

# 2021 Main Street Macon Workplan

<b>Transformation Strategy 1:</b> Position #downtownmacon as everyone’s neighborhood.			
<b>Why?</b> Our downtown district is often seen as a place for a select few in our community. One of Macon 2.0’s. new focuses are diversity and inclusion. Our board will work to create a more inclusive downtown experience that is representative of our entire community through new and existing programs.			
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>
<b>Wildly Important Goals</b>			
Create and launch a virtual Hype Team and transition to an in-person team when safe to do so.	Create and implement a Downtown Decals program.	Support creation of Black Business Week and annual Black Buy Downtown Macon Tour.	
<b>Repeat Annual Responsibilities</b>			
<b>Annual Events</b> <ul style="list-style-type: none"> <li>• First Friday (monthly)</li> <li>• Garage Meets (quarterly)</li> <li>• The Market (monthly April-November)</li> <li>• Seuss on the Loose (March)</li> <li>• Tour of Progress (October)</li> <li>• Trick-or-Treat in Downtown Macon (October)</li> <li>• Shop Small Saturday (November)</li> <li>• Main Street Christmas Light Extravaganza (December)</li> <li>• Christmas in Downtown (December)</li> </ul> <b>Marketing</b> <ul style="list-style-type: none"> <li>• Daily social media management</li> <li>• Monthly/bi-monthly ads in Macon Magazine, GPB, The Creek</li> </ul>		<b>Annual Publications</b> <ul style="list-style-type: none"> <li>• The Rosette (monthly e-newsletter)</li> <li>• The Ambassador (quarterly BID e-newsletter)</li> <li>• New Downtown Magazine (June/July)</li> <li>• Report of Progress (October)</li> <li>• Macon Merry Holiday Guide (November)</li> </ul> <b>Administration</b> <ul style="list-style-type: none"> <li>• 12 board meetings</li> <li>• Annual assessment/accreditation</li> <li>• Monthly reports</li> <li>• Management of Downtown Macon Community Association</li> </ul>	

**Transformation Strategy 1:** Position #downtownmacon as everyone’s neighborhood.

**Goal 1:** Create and launch a virtual Hype Team and transition to an in-person team when safe to do so.  
[Main Street Point: Promotions](#)

**Define Success:** A fully formed and active group of downtown ambassadors posting once a week on social media.

**Partners:** DMCA, Visit Macon

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Invite potential members to join Hype Team Facebook Group	Jessica Whitley	Emily	4/1/21	Done!	\$0
2. Actively post in Facebook group for Hype Team members to connect in a digital space/build community amongst team	Stacy	Emily	4/1/21	Done/Ongoing	\$0
3. Create 3-month social media content calendar for Hype Team members	Scott	Emily	4/9/21	Done!	\$0
4. Create content for Hype Team members to share (graphics and post language)	Marketing Committee	Emily	4/9/21	Done/Ongoing	\$0
5. Post shared content in Hype Team Facebook group	Jessica	Emily	4/9/21	Done/Ongoing	\$0
6. Partner with Visit Macon to host orientation for Hype Team members	Scott/Trish	Emily	7/31/21	Done!	\$1000
7. Transfer DTC marketing grant from County to NewTown Macon	Alex Morrison	Emily	2/1/21	Done!	\$0
8. Create social media policy and process for reviewing Hype Team applications	Marketing Committee	Emily	6/11/21	Done!	\$0
8. Review Hype Team Applications	Marketing Committee	Emily	6/18/21	Done!	\$0

9. Notify applicants of acceptance/denial	Scott	Emily	6/25/21	Done!	\$0
10. Develop schedule for deploying in-person Hype Team members	Marketing Committee	Emily	7/31/21	Done!	\$0
11. Order Hype Team t-shirts, name tags, and buttons for new members	Marketing Committee	Emily	8/15/21	In progress	\$500
12. Determine cycle for Hype Team applications	Marketing Committee	Emily	12/1/21	In progress	\$0
				Total	\$1500

**Transformation Strategy 1:** Position #downtownmacon as everyone’s neighborhood.

**Goal 2:** Create and implement a Downtown Decals program (MAP 2.0 - Strategy 1.1)  
[Main Street Point: Economic Vitality](#)

**Define Success:** Window clings printed using information collected information from at least 50 business owners and displayed in downtown businesses so that pedestrians can see and celebrate the diversity of downtown business owners.

