

DOWNTOWN BRUNSWICK

ACTION ITEMS

1

ACTION ITEMS FOR ORGANIZATION

Action Item: Peaches to the Beaches Yard Sale

Lead: Harvest Hale

Partners: Downtown Development Authority

Timeline: Now–March 10, 2017

Funding: \$2,000

Obstacles: Time, promotion, funding, Elvis Festival, Farmers' Market, unofficial sites, online applications and payment, mapping

Steps:

1. Find a way to manage all vendor applications digitally.
 2. Create a new map that adheres to the needs of the Elvis Festival and Farmers' Market.
 3. Divide budgeting into different operations effectively.
 4. Design a calendar of activities needed to maximize success of the event.
 5. Seek and make connections with businesses and entities that would be invested in Peaches to the Beaches.
-

2

Action Item: Parking Improvements: Re-striping Downtown Parking

Lead: Mathew Hill

Partners: Brunswick Department of Public Works

Timeline: July–December 2017

Funding: \$1,000–\$3,000

Obstacles: N/A

Steps:

1. Develop a plan for re-striping parking spaces and crosswalks in downtown.
2. Determine the availability of the Brunswick Department of Public Works striping crew.
3. Divide budgeting into different operations.
4. Schedule striping based on crew availability and activity downtown.
5. Implement the striping schedule.

3 ACTION ITEMS FOR ORGANIZATION

Action Item: Media and Marketing Strategy

Lead: Harvest Hale

Partners: TBD

Timeline: Ongoing

Funding: \$1,000–\$2,000 monthly

Obstacles: Spreading information in an efficient and timely manner, time and effort of one person to orchestrate an organization's entire marketing strategy, following a broad marketing campaign that limits interest of certain demographics, knowledge of downtown demographics, and spreading interest among as many possible niches of locals *willing to visit downtown*.

Steps:

1. Develop current marketing objectives.
 - a. Create a resource document (one week).
 - i. List each current method of marketing.
 - ii. Define objectives for current media outlets.
 - iii. Design a calendar for posting and publishing for all media sources that can be repeated annually, defining times, days, and types of ads as necessary.
 - b. Begin implementing objectives defined in the resource document (three months).
 - i. Mark efforts on a physical calendar.
 - ii. Operate an application for social media that is cross platform and is either free or cheap.
 - iii. Track success on execution of all possible marketing methods and track audience response in social media.
2. Improve the marketing campaign.
 - a. Collect information about Brunswick and downtown (one month).
 - i. Research other methods of connecting with demographics both in media outlets and DDA branding.
 - ii. Develop an outreach platform for downtown businesses and people to maximize awareness of activities downtown to the community.
 - b. Compare the present marketing (two months).
 - i. Compare current costs of each market platform to their outreach.
 - ii. Preview maximized usage of finance to marketing; compare to (1) population size and (2) demographics of our population.
 - iii. Create a marketing proposal that is easy to shift into.

4 ACTION ITEMS FOR ORGANIZATION

Action Item: Maritime Infrastructure

Lead: Mathew Hill

Partners: City, Georgia Power

Timeline: November–December 2016

Funding: \$17,000, dock improvement fund

Obstacles: Timing for installation of shore power

Steps:

1. Determined what vessels need to be able to dock at Mary Ross City Dock. Vessels need 3-phase power, fresh water, and trash service at the dock.
 2. Obtained assistance from Georgia Power to determine the availability of needed power. 3-phase power is available at the park.
 3. Determined the cost to install needed power. Georgia Power: \$15,000, Electrician: \$6,700.
 4. Obtained assistance from Georgia Power and *Ocearch* research vessel to reduce costs.
 5. Determined sources of city funding. The dock fee account had sufficient funds to cover the costs.
 6. Authorized work and coordinated between Georgia Power, the electrician, and the vessels.
 7. Project was completed.
-

5 ACTION ITEMS FOR ORGANIZATION

Action Item: Hire Program Manager

Lead: Mathew Hill

Partners: DDA Board, City

Timeline: Complete

Funding: Position in current budget

Obstacles: Find candidates

Steps:

1. Program Manager position duties were revised by the board.
2. A search for candidates through the College of Coastal Georgia internship program was completed.
3. A Program Manager was hired.

