



# **DEVELOPMENT AUTHORITY / MAIN STREET PROGRAM WORK PLAN FY: 2016 - 2017**

*Preserving Community, Commerce, & Culture  
on the Coast with Partners Year-Round.*

# Why & How

***Vision:*** *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.*

The ***Mission*** of the Tybee Island Development Authority / Main Street Program is to:

- *facilitate efforts to revitalize, redevelop, and enhance that which improves the quality of life;*
- *create a sense of place and improve the quality of life for residents, business owners, and visitors using the Main Street Four Point Approach;*
- *encourage quality economic growth and development while preserving Tybee Island's unique architectural and community heritage;*
- *support and encourage the arts as a cultural endeavor and economic engine on the Island.*



## The 4 Points

Organization/  
Outreach

Economic  
Restructuring  
(Business  
Assistance)

Design / Historic  
Preservation

Promotion

# Snapshot of achievements over the years

- Implemented, improved and maintain lines of communication among Merchants, Residents, and the City via monthly e-newsletters, meetings, and social media.
- Conceptualized, implemented, and promote the **Buy Local Tybee** concept.
- Conceptualized, implemented, and manage the **Locals Appreciation Card** program for 28 merchants and 300+ residents.
- Successfully branded the Main Street “vibe” for the town by integrating art, history, commerce, nature, and community into our logo utilizing the town’s zip code.
- Obtained \$18,000 in grant monies to update the Historic Resources Survey in order to further the City’s preservation efforts.
- Obtained over \$18,000 in grant monies to assist the City with buying and strategically placing trash receptacles along heavily used sidewalks.
- Obtained over \$11,000 in grant monies to build awareness and sustain the anti-litter campaign, **Keep Tybee Tidy**.
- Encouraging preservation activities and highlighting the importance and benefits of protecting the island’s unique architectural details and heritage.
- Conceptualized, implemented, review, and award Façade Improvement Grants for commercial buildings with \$1,500 in donations.
- Coordinate Ribbon Cutting Celebrations, and the like, for new entrepreneurs / businesses celebrating a milestone anniversary with City Officials and the public.
- Initiated and manage the Tybee Island Information Providers Program at the Info Hut in Downtown Tybee and create materials for posting. Develop partnerships to create jobs to maintain this service created to assist visitors (to date 4,000+ visitors have been assisted).
- Conceptualized, implemented, manage, and create materials for the Informational Kiosk at the Park of Seven Flags.
- Coordinate and host annual city-sponsored community events that highlight the arts, the businesses, and the community’s well-being; coordinate with other’s hosting events and track the economic impact of events throughout the year (2015 = over \$4 million).

# Organization / Outreach

Board Chairperson: Ted Lynch

## COMMITTEE DESCRIPTION:

As a program that is supported by the City of Tybee Island, the board is responsible to ensure that the mission and vision statements accurately reflect the purpose of the program within the community, that the by-laws allow the board to properly coordinate and carry out the program goals, and to ensure fiscal responsibility. The Organization Committee (Board of Directors) works towards consensus building and cooperation while continuously promoting the program and its mission. The Board of Directors and committee volunteers make up the fundamental organizational structure while working with partners throughout the town to help the program thrive. This structure divides the workload and clearly states responsibilities. Members ensure that the necessary funding and people are in place for the success of the program. The committee recruits members and volunteers, solicits donations, seeks alternative funding, publishes informational communication, and maintains ties with community organizations.

<u>GOAL</u>	<u>ACTION</u>	<u>RESPONSIBLE PARTY</u>	<u>TIMELINE</u>	<u>BUDGET</u>	<u>FUNDING SOURCE</u>	<u>COMPLETION</u>
Maintain and Improve Communication	Disseminate newsletter	Chantel	Monthly	N/A	COTI	
	Create information clearinghouse with partnering organizations	Board / Chantel	Continuation	S/M	Private / Public Partnerships	
	Utilize Social Media	Board / Chantel / Partners	Ongoing	N/A	N/A	
	Distribute program information	Board / Chantel	Ongoing	N/A	N/A	
Seek Funding Opportunities	Create list of funding options	Board / Chantel	Ongoing	N/A	N/A	
Attend Trainings	Attend required and applicable trainings as needed	Board / Chantel	Ongoing	E/T, T/R	COTI	

# Business Assistance

Board Liaison: Ted Lynch

## Committee Description:

The Business Assistance Committee (BAC) works to strengthen and diversify the economic base by retaining businesses and recruiting new businesses. The BAC must have a thorough understanding of the commercial district's economic condition and best opportunities, monitor economic performances and focus on incremental changes that will improve the areas foundation. The BAC will seek opportunities for financial incentives and, tax benefits, changing trends, preservation, etc. that help stimulate quality economic growth. The BAC also encourages building rehabilitations and diversity that will benefit local businesses and the community, as well as, continue to educate business owners on entrepreneurship.

