

2023 Main Street Macon Workplan

<p>Transformation Strategy 1: Build a larger audience by positioning downtown Macon as everyone’s neighborhood with diverse programming and events.</p>			
<p>Define Success: Attract 1M people to downtown Macon with annual Main Street events and programming that creates collaborative opportunities for downtown businesses and generates foot traffic during slower seasons.</p>			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
<p>Activate Third Street Park between Cherry Street and Mulberry Street.</p>	<p>Create an Event Academy to help businesses and organizations produce high-quality events that attract all segments of our community to downtown Macon.</p> <p style="margin-top: 20px;">8 tasks total 2 complete 2 in progress</p>	<p>Create inclusive programming for entire Macon-Bibb community in Downtown Macon.</p>	<p>Host Play Streets/Open Streets during First Friday.</p>
Repeat Annual Responsibilities			
<p>Annual Events</p> <ul style="list-style-type: none"> • First Friday (monthly) • Seuss on the Loose (March) • Spirit Forward (Summer) • French Fry Fight (July) • Tour of Progress (October) • Trick-or-Treat in Downtown Macon (October) • Shop Small Saturday (November) • Macon Christmas Light Extravaganza (December) • Christmas in Downtown (December) <p>Administration</p> <ul style="list-style-type: none"> • Management of Downtown Macon Community Association 			

Transformation Strategy 1: Build a larger audience by positioning downtown Macon as everyone’s neighborhood with diverse programming and events.	
Goal 1: Activate Third Street Park in between Cherry Street and Mulberry Street.	Define Success: Install two activities/games.
Partners: M&R Marketing, Bike Walk Macon	

Task	Board Member Staff		Due Date	Progress	Budget
	Responsible	Responsible			
1. Research options for games or activities that can be installed in park.	MSM Board	Emily/Hailie	June 30, 2023		\$0
3. Events committee reviews activity options and selects two that are most appropriate for the space.	Felicia/Events Committee	Emily/Hailie	July 11, 2023		\$0
4. Gather pricing and materials information about games/activities.	Events Committee	Emily	August 1, 2023		\$0
5. Gain permission from Macon-Bibb County to install games in Third Street Park.	Alex	Emily/Hailie	September 1, 2023		\$0
6. Research/determine funding for games/activities.	Exec Committee	Emily/Hailie	September 1, 2023		TBD
7. Install games.	MSM Board	Emily/Hailie/ Bill	September 29, 2023		TBD
8. Create marketing campaign around games.	Marketing Committee	Hailie	October 6, 2023		\$0
				Total	\$1000

Transformation Strategy 1: Build a larger audience by positioning downtown Macon as everyone’s neighborhood with diverse programming and events.

Goal 2: Create an Event Academy to help businesses and organizations produce high-quality events that attract all segments of our community to downtown Macon.

Define Success: 10 participants in inaugural Event Academy that result in development of at least one new downtown event and a 10% increase in attendees of existing events represented in the Academy.

Partners: NewTown Loans, DMCA, Visit Macon

Task	Board Member Staff		Due Date	Progress	Budget
	Responsible	Responsible			
1. Develop curriculum outline and format of Event Academy	Exec Committee	Emily	December 1, 2022	Done!	\$0
2. Find sponsor to help off-set any costs associated with Event Academy	Exec Committee	Emily/Josh	January 1, 2023	In progress	\$0
3. Secure curriculum partner	Exec Committee	Emily	February 28, 2022	In progress	\$25,000
4. Develop list of presenters and teachers for event academy	Exec Committee	Emily/Hailie	December 1, 2022	Done!	\$0
5. Determine if a prize package is feasible for event academy	Exec Committee	Emily	February 1, 2023		\$0
6. Research possibility of making event academy part of permitting process	Alex	Emily	May 1, 2023		\$0
7. Develop marketing and branding for event academy	Marketing Committee	Emily/Hailie	Spring 2023		\$0
8. Launch inaugural academy	MSM Board	Emily Hopkins	Summer 2023		\$0
				Total	\$0