1 ACTION ITEMS FOR PROMOTION

Action Item: Rhythm on the River Event Promotion

Lead: Peggy Shanahan

Partners: Mathew Hill, Harvest Hale

Timeline: Annually March–November

Funding: \$10,000 annually; Sponsors: Brunswick Main Street, City of Brunswick, Georgia Power, Golden Isles Arts Humanities Association (GIAHA), *The Islander*

Obstacles: Low attendance

Steps:

1. Develop a new radio commercial.
2. Appear live on radio talk shows.
3. Reach out to attract college students.
4. Reach out to attract FLETC employees and students.
5. Attract food to the event by reaching out to food trucks.
6. Develop blade signs.
7. Contact hotel concierges.
8. Reach out to attract campers on Jekyll and other campgrounds.
9. Develop a rack card.
10. Create and promote a catchy slogan.
11. Develop new art, and emphasize that the event is FREE.
12. Place the event on public calendars such as those of the Economic Development Authority, Golden Isles Convention and Visitors Bureau, Count, and Brunswick–Golden Isles Chamber of Commerce.
13. Increase awareness of the event at First Fridays.
14. Raise funds for a prize from downtown businesses.

2

ACTION ITEMS FOR PROMOTION

Action Item: First Friday

Lead: Harvest Hale

Partners: DDA Staff

Timeline: monthly and annually

Funding: \$500 monthly in advertising

Obstacles: Cohesion of businesses, awareness of local activities both downtown and in surrounding areas, spreading awareness of these events, maximizing use of the squares, making each First Friday festive and unique (February 3rd – National Wear Red Day, 5th of May – Cinco de Mayo, August 4th – Coast Guard’s Birthday)

Steps:

1. Start advertising the unique activities that are free on First Friday (do the second half of the original obstacle, keep it fresh without changing it too much). We don’t change First Friday, we expand on it.
 2. Continue marketing efforts by researching what other businesses are doing. Start pushing this fact to bring them to contact us.
 3. Advertise these free activities in social media, flyers, newspapers, and radio ads.
 4. Create themes based on holidays and awareness months when applicable. Use the calendar designed for Media/Marketing. Coordinate with businesses on these opportunities.
-

3

Action Item: Food Trucks at Mary Ross Waterfront Park

Lead: Mathew Hill

Partners: Downtown Business Group, City of Brunswick

Timeline: July 2017–January 2018

Funding: \$1,000–\$2,000

Obstacles: Promotion

Steps:

1. Determine schedule for event - Monthly, bi-monthly, or a seasonal event?
2. Locate partner groups to coordinate food truck event at Mary Ross Waterfront Park.
3. Reach out to Savannah Food Truck Festival and related groups.
4. Schedule event(s) with the Ritz.
5. Promote event(s)

4 ACTION ITEMS FOR PROMOTION

Action Item: Develop Mobile-Friendly Maps

Lead: Harvest Hale

Partners: DDA Board, HPB, Historic Foundation

Timeline: December–January 2017

Funding: N/A

Obstacles: Compiling information (knowing who and where to get information, effective imports, keeping up to date), limited number of maps, and spreading awareness.

Steps:

1. Sort the types of maps that can or will be used.
 - a. Walking tour, commercial properties for sale, downtown businesses
 - b. Complete current maps.
 - c. Begin compiling data on an Excel sheet to upload.
 - i. Clean current map imports.
 - ii. Research businesses and important locations through Norwich, Gloucester, and Newcastle.
 - iii. Verify information and begin transferring it into the software.
 - d. Repeat step C for commercial properties.
 - e. Request types of maps the board would also like to see (other walking tours, event maps).
2. Begin advertising strategically.
 - a. Orchestrate campaigns.
 - b. Creating marketing buzz.
 - c. Create special events specifically using Walkabout Maps (Big Read Easter Egg Hunt).
 - d. Hold tables at events to spread awareness.
 - e. Add it to website and brochure literature.
3. Help businesses see the benefit of Walkabout Maps to encourage them to spread its use.
4. Keep maintenance and updates of maps; continue marketing, especially through businesses.