<u>GOAL</u>	<u>ACTION</u>	<u>RESPONSIBLE PARTY</u>	<u>TIMELINE</u>	<u>BUDGET</u>	<u>FUNDING SOURCE</u>	<u>COMPLETION</u>
Host Ribbon-Cutting Events	Collaborate with merchants and City Officials	Committee / Board / Chantel	Ongoing	N/A	N/A	
Improve / Change Locals Appreciation Card Program	Meet with merchants to review and restructure as necessary	Committee / Board / Chantel	Continue as needed	N/A	N/A	Continue as needed
Track Vacant Commercial Properties	Receive updates from commercial realtors & property owners;	Committee / Chantel	Ongoing	N/A	N/A	
	Update online information with pictures	Chantel	Ongoing	N/A	N/A	
Increase Volunteerism for TIIP Program	Manage the Info Hut with assistance from Visit Tybee	Chantel / VT	Ongoing	N/A	Visit Tybee (staffing); COTI (maintenance)	
Host Merchant Meet-Ups	Set topics and schedule quarterly / as necessary	Committee / Chantel	Ongoing	S/M	N/A	
Update the property inventory database		Chantel	Ongoing	N/A	N/A	

Additional Opportunities: 1) Increase awareness of diversity of shops

# Design / Historic Preservation

Board Liaison: Vicki Hammons

## Committee Description:

The Design Committee plays a vital role in preserving and enhancing the physical appearance of Tybee Island within commercial areas and provides support of Historic Preservation efforts as part of the city's goals to preserve the character of the island. Well planned design provides an area attractive to shoppers, investors, business owners and visitors. This is accomplished by capitalizing on the best assets, such as historic features. Some design elements to creating an inviting atmosphere are attractive window displays, public parking space, building improvements, sidewalks, street lighting, and landscaping. Design activities also include instilling good maintenance practices, rehabilitating historic buildings, encouraging appropriate new construction and developing appropriate design management systems.

<u>GOAL</u>	<u>ACTION</u>	<u>RESPONSIBLE PARTY</u>	<u>TIMELINE</u>	<u>BUDGET</u>	<u>FUNDING SOURCE</u>	<u>COMPLETION</u>
Create Design Guidelines	Support Historic Preservation Commission and City of Tybee Island with construction of document	Committee / HPC / Chantel	Current – August 2016	N/A	TIHS/COTI	
Award Façade Grants	Share information with and assist Merchants with design elements as necessary	Committee / Board	Current	DME: \$1500 (\$500 ea.)	Donation – included in COTI: MS budget	
Increase Revolving Loan Fund applications	Encourage property owners to seek available low interest loans	Committee / Board / Chantel	Ongoing	N/A	Property Owner / Funding Agency	
	Assist in application preparation (writing / submission) as appropriate	Chantel	Ongoing	N/A	N/A	
Public Mural Project Installation	Install the Public Murals based on the 2015-16 approved outline	Board / TAA / Chantel	Ongoing	N/A	Donations secured by TAA	

# Promotions

Board Liaison: Brenda Marion

## Committee Description:

The Promotions Committee works to increase awareness of Tybee Island’s unique characteristics to shoppers, investors, new businesses, residents, and visitors through advertising, retail promotional activity, special events, and marketing campaigns.

The Promotions committee understands the unique assets and qualities of Tybee’s commercial culture, the importance of partnerships, and of having a strong, positive public image for businesses throughout Tybee Island.

<u>GOAL</u>	<u>ACTION</u>	<u>RESPONSIBLE PARTY</u>	<u>TIMELINE</u>	<u>BUDGET</u>	<u>FUNDING SOURCE</u>	<u>COMPLETION</u>
Host Community Events	Street Party on Tybrisa (inc. A.O. #2)	Committee / Chantel	November 2016	Contract Labor, Advertising	COTI; seek sponsorships	
	Movies in the Park		July, August 2016, June 2017	S/M, Advertising		
	Community Day	Committee / Partnering Organizations	Fall 2016	S / M		
	Tybee for the Holidays:	Committee / Chantel	November 24, 2016 – January 1, 2017	S/M, Advertising		
	▪ Small Business Saturday					
	▪ Lights on for Tybee					
	▪ Christmas Parade					
	▪ Other (i.e. decorating day, etc.)					
Support Merchant Activities	as appropriate	Committee / Chantel	ongoing	N/A	N/A	
Continue Main Street Newsletter	Increase merchant information & highlight attributes of the Tybee business culture	Committee / Board	ongoing each month	N/A	COTI	

Additional Opportunities: 1) Host Historic Preservation Month event; 2) Promote / Highlight visual arts

# Tybee Island Development Authority / Main Street Organizational Overview