Transformation Strategy 1: Build a larger audience by positioning downtown Macon as everyone’s neighborhood with diverse programming and events.	
Goal 3: Create inclusive programming for entire Macon-Bibb community in Downtown Macon.	Define Success: Host two events based on survey results and focus groups.
Partners: DMCA, Visit Macon	

Task	Board Member Staff		Due Date	Progress	Budget
	Responsible	Responsible			
1. Review survey and focus group results	Events Committee	Emily	July 11, 2023		\$100
2. Determine two events that drive sales into businesses	Events Committee	Emily/Hailie	July 11, 2023		\$100
3. Set dates for events	Events Committee	Emily	August 8, 2023		\$0
4. Gather participation from businesses	DMCA	Emily	TBD		\$0
5. Develop marketing campaign for events	Marketing Committee	Hailie	TBD		\$0
6. Host events	Events & Marketing Committee	Emily	TBD		\$200
7.					\$0
8.					\$0
				Total	\$400

Transformation Strategy 1: Build a larger audience by positioning downtown Macon as everyone’s neighborhood with diverse programming and events.

Goal 4: Host Play Streets/Open Streets during First Friday.

Define Success: 1,000 attendees at Play Streets/Open Streets.

Partners: Bike Walk Macon

Task	Board Member Staff		Due Date	Progress	Budget
	Responsible	Responsible			
1. Determine street closure location	MSM Board	Emily	June 22, 2023		\$0
2. Educate downtown business owners on event concept and street closures	DMCA	Emily	August 1, 2023		\$0
3. Secure street closure to create pedestrian plaza	Alex	Emily Hopkins	August 30, 2023		\$0
4. Launch parking garage awareness campaign to help mitigate loss of spaces from street closure	Alex Morrison	Emily/Hailie	October 6, 2023		\$0
5. Recruit activity partners to activate event	Events Committee	Emily Hopkins	October 13, 2023		\$0
6. Hire entertainment for events	Events Committee	Emily Hopkins	September 1, 2023		\$0
7. Hire security and develop safety plan for event	Events Committee	Emily Hopkins	October 6, 2023		\$2,000
8. Launch marketing campaign for event	Marketing Committee	Emily Hopkins	October 1, 2023		\$500
				Total	\$2,500

<p>Transformation Strategy 2: Build a recognizable and genuine downtown Macon brand that is distinctive and unique on a national scale.</p>			
<p>Define Success: Package Macon’s downtown revitalization success stories for publications, conferences, and social media content with an annual reach of 2.5M people (online and in-person).</p>			
Goal 1	Goal 2	Goal 3	Goal 4
<p>Wildly Important Goal</p>			
<p>Build a bank of local guides to highlight the local experience in downtown Macon.</p> <p>8 tasks 0 complete 2 in progress</p>	<p>Encourage user generated content with specific hashtag to support local guides.</p>	<p>Launch a “Macon Magic” conference.</p>	<p>Create a Marketing Academy to help businesses effectively market themselves and generate potential loan clients.</p> <p>9 tasks 1 complete 3 in progress</p>
<p>Repeat Annual Responsibilities</p>			
<p>Marketing</p> <ul style="list-style-type: none"> • Hype Team • Daily social media management for NewTown Macon and Downtown Macon accounts • Monthly/bi-monthly ads in Macon Magazine, The Creek • NewTown Loans promotion and messaging <p>Annual Publications</p> <ul style="list-style-type: none"> • The Rosette (monthly e-newsletter) • The Ambassador (quarterly BID e-newsletter) • The Lender (quarterly loans newsletter) • Report of Progress (October) • Macon Merry Holiday Guide (November) 			

Transformation Strategy 2: Build a recognizable and genuine downtown Macon brand that is distinctive and unique on a national scale.	
Goal 1: Build a bank of local guides to highlight the local experience in downtown Macon.	Define Success: Develop marketing and communications plan around local guides to tell the story of downtown Macon.
Partners: Visit Macon	