**Partners:** DMCA, Community Foundation of Central Georgia

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Update business directory of downtown storefronts with current contact information		Emily		Done!	\$0
2. Create Google Form to send business owners to collect information to be included on decals		Tiahnie		Done!	\$0
3. Work with Erica Neubauer to create decal template that can be updated with information by NewTown staff		Tiahnie, Emily, Bethany		Done!	\$500
4. Obtain pricing from local vendor to print decals		Emily		In Progress	\$0
5. Schedule and take photos of business owners who complete Google Form		Tiahnie		In Progress	\$0

6. Apply for Downtown Challenge Grant to cover printing costs		Bethany		Done!	\$0
7. Create individual decals for businesses/edit and proofread decals		Tiahnie, Emily			\$0
8. Send decals to print		Emily			\$0
9. Distribute decals to business owners		Tiahnie, Emily			
				Total	\$0

<b>Transformation Strategy 1:</b> Position #downtownmacon as everyone's neighborhood.	
<b>Goal 3:</b> Support creation of Buy Black Business Week and annual Buy Black Downtown Macon Tour. (MAP 2.0 -Strategy 1.1) <a href="#">Main Street Point: Promotions/Economic Vitality</a>	<b>Define Success:</b> Implementation of a Buy Black Business Week and Downtown Buy Black Tour in coordination with One World Link.
<b>Partners:</b> One World Link, DMCA	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0

5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

<b>Transformation Strategy 2: Make downtown Macon more family and kid friendly.</b>			
<i>Why? Based on extensive community input, Macon Action Plan 2.0 cites a need for more consistent family-friendly programming and a destination play space in downtown Macon. This strategy complements our other strategy, to position downtown Macon as everyone's neighborhood, very well.</i>			
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>
<b>Wildly Important Goal</b>			
Enhance and grow The Market as a signature family-friendly experience in downtown Macon. (MAP 2.0 Strategy 2.1)	Activate vacant downtown storefronts to create a safer and more comfortable pedestrian experience that is full of whimsy. (MAP 2.0 Strategy 2.5)	Create new opportunities for family-friendly programming and use tactical urbanism for passive kid-friendly experiences. (MAP 2.0 Strategy 2.1)	Create and implement a Play Path through downtown Macon. (MAP 2.0 Strategy 2.1)
<b>Repeat Annual Responsibilities</b>			

<p><b>Annual Events</b></p> <ul style="list-style-type: none"> <li>• First Friday (monthly)</li> <li>• Garage Meets (quarterly)</li> <li>• The Market (monthly April-November)</li> <li>• Seuss on the Loose (March)</li> <li>• Tour of Progress (October)</li> <li>• Trick-or-Treat in Downtown Macon (October)</li> <li>• Shop Small Saturday (November)</li> <li>• Main Street Christmas Light Extravaganza (December)</li> <li>• Christmas in Downtown (December)</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Daily social media management</li> <li>• Monthly/bi-monthly ads in Macon Magazine, GPB, The Creek</li> </ul>	<p><b>Annual Publications</b></p> <ul style="list-style-type: none"> <li>• The Rosette (monthly e-newsletter)</li> <li>• The Ambassador (quarterly BID e-newsletter)</li> <li>• New Downtown Magazine (June/July)</li> <li>• Report of Progress (October)</li> <li>• Macon Merry Holiday Guide (November)</li> </ul> <p><b>Administration</b></p> <ul style="list-style-type: none"> <li>• 12 board meetings</li> <li>• Annual assessment/accreditation</li> <li>• Monthly reports</li> <li>• Management of Downtown Macon Community Association</li> </ul>
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<b>Transformation Strategy 2: Make downtown Macon more family and kid friendly.</b>	
<p><b>Goal 1:</b> Relaunch and enhance The Market to create a monthly, family-friendly experience.  <a href="#">Main Street Point: Promotions</a></p>	<p><b>Define Success:</b> Market is completed successfully with an average of 15 to 20 vendors and 200 to 300 attendees at each Market.</p>
<b>Partners:</b>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Set 2021 dates for The Market	All board	Emily	3/1/21	Done!	\$0
2. Relaunch vendor application for new vendors		Emily, Rhetta	3/1/21	Done!	\$0
3. Research new produce/food vendors and contact them to participate	All board	Emily, Rhetta	3/21/21	Done!	\$0

