

WARRENTON MAIN STREET PROGRAM

2017 Work Plan & Accomplishments for Hometown Warrenton, Inc.

Activity	Responsibility	Timetable	Budget	Completed
<i><u>Historic Preservation categories</u></i>				
Façade Grant Program	HWI Board, staff, & volunteers	Jan-Dec 2017	Expense: \$15000	Revitalize Warrenton Project
Historic District boundaries	HWI Board, staff, & volunteers	Jan-Dec 2017	Expense: \$0	Plan to expand boundaries to include more historical sites
Increase awareness of Historic Preservation by promoting the work of the Historic Preservation Commission online and in print media	HWI Board	Jan-Dec 2017	Expense: \$0	Plan to send out items through e-news, newspapers, media & social outlets
Increase awareness of Historic Preservation by promoting façade grants for businesses in the historic district	Office staff & volunteers	Jan-Dec 2017	Expense: \$200	Plan to submit articles and promote through the Chamber newsletters and online
Increase awareness of Historic Preservation by promoting the district and tax incentives through the Nat'l Historic Trust for listed/applied for listing commercial properties	Office staff & volunteers HPC	Jan-Dec 2017	Expense: \$200	Plan to have one-on-one conversations/meetings/correspondences with commercial building owners w/in the district who would qualify for the incentives offered
Increase awareness of Historic Preservation by participation in the Historic Rural Churches Trail	Office staff	Jan-Dec 2017	Expense: \$2800	Plan to install one audio box at one church in Warren Co on the trail
Continue "Hometown Hello", a welcome committee that also incorporates articles to the paper promoting Warren County's past & present	Louise Hadden, office staff & volunteers	Jan-Dec 2017	Expense: \$100	Plan to continue with articles, visits & gifts
HPC training	HPC & Staff	Jan-Dec 2017	Expense: \$200	Continue training if offered in region
Build awareness & conduct activities/fundraisers for the Knox Theatre Renovation project	HWI Board, office staff	Jan-Dec 2017	Expense: \$500	Host ushered tours during annual events, conduct a "seat" raffle, provide concerts in front of the theatre on occasion, and have movies shown in Cultural Center to

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<u><i>Museum, Theatre, Arts, Education, Grants</i></u>				
Hold museum exhibits in spring & fall	Susan Cranford, office staff & volunteers	Jan-Dec 2017	Expense: \$0	Plan to have interesting & relevant exhibits in spring & fall
Administer funding for Theatre Renovation	Office staff & County	Jan-Dec 2017	Goal: \$20,000	Looking for education or arts grants
Continue Area Children's Theatre	Cindy Rivers	Jan-Dec 2017	Expense: \$3450	Plan for spring & fall performances, summer project
	<i>Year-To-Date: \$909 Income, \$1943 Expense</i>		<i>4/20-4/23 "Much Ado About Nothing"</i> <i>7/21-7/23 "Almost Maine"</i> <i>12/1-12/3 "Cinderella"</i>	
<u><i>Downtown Beautification</i></u>				
Continue streetscape with flower box project	Office staff & volunteers	Apr '17 & Oct '17	Expense: \$100/yr	Purchase & plant flowers with children--helped by the Warrenton Garden Club
Christmas decorations	Office staff & volunteers	Jan-Dec 2017	Expense: \$1600	Fund raise to purchase new streetline decoration & pole garlands for downtown area
Peace Poles	Clubs, Orgs, Biz's, Garden Club-lead	Jan-Dec 2017	Expense: \$20/pole by participant	First installation of 5 poles (3.25.17)
<u><i>Events</i></u>				
March Hare Affair	Cindy Rivers & volunteers	Mar '17	Expense: \$800	Expense: \$1131, Income: \$365 Low turnout, materials leftover for 2018
Bikes & Blues	Cindy Rivers & volunteers	April & May '17	Expense: \$2400	Expense: \$1323, Income: \$1229 Low turnout, materials leftover for other outdoor summer activities
Tennis Tournament & Kids Camps	Cindy Rivers & volunteers	July '17	Expense: \$800	
Sportsman's Festival	Cindy Rivers & volunteers	Nov '17	Expense: \$5900	
Hometown Christmas & Skyline	Cindy Rivers & volunteers	Dec '17	Expense: \$2600	

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<u><i>Merchandise</i></u>				
Warren County History Books, Court House Prints, Collages, School House Prints, notecards, t-shirts	Office staff & volunteers	Jan-Dec 2016	Goal: \$450	Promote sales through social media & weekly specials
<u><i>Marketing Materials</i></u>				
Update Warren County brochures	Office staff & Publishing Co.	Mar '17	Expense: \$2000	Plan to make edits & send to printer
Increase online presence	Office staff	Jan-Dec 2017	Expense: \$0	Posts HWI Facebook page Posts on social media outlets at least weekly
Add "Available Commercial Properties" to main website	Cindy Rivers, Chamber Board Property Owners	Apr '17	Goal: \$180/yr	Highlight available commercial properties on the site on a rotating basis for nominal fee
Increase presence in Classic South regional advertising campaigns	Cindy Rivers	Jan-Dec 2017	Expense: \$250	Commit advertising dollars to CSRA campaign
<u><i>Certifications/Designations</i></u>				
Camera Ready Community	Cindy Rivers Michael Huebener	Jan-Dec 2017	Expense: \$600	Finish pictures for website & for Reel-Scout. Inventory resources for film industry