Task	Board Member Staff		Due Date	Progress	Budget
	Responsible	Responsible			
1. Brainstorm topics and people to create local insider guides about downtown	Marketing Committee	Hailie/Emily	June 23, 2023	Done!	\$0
2. Develop 6 local guides for publication in Macon Magazine	Marketing Committee	Hailie/Emily	June 23, 2023	In progress	\$0
3. Build production schedule for guides with due dates of content and photos	Marketing Committee	Hailie/Emily	July 10, 2023		\$0
4. Schedule photos of featured individuals	Marketing Committee	Hailie/Emily	July 31, 2023		\$0
5. Create schedule to post guides to website and social media	Marketing Committee	Hailie/Emily	July 31, 2023		\$0
6. Build ad campaigns around local guides	Marketing Committee	Hailie	TBD		\$0
7.					\$500
8.					\$500

Total	\$0
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Transformation Strategy 2: Build a recognizable and genuine downtown Macon brand that is distinctive and unique on a national scale.

Goal 2: Encourage user generated content with specific hashtag to support local guides.	Define Success: 20 #mymaconmood posts
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Partners:

Task	Board Member Staff		Due Date	Progress	Budget
	Responsible	Responsible			
1. Finalize promotional hashtag	Marketing Committee	Emily/Hailie	June 23, 2023		\$0
2. Post example on Downtown socials	Marketing Committee	Hailie	July 31, 2023		\$0
3. Run contest for Hype Team members to create their own post	Marketing Committee	Hailie/Emily	August 2023		\$0
4. Have all board and staff post their own version	Marketing Committee	Emily/Hailie	August 2023		\$7500
5. Share user generated content	Marketing Committee	Hailie	September-December		\$0
6. Select best post for Macon Magazine feature	Marketing Committee	Emily/Hailie			\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Build a recognizable and genuine downtown Macon brand that is distinctive and unique on a national scale.	
Goal 3: Launch a “Macon Magic” conference.	Define Success: 100 people in attendance with a 80% positive feedback rate
Partners: Visit Macon	

Task	Board Member Staff		Due Date	Progress	Budget
	Responsible	Responsible			
1. Submit a funding proposal for conference packaging downtown Macon’s revitalization success.	Josh	Emily	June 30, 2023		\$0
2. Develop curriculum conference	Conference Committee	Emily	TBD		\$0
3. Set date for conference	Conference Committee	Emily	TBD		\$0
4. Secure venues	Conference Committee	Emily	TBD		\$0
5. Schedule speakers	Conference Committee	Emily	TBD		\$0
6. Book entertainment	Conference Committee	Emily	TBD		\$0
7. Secure caterer	Conference Committee	Emily	TBD		\$0
8. Launch ticket sales and begin marketing campaign	Marketing Committee	Emily			\$0
				Total	\$0

Transformation Strategy: Build a recognizable and genuine downtown Macon brand that is distinctive and unique on a national scale.

Goal 4: Create a Marketing Academy to help businesses effectively market themselves and generate potential loan clients.

Define Success: 15 participants in inaugural Marketing Academy and 10 graduates. Generate 1 lead for loan with NewTown.

Partners:

Task	Board Member Staff		Due Date	Progress	Budget
	Responsible	Responsible			
1. Develop outline for Marketing Academy with learning objectives.	Marketing Committee	Emily/Hailie	December 1, 2022	Done!	\$0
2. Secure sponsor to cover costs for curriculum development	Marketing Committee	Emily/Josh	December 1, 2022	Done!	\$0
3. Determine if prize package is feasible for Marketing Academy	Exec Committee	Emily/Hailie/Josh	January 31, 2023	In Progress	\$0
4. Secure curriculum development partner and sign contract	Marketing Committee	Hailie/Emily	August 1, 2023	In Progress	\$25,000
5. Work with curriculum developer to create class content	Marketing Committee	Hailie/Emily	December 2023		\$0
6. Secure content creators for classes	Marketing Committee	Hailie/Emily	December 2023		\$0
7. Schedule guest speakers	Marketing Committee	Hailie/Emily	TBD		\$0
8. Develop and launch application and branding, send press release	Marketing Committee	Hailie/Emily	TBD		\$0

9. Launch academy	Marketing Committee	Hailie/Emily	TBD		
				Total	\$25,000

Transformation Strategy 3: Create a more welcoming and photogenic downtown.