5

ACTION ITEMS FOR PROMOTION

Action Item: Downtown Bike Rentals

Lead: Wendy Lutes

Partners: City, DDA, Bike Organizations

Timeline: March 2016–January 2018

Funding: \$4,000–\$5,000 per bike; TAP funds available next spring

Obstacles: Funding

Steps:

1. Investigate other bike rental/sharing programs. Determine which program is the best fit for Brunswick.
 2. Determine the cost of the program. How many bikes will be needed? Are dedicated docking stations needed for the selected program?
 3. Locate funding for the program. Will matching funds be required for grants? What is the impact on the city's general fund budget? Ongoing costs?
 4. Develop and release an RFP for the system.
 5. Select a vendor for the program. Was the funding located sufficient for the program? How will ongoing costs be budgeted?
 6. Obtain funding for the program.
 7. Implement the program.
-

6

Action Item: Brunswick Bike Tour

Lead: Wendy Lutes

Partners: Historic Brunswick Foundation, DDA, Historic Preservation Board

Timeline: May 2016–November 2017

Funding: N/A

Obstacles: Finding consistent volunteer guides

Steps:

1. Historic Brunswick Foundation has already hosted two bike tours of the historic district. These tours could be shortened and held on a regular basis: every Tuesday night? Every other Thursday evening?
2. Design bike tours of historical downtown, Old Town, Windsor Park, etc.
3. Determine the tour schedule, the maximum number of participants, and the number of guides needed.
4. Obtain commitments from guide groups.
5. Develop web-based “ticketing” for tours, and advertise the availability of the tours.

7 ACTION ITEMS FOR PROMOTION

Action Item: Christmas Parade

Lead: Harvest Hale

Partners: DDA Staff, City Staff, Downtown Business Community

Timeline: Ongoing, first Saturday in December annually

Funding: Less than \$2,500 annually; DDA, city funds, entry fee

Obstacles: Lower participation in move to evening

Steps:

1. Continue locating parade sponsors and community support.
 2. Promote the event in advance of the deadline.
 3. Stage the event.
-

8 Action Item: Billboard Advertising

Lead: Harvest Hale

Partners: DDA Staff, Georgia Department of Economic Development, City

Timeline: March 2016–November 2017

Funding: \$12,000–\$24,000 – City funds in proposed budget

Obstacles: Funding

Steps:

1. Work with outdoor advertising companies and the Georgia Department of Economic Development to determine pricing for a billboard ad campaign on I-95.
2. Include billboard advertising in the fiscal year 2018 budget request for approval by the City Commission.
3. Upon approval of the budget, work with partners and staff to finalize any needed contracts.
4. DDA staff will produce advertisements for approval by the DDA board.
5. Begin installing advertisements.

9

ACTION ITEMS FOR PROMOTION

Action Item: Manage Downtown Facebook Profile

Lead: Harvest Hale

Partners: DDA Board, DDA Staff, Downtown Businesses

Timeline: Complete

Funding: N/A

Obstacles: Compiling information

Steps:

1. Hired a Program Manager.
 2. Ensured that Facebook profile management returned to DDA staff from the social media agency.
 3. Market appropriate uses of Facebook to downtown merchants.
 4. Continue to keep content up to date.
-

10

Action Item: Brunswick Bike Tour

Lead: Harvest Hale

Partners: DDA Board, DDA Staff, Downtown Businesses

Timeline: Complete

Funding: N/A

Obstacles: Compiling information

Steps:

1. Hired a Program Manager.
2. Ensured that Instagram feed management was returned to DDA staff from the social media agency.
3. Market appropriate uses of Instagram to downtown merchants.
4. Continue to keep content up to date.

