

Metter Classic Main Street/Downtown Development Authority

2017 Program of Work

Downtown Vision: Prolonged community development in Candler County because we advocate the city's insignia Everything's Better in Metter by actively preserving our city through the revitalization and economic enhancement of downtown.

Mission of Metter Main Street / Downtown Development Authority: Stimulate the revitalization of downtown Metter through initiatives that enhance successful business growth, promote commercial and residential development, strengthen social and cultural vitality, and preserve downtown's unique inventory of historic properties.

ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
<p>Vision for Success: This organization is community-driven, brings diverse stakeholders from all sectors together, inviting them to be proactive participants in the revitalization process of downtown Metter.</p>	<p>Vision for Success: Downtown Metter will ultimately be the center of the community and the hub of economic activity, while creating a positive image that showcases a community's unique characteristics.</p>	<p>Vision for Success: The Main Street Metter program enhances the physical elements of downtown while capitalizing on the unique assets that set the commercial district and Interstate interchange apart.</p>	<p>Vision for Success: Downtown Metter will be positioned to become the location of choice for commercial business development and a growing destination for housing.</p>
Goal	Goal	Goal	Goal
<p>Goal: Regardless of the organizational makeup, the focus is on ensuring that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively implement the Community Transformative Strategies.</p>	<p>Goal: Highlight cultural traditions, celebrate and preserve important architecture and history, encourage local businesses to market cooperatively, offer coordinated specials and sales, and hosting special events aimed at changing perceptions of the district and communicating to residents, investors, businesses, and property-owners that downtown Metter is special.</p>	<p>Goal: Enhance our appeal to residents and visitors alike with attention to public space through pedestrian friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently-designed buildings and gateway beautification.</p>	<p>Goal: Position downtown Metter for targeted new investment and business retention and expansion that supports the overall master plan and reality of the economic supply and demand of the district.</p>

Objectives	Objectives	Objectives	Objectives
<ul style="list-style-type: none"> • Meet at least quarterly with the DDA and at least bi-monthly with the City Council. • Strategize with the City to appoint committed representatives to the DDA/Main Street board of directors • Efficiently determine boundaries of central business district and historic district for the Main Street service area • Build a volunteer base that represents merchants and property owners for all teams, events and promotions 	<ul style="list-style-type: none"> • Create new National Main Street accredited, sponsored branding campaign & publicize Main Street brand and phase out the defunct Better Hometown brand • Revamp the downtown Metter social media • Distribute downtown news in Chamber of Commerce’s weekly e-newsletter • Promote the Better Downtown website page on the betterinmetter.com • Update the tourism brochure Antiques, Uniques & Eats • Host and market downtown holiday shopping events, Sweet Southern Christmas Stroll & Shop Small Saturday in conjunction with Chamber of Commerce and American Express • Develop empty storefronts/business window marketing revealing property & branding • Partner with DNR to host Georgia preservation promotions locally • Host the Another Bloomin’ Festival in downtown 	<ul style="list-style-type: none"> • Work with University of Georgia & City of Metter to implement Archway projects (ie: Metter Moves, historic district gateway median upgrades and phase II gateway signage program) • Design with City of Metter and UGA Archway partnership phase IV -V of the city streetscape plans • Work with the National Park Service and Georgia Historic Preservation commission to assist the City of Metter to become a Certified Local Government resulting in historic preservation guidelines and potential grant money • Keep a historic resource survey readily available to property investors for HTC incentives • Revive the Façade Grant program • Develop a public art mural project though partnership with the public-school system and local artists 	<ul style="list-style-type: none"> • Encourage code enforcement and review ordinances with City of Metter Development Team • Support “parking awareness program” <i>Don’t Be a Shopper Stopper campaign</i> • Maintain and manage an available property listing • Partner with Chamber of Commerce to promote Shop Local FIRST campaign and Candler Cash program • Support the City of Metter’s Master Plan to reduce blight and unsightly structures along the downtown major gateways • Dress and/or use vacant storefront to promote local pop-up businesses and community events • Host an annual FAM tour of available properties sponsored by SBDC/lending institutions/property owners • Make SBDC retail analysis research readily available to potential investors

