicycle Campaign, Fight Dirty (nonprofit)	Organization, Promotion
	Identify amenities along the pedestrian and walking trails	Kelly Swope	July 1 - Dec 2019		TIMA, YMCA, City Staff	Organization
	Explore feasibility for the creation of an appropriate app and content	Chantel, Kelly	July 1 - Dec 2019		City Staff, local and regional app developers	Organization, Promotion
	Clearly label, through signs, paint, and markings, all paths	George, Shawn	March 1 - March 2019		City Staff	Design, Organization
	Continue ongoing community outreach efforts w/ existing events, meeting, informational pieces	Chantel, George, Kelly, Diane, Sarah	In progress - Dec 2019		Savannah Bicycle Campaign, Fight Dirty (NPO), TAA, City Staff, YMCA	Busi. Assistance, Design, Organization, Promotion

**Partner Involvement**

Agency Name	Primary Contact	Level of Commitment	Synopsis of Activity
City Staff	Chantel	TBD	
Local Bike Shops	Tim and Jason	TBD	
Transportation Committee	CRC	TBD	
Public Safety Committee	Jackson Butler	TBD	
Savannah Bicycle Campaign	John Bennett	TBD	
Million Mile Greenway	Jim Langford	TBD	
Fight Dirty	Tim A.	TBD	
Others as identified	TBD	TBD	

**TYBEE ISLAND DEV'L. AUTH.-MS PROGRAM  
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<b>PRIORITY GOAL THREE</b>						
<b>Transformation (implementation) Strategy</b>						
Image Campaign						
<b>Priority Goal:</b>						
Build on the existing "buy local" campaign (logo and tagline) and implement an image campaign that fits Tybee Island's QOL vision						
<b>Priority Objective:</b>						
Engage one or two graduate business marketing interns to develop campaign						
<b>Milestone:</b>						
Event to unveil the campaign						
<b>Status</b>	<b>Task</b>	<b>Responsible Party</b>	<b>Time Line</b>	<b>Budget</b>	<b>Partners and Resources</b>	<b>Four Points</b>
	Contact education organizations to recruit interns, preferably graduate students	George, Chantel	Now - July 2018		Education institutions	Organization
	Create scope of work and job description for internships (include coordinating milestone event)	Chantel, George, Sarah	March 2018 - July 2018		City Staff, including City Attorney as appl.; Partner Institution; Board volunteers	Organization
	Review market data surveys (DA /MS office) and leadership vision and priorities (see Strategic Plan Report)	George, Chantel	Now - March 2018		Intern and DA/MS Board Chair	Organization
	Survey business owners and NPOs to better understand their marketing needs	Ted (leader), Kelly	May 2018 - December 2018		Joel Cordle (send owner survey)	Organization
	Launch campaign	Chantel, Intern(s)	Before 2019 visitor season		All DA/MS board members	Design, Promotion
	Work with Shawn on new and refurbished city wayfinding, to include new image message(s)	Kelly	Now - March 2019		City Staff	Design, Promotion
	Provide content for social media to assist program staff	Chantel, Diane, Sarah	Now - Dec 2019		All DA/MS board members	Promotion
	Continue ongoing community outreach efforts w/ existing events, meeting, informational pieces	Chantel, George, Kelly, Diane, Sarah	In progress - Dec 2019		Variety, City Staff	Busi. Assistance, Design, Organization, Promotion
<b>Partner Involvement</b>						
<b>Agency Name</b>		<b>Primary Contact</b>	<b>Level of Commitment</b>	<b>Synopsis of Activity</b>		
UGA		TBD	TBD	<b>Interns and their agency will be selected through city staff for the program in accordance with city procedures. Interns and agency partnerships will be directed by staff, with input from program directors and committee(s).</b>		
Georgia Southern		TBD	TBD			
Savannah State		TBD	TBD			
SCAD		TBD	TBD			
City of Tybee		IT/City Manager, Prog. Staff	TBD			
Visit Tybee		Sara Lane	TBD			
Others as identified		TBD	TBD			

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**4-POINT SUMMARY**

**OVERVIEW OF PROGRAM'S MAIN STREET DIRECTION:** Balancing the program's vision and mission based on the national model for success has been achieved with partners working collaboratively towards annual goals since 2010. The model is a 4-point approach that involves:

- 1) Board and committee **ORGANIZATION** is necessary in building consensus and cooperation between individuals and groups in order to maintain the sense of place, authentic experiences, a welcoming community, and sustainable economy year-round. Many individuals and organizations in the community have a stake in having this happen for the viability of the heart and soul of downtown, historic districts, and neighborhoods.
- 2) Attention to **DESIGN/HISTORIC PRESERVATION** elements is vital to preserving and enhancing the physical appearance of downtown and other commercial areas, and historic districts. The attention this committee and partners gives is in sync with the city's goals to preserve the character of the island. Well-planned design leads to attractive areas for shoppers, investors, home and business owners, and visitors. Design activities include guidelines for maintaining curb appeal, rehabilitating historic buildings, encouraging appropriate new
- 3) **PROMOTION** is about increasing awareness of Tybee Island's unique characteristics to shoppers, investors, new businesses, residents, and visitors through culture enhancing and retail activities, special events, and advertising and marketing campaigns. The committee and its partners understands the unique assets and qualities of Tybee's commercial environment, the impact of arts and culture on the quality of life, and the importance of having a cohesive, positive public image for commerce throughout Tybee Island.
- 4) **BUSINESS ASSISTANCE** is offered on a variety of levels for maintaining a strong economy year-round. The focus of this "point" is to strengthen and diversify the economic base by retaining businesses and recruiting new businesses that are desired. The committee and its partners have a thorough understanding of the commercial district's economic condition and opportunities, monitor economic performances and focus on incremental changes that will improve the area's foundation. The BAC offers financial opportunities through federal and state incentives and local grants and support for existing and new merchants to help stimulate quality economic

**CONTINUANCE OF PROGRAM'S MAIN STREET DIRECTION:** This national model continues to be applied locally by balancing the proven 4-point approach. Tybee's program evolves each year while maintaining the sense of place, authentic experiences, a welcoming community, and sustainable economy year-round with partners that work in collaboration with the board and committees.