11 ACTION ITEMS FOR PROMOTION

Action Item: Rhythm on the River Event Organization

Lead: Harvest Hale

Partners: DDA Event Committee

Timeline: Annually March–December

Funding: \$1,000 per concert, \$10,000 annually; DDA Funds

Obstacles: Advertising and promoting event

Steps:

1. Increase promotion to raise awareness of event.
 2. Reach out to food trucks and other interested participants.
 3. Research and acquire relevant games and attractions.
 4. Contact musicians.
 5. Stage the events.
-

12 ACTION ITEMS FOR PROMOTION

Action Item: Tree Lighting and Holiday Decor

Lead: Mathew Hill

Partners: DDA Staff, Public Works Department, City

Timeline: Annually October–December

Funding: \$10,000 annually

Obstacles: How to keep funding to replace worn decor and add new decor for other areas

Steps:

1. Submit funding in the budget request.
2. Get quotes from suppliers.
3. Purchase supplies and decorations.
4. Public Works installs the decorations the Thursday before Thanksgiving.

13

ACTION ITEMS FOR PROMOTION

Action Item: Education and Outreach for Historic Preservation

Lead: Bren White Daiss

Partners: Historic Preservation Board, DDA Board, Property Owners

Timeline: March 2017–November 2018

Funding: \$19,000; in-kind donations, Historic Preservation Foundation Grant

Obstacles: TBD

Steps:

1. Discuss with Historic Preservation Board steps for informing public about historic preservation and options for preserving buildings. Complete
2. Apply for a 2017 Historic Preservation Fund Certified Local Government Survey & Planning Grant. Complete
3. Kick off a social media campaign. May 2017
4. Update brochures to give out to residents/developers. July 2017
5. Initiate workshop/lecture program to educate the public. September 2017–September 2018
6. Update the website following the Georgia Department of Natural Resources Historic Preservation Division's guidelines.

1

ACTION ITEMS FOR DESIGN*Action Item: Gateways: Howard Coffin Fencing*

Lead: Julie Martin

Partners: Bren White Daiss

Timeline: April–September 2017

Funding: Undetermined, RFP for signage design

Obstacles: TBD

Steps:

1. Take photos and measurements of the existing fence.
2. Draft an RFP with a cap on cost.
3. Publicize the RFP and get the public excited.
4. How would additional landscaping improve that entry?
5. Review the RFP applications submitted.

2

Action Item: Methodist Hut on Gloucester

Lead: Julie Martin

Partners: First United Methodist Church of Brunswick

Timeline: March–August 2017

Funding: Undetermined

Obstacles: City code?

Steps:

1. Contact the First United Methodist Church of Brunswick and set up a meeting.
2. Outline various options for artfully beautifying the exterior.
3. Discuss long-term plans for the building and possible re-purposing.
4. Identify various artists and designs for the new façade.

3 ACTION ITEMS FOR DESIGN

Action Item: Highway 341 at Newcastle and Bay Street

Lead: Julie Martin, John Hunter, and Garrow Alberson

Partners: City of Brunswick Engineering Department, DDA, Department of Public Works, City Commission

Timeline: March–December 2017

Funding: Undetermined, city funding, Department of Corrections detainee labor

Obstacles: TBD

Steps:

1. Determine the exact location and type of signage.
 2. Estimate the cost and determine a budget.
 3. Design the sign based on the same design used for Highway 17/Gloucester.
 4. Determine whether landscaping around the sign needs to be addressed.
 5. Determine a landscaping budget and funding source.
-

4 Action Item: Link the Georgia Coastal Greenway to Downtown: Master Trail Plan

Lead: Ben Slade

Partners: PATH Foundation, City of Brunswick, Glynn County

Timeline: March–September 2017

Funding: PATH Foundation funding

Obstacles: Getting buy-in from Glynn County

Steps:

1. Hold a county work session on March 21, 2017.
2. Negotiate an agreement between city, county, and PATH.
3. Create a fundraising plan: SPLOST, private philanthropy.