4. Send out email to previous vendors to sign up for 2021 dates		Emily	3/1/21	Done!	\$0
5. Submit park rental application to Michael Glisson		Emily	3/1/21	Done!	\$0
6. Post Facebook event		Emily	3/15/21	Done!	\$0
7. Order posters and update graphics for The Market		Emily	4/1/21	Done!	\$0
8. Distribute posters		Mark	4/1/21	Done!	\$150
9. Create and order business cards to place at businesses (want to shop?/want to be a sell?)	Trish	Emily	4/1/21	In progress	\$200
10. Print and order buttons for wait staff to wear to promote The Market	Trish	Emily	4/1/21	In progress	\$200
11. Reach out to and visit wait staff at restaurants to explain the importance of The Market and how to help us promote it	Trish	Emily	4/1/21	In progress	
12. Determine ways to make Market more of an experience and attractive for families and downtown residents to attend	Events Committee	Emily	4/1/21	In progress	\$500
13. Book musicians to perform monthly		Emily	4/1/21	Done!	\$2700
14. Design and order signage to put up the week of The Market as a promotional tool	Scott	Emily, Bill		Done!	\$300
15. Create a "Kids Hour" with kid/family-specific programming	Stacy, Jessica	Emily	9/18/21	In progress	\$500
16. Determine best timing for a "Kids Hour"	Stacy,	Emily	9/18/21	In progress	\$500
				Total	\$0

## Transformation Strategy 2: Make downtown Macon more family and kid friendly.

**Goal 2:** Activate vacant downtown storefronts to create a safer and more comfortable pedestrian experience that is full of whimsy.

[Main Street Point: Design](#)

**Define Success:** 4 to 5 vacant storefronts are activated in critical downtown blocks to encourage downtown foot traffic safely.

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Contact Dashboard US about partnering on storefront activation public art project	Scott	Emily	3/1/21	Done!	\$0
2. Apply for Downtown Challenge Grant to fund project	Scott	Emily	3/15/21	Done!	\$0
3. Identify storefronts to activate					\$0
4. Obtain permissions from property owners					\$0
5. Install artwork					\$0
6. Promote launch					\$0
7. Host launch			3/15/22		\$0
8.					\$0
				Total	\$0

**Transformation Strategy 2: Make downtown Macon more family and kid friendly.**

**Goal 3:** Create new opportunities for family-friendly programming and use tactical urbanism to create passive kid-friendly experiences. (MAP 2.0 Strategy 2.1)  
[Main Street Point: Design/Promotions](#)

**Define Success:**

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Install concrete cornhole boards in Third Street Park once renovation is complete		Bill Fulger	4/1/21	Done!	\$0
2. Host Pop-up on Poplar Spring Series once park renovation is complete				Stalled	\$0
3. Use projectors from Main Street Christmas Light Extravaganza for activations					\$0
4. Utilize canopy in Third Street Park for activations and events year-round					\$0
5. Brainstorm new ways to engage families	Felicia/Events committee	Emily			\$0
6. Repair and repaint MACON letters		Emily and Bill	5/1/21	In progress!	\$0
7.					\$0
8.					\$0
				<b>Total</b>	<b>\$0</b>

**Transformation Strategy 2: Make downtown Macon more family and kid friendly.**

**Goal 3:** Create and implement a Play Path throughout downtown Macon.  
 (MAP 2.0 Strategy 2.1)  
 Main Street Point: Design/Promotions

**Define Success:** 5 gameboard murals installed by local artists along a path that highlights all opportunities for play in downtown Macon.

**Partners:**

<u>Task</u>	<u>Board Member Responsible</u>	<u>Staff Responsible</u>	<u>Due Date</u>	<u>Progress</u>	<u>Budget</u>
<u>1. Apply for DTC grant to implement a Play Path</u>	<u>Wimberly Treadwell</u>	<u>Emily</u>	<u>3/15/21</u>	<u>Done!</u>	<u>\$0</u>
<u>2. Create and publish a call for artists</u>	<u>Wimberly</u>	<u>Emily</u>	<u>9/1/21</u>	<u>Done!</u>	<u>\$0</u>
<u>3. Obtain permissions for installation</u>	<u>Wimberly and Alex</u>	<u>Emily</u>	<u>9/30/21</u>		<u>\$0</u>
<u>4. Determine locations for murals</u>	<u>Wimberly</u>	<u>Emily</u>	<u>9/15/21</u>		<u>\$0</u>
<u>5. Organize review committee</u>	<u>Wimberly</u>	<u>Emily</u>	<u>10/1/21</u>		<u>\$0</u>
<u>6. Review proposals, select artists, and assign locations</u>	<u>Wimberly and Felicia</u>	<u>Emily</u>	<u>10/22/21</u>		<u>\$0</u>
<u>7. Gather materials</u>	<u>Wimberly</u>	<u>Emily</u>	<u>11/1/21</u>		<u>\$0</u>
<u>8. Determine volunteer needs and launch volunteer sign-up</u>	<u>Wimberly</u>	<u>Emily</u>	<u>10/15/21</u>		<u>\$0</u>
				<u>Total</u>	<u>\$0</u>