Define Success: Develop and create 5 public art installations.

Goal 1

Goal 2

Goal 3

Goal 4

Wildly Important Goal

Install Play Path.

Implement Classics at the Bibb.

Install five LARGE interactive installations.

Create location tags for all public art installations.

7 tasks
1 complete
0 in progress

3 tasks
0 complete
0 in progress

2 tasks
0 complete
0 in progress

Repeat Annual Responsibilities

- Bright City

Transformation Strategy: Create a more welcoming and photogenic downtown.	
Goal 1: Install Play Path.	Define Success: 4 gameboard murals installed by local artists along a path that highlights all opportunities for play in downtown Macon.
Partners:	

Task	Board Member Staff		Due Date	Progress	Budget
	Responsible	Responsible			
1. Review proposals, select artists, and assign locations	Wimberly	Emily	July 1, 2022	Done	\$0
2. Gather materials	Wimberly	Emily	TBD		\$2800
3. Determine volunteer needs and launch volunteer sign-up	Wimberly	Emily	TBD		\$0
4. Install gameboard murals	Wimberly	Emily	TBD		\$5000
5. Commission artist to add “mascot” in each mural	Wimberly	Emily	TBD		\$1000
6. Commission artist to create illustrated play path map	Wimberly	Emily	TBD		\$500
7. Design QR codes/decals for murals and all downtown play destinations	Wimberly	Emily/Hailie	TBD		\$300
				Total	\$9,600

Transformation Strategy: Create a more welcoming and photogenic downtown.	
Goal 2: Implement Classics at the Bibb.	Define Success: Average event attendance of 1000 people at each screening.
Partners:	

Task	Board Member Staff		Due Date	Progress	Budget
	Responsible	Responsible			
1. Identify movies to screen.	Scott Mitchell	Emily	August 17, 2023		\$0
2. Create screening schedule.	Scott Mitchell	Emily	August 17, 2023		\$0
3. Secure movie licenses.	Scott Mitchell	Emily	October 1, 2023		\$2000
4. Secure street closures.	Scott Mitchell	Emily	August 17, 2023		\$5000
5. Schedule concession vendors.	Scott Mitchell	Emily	TBD		\$0
6. Develop marketing campaign.	Marketing Committee	Hailie	August 17, 2023		\$1000
7. Develop "History of the Bibb" movie	Scott Mitchell	Emily	TBD		\$5000
8. Host first screening.	Events Committee	Emily	TBD		\$0
				Total	\$25,000

Transformation Strategy 3: Create a more welcoming and photogenic downtown.	
Goal 3: Install five LARGE interactive installations.	Define Success: Determine new ideas for public art installations that will be photogenic and develop method to implement them.
Partners: Macon Arts Alliance	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Form committee to focus on Main Street’s public art efforts	Scott Mitchell	Emily	TBD		\$0
2. Survey public art in downtown Macon and determine gaps	Scott/Jessy	Emily	TBD		\$0
3. Develop ideas for five public art installations with a specific focus to make them photo opportunities	Committee	Emily/Hailie	TBD		\$0
4. Commission artists to create pieces	Scott/Jessy		TBD		\$30,000
5. Install pieces					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy 3: Create a more welcoming and photogenic downtown.

Goal 4: Create location tags/check-ins for all public art installations.

Define Success: 10,000 location tags of art installations.

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Create location tags for installations as they are completed.	Scott	Emily	TBD		\$0
2. Design branded decal/placard for public art installations.	Marketing Committee	Emily	TBD		\$3,000
3. Install vinyls/decals at installations.	Scott	Emily/Bill	TBD		\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$3,000