5 ACTION ITEMS FOR DESIGN

Action Item: Downtown Lighting: String Lights

Lead: Peggy Shanahan

Partners: Julie Martin

Timeline: March 2017–March 2018

Funding: TBD

Obstacles: TBD

Steps:

1. Determine the best type of lighting to use (LED, solar, etc.).
 2. Talk to Georgia Power.
 3. Determine/map where lights can attach.
 4. Determine the quantity and footage needed.
 5. Create an installation schedule.
 6. Create a maintenance schedule.
-

6 *Action Item: Downtown Lighting*

Lead: Mathew Hill

Partners: Downtown Business Group, City of Brunswick, Georgia Power

Timeline: July 2017–January 2021

Funding: \$20,000–\$100,000

Obstacles: Funding

Steps:

1. Make improvements to infrastructure (lighting or other) to allow for better holiday decor, security, and signage.
2. Develop a plan for the main streetscape (Newcastle) and auxiliary streetscape (Grant, Richmond, city-owned parking lot).
3. Locate funding sources for the improvements.
4. Install improvements as funding is available.

7 ACTION ITEMS FOR DESIGN

Action Item: Art in Vacant Storefronts

Lead: Lynda Gallagher

Partners: DDA Board and Staff, Arts Community, Galleries

Timeline: May–September 2017

Funding: Less than \$2,000 annually, DDA funds

Obstacles: Permissions, insurance issues

Steps:

1. Find volunteers to spearhead artist recruitment and space recruitment.
 2. Determine the best use for the spaces recruited: Should art go in or on the window of vacant storefronts? In the window would allow passersby to see the space, increasing the chance of the space being rented. On the window would hide unsightly interiors.
 3. Develop and execute agreements with property owners: Who provides insurance? Is there a fee paid to this landlord? Does the artist need to sign any kind of waiver or agreement?
 4. Develop rules and a selection process for artists to submit proposals: juried selection, board selection, committee selection. What should proposals include?
 5. Open for submission of artist proposals. Artists should describe the type of installation and their preferred location.
 6. Select artists and begin installations.
-

8 Action Item: Complete Streets Ordinance for City

Lead: Bren White Daiss

Partners: Engineering, Brunswick Department of Public Works, City Commission, City Attorney

Timeline: December 2016–March 2017

Funding: N/A

Obstacles: N/A

Steps:

1. Meet with the city manager.
2. Finalize the ordinance.
3. Send the ordinance to engineering/the Brunswick Department of Public Works for consent.
4. Send the ordinance to the city attorney for consent.

9 ACTION ITEMS FOR DESIGN

Action Item: Gloucester Streetscape Improvements

Lead: Julie Martin

Partners: DDA, City, GDOT, Brunswick–Golden Isles Convention and Visitors Bureau

Timeline: April 2017–January 2022

Funding: TBD, \$5–8 million

Obstacles: Funding

Steps:

1. Prepare a streetscape improvement plan for Gloucester Street, one of the city's primary gateways. Determine whether the Blueprint plan is sufficient.
 2. Develop a phased work plan based on the overall improvement plan.
 3. Locate and obtain funding for the work.
 4. Complete phases as funding is available.
 5. Finish all phases.
-

10 Action Item: Downtown Gateways

Lead: Julie Martin

Partners: City Engineering, DDA, Department of Public Works, City Commission

Timeline: April 2017–January 2022

Funding: TBD, \$60,000–\$100,000

Obstacles: Funding

Steps:

1. Prepare an improvement plan for key downtown gateways.
2. Develop a phased work plan based on the overall improvement plan.
3. Locate and obtain funding for the work.
4. Complete phases as funding is available.
5. Finish all phases.

11 ACTION ITEMS FOR DESIGN

Action Item: Lighting Downtown Buildings

Lead: Mathew Hill

Partners: Downtown Business Group, City Attorney, Public Works, Building Owners

Timeline: December 2016–August 2017

Funding: Less than \$3000; DDA/city budget

Obstacles: Legal agreements with building owners

Steps:

1. Work with the city attorney to develop an agreement between the city and building owners allowing the city to install clips and lighting to outline buildings.
2. Obtain building owners' consent for the agreement.
3. Purchase mounting hardware and arrange installation by the Department of Public Works.
4. Install the lighting.

12

Action Item: Oglethorpe Block Architect

Lead: John Hunter

Partners: City Commission, City Manager, Urban Redevelopment Authority, Planning Department

Timeline: Complete

Funding: City funding

Obstacles: N/A

Steps:

5. A request for qualification was submitted and posted.
6. The staff reviewed and rated the proposals.
7. The commission reviewed and rated the proposals.
8. Presentations were completed.
9. The commission chose an architectural firm.

13 ACTION ITEMS FOR DESIGN

Action Item: Mary Ross Waterfront Park Improvements

Lead: Julie Martin

Partners: City, DOT, Urban Redevelopment Authority, DDA, Gateways Committee

Timeline: July 2017–July 2018

Funding: TBD, \$10,000–\$50,000

Obstacles: Funding

Steps:

1. Funding for dock improvements (Phase I) is complete.
 2. Determine the order of the additional phases.
 3. SPLOST funds have been allocated to Mary Ross Waterfront Park. What improvements should be completed first?
 4. Acquire supplies and bid out projects as appropriate.
 5. Schedule improvement installations.
-

14 Action Item: Queen Square Revitalization

Lead: Julie Martin

Partners: Signature Squares, Department of Public Works, City

Timeline: Phase I Complete; Phase III: April 2017–January 2019

Funding: \$120,000 per quarter; Match Signature Squares funds with city funding and in-kind funding

Obstacles: Funding

Steps:

6. Phase I complete; Design for Phases II and III are nearing completion.
7. Seek funding for the next phases.
8. Complete phases as funding is available.
9. Finish all phases.

1

ACTION ITEMS FOR ECONOMIC VITALITY

Action Item: Land Bank

Lead: John Hunter

Partners: City Staff, City Commission, County Commission, City Attorney

Timeline: Complete: January 2015–March 2017

Funding: N/A

Obstacles: Ordinance adoption

Steps:

1. A land bank ordinance was developed with the city attorney.
 2. The staff reviewed the ordinance. After the staff approved it, the ordinance was submitted to the City Commission.
 3. The City Commission and County Commission adopted the ordinance.
 4. Appoint Land Bank Board of Directors.
 5. Hold first directors meeting, develop work plan.
-

2

Action Item: 1315 Union Revitalization

Lead: Bren White Daiss

Partners: City, Historic Brunswick Foundation, Land Bank

Timeline: October 2016–January 2018

Funding: Undetermined

Obstacles: Finding partner to rehabilitate structure

Steps:

1. Obtain a Quit Claim Deed from the city. Complete
2. Transfer ownership to an organization able to partner with the private sector.
3. Find a partner organization or developer to rehabilitate the structure.

3 ACTION ITEMS FOR ECONOMIC VITALITY

Action Item: Downtown Brewery

Lead: Chris Moline

Partners: Owner, City, DDA

Timeline: January–December 2017

Funding: \$1,000,000–\$2,500,000

Obstacles: Completing project

Steps:

1. 1317 Newcastle has a new owner who will rehabilitate the structure.
 2. The new owner has applied for and received a City of Brunswick Stabilization Loan for the rehabilitation.
 3. A stabilization plan has been approved by the DDA and Historic Preservation boards.
 4. Additional funding may be needed for the owner to complete the project.
-

4 ACTION ITEMS FOR ECONOMIC VITALITY

Action Item: Alcohol Ordinance

Lead: Brian Corry

Partners: City Staff, Police Department, DDA Staff

Timeline: March–July 2017

Funding: N/A

Obstacles: Research

Steps:

1. Investigate ordinances in other cities: what works, what doesn't (in process). Consider decreasing prices for downtown businesses as an economic incentive to create a downtown destination/district.
2. Develop a draft ordinance from Step #1.
3. Review the draft ordinance. Is it clear? Does it cover all we want it to? Are fees fair/competitive?
4. Obtain staff approval of draft ordinance.
5. Staff presents new ordinance to City Commission at a work session.
6. The City Commission holds a public hearing and votes on the new ordinance.

5

ACTION ITEMS FOR ECONOMIC VITALITY

Action Item: Board of Realtors Meet and Greet/Information Session

Lead: Mathew Hill

Partners: City Staff, DDA Staff, Realtors

Timeline: March–September 2017

Funding: \$1,000–\$2,000

Obstacles: Scheduling

Steps:

1. Locate a suitable venue for the regular event: a ready-to-lease building, a building needing some work, or another space to host the monthly Board of Realtors luncheon.
 2. Invite the Board of Realtors to the chosen downtown location for monthly meetings and programs. Determine date. Is there a set fee that the Board of Realtors pays for lunch?
 3. Arrange use of the space with the owner. Determine any special needs for space use (tables/chairs, are there restrooms available? Is power available?).
 4. Arrange catering if not provided by the Board of Realtors. Use a downtown or Norwich restaurant, depending on the location of the meeting.
 5. Arrange any equipment (tables/chairs, etc.) needed for the event. Arrange a speaker, if needed.
 6. Hold the event.
-

6

Action Item: Downtown Garbage Collection

Lead: Lea King-Badyna

Partners: Keep Golden Isles Beautiful, City, DDA, Downtown Businesses

Timeline: March 2017–March 2018

Funding: TBD, grants, fees

Obstacles: Cost

Steps:

1. Improve the appearance of downtown alleys; multiple business's trash receptacles could be replaced with one compactor or container per block.
2. Arrange for the city to mandate centralized collection and billing for businesses downtown.
3. Determine the cost of options from various waste contractors.
4. Research and select waste contractors.
5. Determine and roll out the collection schedule.
6. Promote and advertise to downtown businesses.
7. Implement billing and install compactors / receptacles.

7 ACTION ITEMS FOR ECONOMIC VITALITY

Action Item: Hire City Economic and Community Development Director

Lead: City Manager Jim Drumm

Partners: Human Resources Department, City Commission

Timeline: Complete

Funding: City budget

Obstacles: Locating potential hire

Steps:

1. Fund/budget for the position.
 2. Create a job description and list of core responsibilities.
 3. Post the opening.
 4. Receive and review applications.
 5. Interview candidates.
 6. Hire a candidate.
-

8 ACTION ITEMS FOR ECONOMIC VITALITY

Action Item: Historic Tax Credit Consultant

Lead: John Hunter

Partners: City Staff, Historic Preservation Board, State Historic Preservation Office (SHPO)

Timeline: March–July 2017

Funding: N/A

Obstacles: N/A

Steps:

1. Planning works with Historic Preservation Board and SHPO to develop a list of qualified tax credit consultants in the area.
2. Interview consultants through actual interview or RFQ process. Determine their best project type fit (commercial, residential, developer or homeowner).
3. Compile a list of available area consultants, indicating project type and fee range.
4. Make the list available on city and DDA websites.

9

ACTION ITEMS FOR ECONOMIC VITALITY

Action Item: Howe Street Cottages

Lead: Robin Durant

Partners: Historic Preservation Board (HPB), State Historic Preservation Office (SHPO)

Timeline: January 2015–June 2017

Funding: Privately funded, State Historic Preservation Tax Credits

Obstacles: SHPO issues with second half of tax credits

Steps:

1. Property obtained by developer. Complete
 2. Rehabilitation work complete.
 3. Tax credit application needs support from HPB and city. In progress
 4. Assist owner with marketing high-end rental units.
-

10

Action Item: Richland Rum

Lead: Mathew Hill

Partners: DDA Board, Property Owner, Lender

Timeline: Fall 2015–Fall 2017

Funding: Private funding, \$1,000,000

Obstacles: Development plan

Steps:

1. Locate prospect. Complete
2. Locate a suitable building.
3. Purchase the property.
4. Develop a plan for the site.
5. Work with the property owner on financing.
6. Update the plan.
7. Construction financing is pending.
8. Construct and promote the business.

11 ACTION ITEMS FOR ECONOMIC VITALITY

Action Item: One-Stop Shop for Permitting

Lead: Bren White Daiss

Partners: City Staff, DDA, City Attorney

Timeline: March 2017–September 2017

Funding: N/A

Obstacles: Publicity

Steps:

1. Assemble all required actions for building permits and business licensing, including Historic Preservation Board, Planning, Engineering, inspections, etc.
 2. Develop a plan and determine who will be the point of contact.
 3. Historic Preservation Board and DDA Board have approved the reassignment of HP staff to the Planning department.
 4. Train staff on new duties, and move files to a central location. Planning staff has been trained to perform duties as HP Board Staff. The file move is pending.
 5. Make edits to the city and DDA websites to account for changes. The DDA website will be changed once the city edits are made.
 6. Promote new “One-Stop Shop” to the public. The HP Board has applied for a Historic Preservation Foundation grant to promote the new streamlined process. It will include new publications and mailing to district property owners.
-

12 Action Item: Norwich Street Improvements

Lead: Mathew Hill

Partners: Norwich Business Group, City, Land Bank, DDA

Timeline: April 2016–January 2021

Funding: TBD

Obstacles: Funding, multiple owners

Steps:

1. Develop a phased plan for improvement.
2. Locate funding sources for early phases.
3. Obtain funding, start work.
4. Complete phases as funding becomes available.

13 ACTION ITEMS FOR ECONOMIC VITALITY

Action Item: Update Old Town National Register District

Lead: Mathew Hill

Partners: DDA Board, City, Historic Preservation Board, Planning Department

Timeline: August 2016–February 2017

Funding: N/A

Obstacles: Preparation of amendment

Steps:

1. Text amendment to the Old Town National Register District is completed.
 2. Mapping for the Old Town National Register District is completed.
 3. New photography is completed for the amendment.
 4. The amendment was sent to the State Historic Preservation Office.
 5. The city is waiting for acceptance.
-

14 *Action Item: Property Listing on DDA Website*

Lead: Harvest Hale

Partners: DDA Board, Board of Realtors

Timeline: December 2016–February 2017

Funding: N/A

Obstacles: Getting local real estate agents on board

Steps:

1. Design the property listing page. Complete
2. Design a property information mechanism. Complete
3. Market the program to realtors and property owners.
4. Obtain information from realtors and owners and publish on the website.
5. Advertise the website as a source of information about available properties.

15 ACTION ITEMS FOR ECONOMIC VITALITY

Action Item: Tourism Product Development Resource Team Visit

Lead: Mathew Hill

Partners: Glynn County, Brunswick–Golden Isles Convention and Visitors Bureau, DDA, City, Georgia Department of Economic Development

Timeline: July 2016–June 2017

Funding: Free visit; lodging, etc. in-kind donations

Obstacles: Public input; contacting and gathering committee members

Steps:

1. Apply for a Tourism Product Development Team visit. Complete
 2. Organize a visit to sites and the community. Complete
 3. Publicize the visit at town hall meetings.
 4. Publicize the results of the TPD team visit.
 5. Apply for available grants to fund activities resulting from the visit.
-

16 ACTION ITEMS FOR ECONOMIC VITALITY

Action Item: Incentive Package

Lead: Travis Stegall

Partners: City Staff, DDA, Economic Development Authority

Timeline: March–July 2017

Funding: N/A

Obstacles: Research

Steps:

1. Assemble all incentive programs from the city, DDA, Economic Development Authority (EDA), Brunswick–Golden Isles Chamber of Commerce, and Georgia Department of Economic Development.
2. Update existing documents or develop a new document detailing incentives.
3. Publish the document in print and also in associated websites, such as those of the city, DDA, Brunswick Economic Development Department, and EDA.



Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA

201 NORTH MILLEDGE AVENUE
ATHENS, GEORGIA 30602
PHONE: (706) 542-2736
FAX: (706) 542-9301
www.cviog.uga.edu