



Hometown Warrenton 2020-2022 Work Plan



Transformation Strategy #1: Knox Theatre*

Why? To create a cultural center in Downtown Warrenton, GA highlighting the arts including Bands, Theatre and Movies. Creating a more inviting consistent atmosphere of activity in Downtown Warrenton by opening the Knox Theatre as a daily place of operation.

<i>Economic Vitality</i>	<i>Design</i>	<i>Promotion</i>	<i>Organization</i>
Wildly Important Goal			
<ul style="list-style-type: none"> • Complete Construction Plan • Complete Business Plan 	<ul style="list-style-type: none"> • Create Design Plan for Knox Square including Infrastructure Additions 	<ul style="list-style-type: none"> • Advertise timeline of Knox Project once Construction Plan is completed. • Project Plan posted in Poster Boxes in front of Building. 	<ul style="list-style-type: none"> • Rebrand Fundraising Campaign to reflect more modern approach. • Pursue fundraising efforts. • List of interested partners in Community. "Friends of the Knox"
Repeat Annual Responsibilities			
	<ul style="list-style-type: none"> • Coordinate yearly cleaning and maintenance of Knox 	<ul style="list-style-type: none"> • Continue tours of Knox Theatre in coordination with events to ensure public attention. • Continue fostering connections with Film Community. • Continue to update Marque with Events and Information. 	<ul style="list-style-type: none"> • .

Transformation Strategy #1: Knox Theatre

Economic Vitality

Goal 1: Complete Construction Plan
Goal 2: Complete Business Plan

Task	Board Member Responsible	Staff Responsible	Partner Organizations	Due Date	Progress	Budget
1. Complete Construction Plan for Knox Theatre. Highlighting phases and detailed expenses.	N/A	Jeffrey Fowler	Construction Firm	02/01/2020	10%	\$1,000.00
2. Complete Business Plan for Knox Theatre. Highlight how the theatre will operate once completed.	N/A	Jeffrey Fowler	SBDC, Nonprofit Center, etc.	03/01/2020	5%	\$?
					TOTAL	1000.00

Transformation Strategy #1: Knox Theatre Design

Goal 1: Create Design Plan for Knox Square including Infrastructure Additions

Task	Board Member Responsible	Staff Responsible	Partner Organizations	Due Date	Progress	Budget
1. Create Design Plan for Knox Square including Infrastructure Additions.	N/A	Jeffrey Fowler	DCA, Design Firm	02/01/2020	0%	\$200.00
2. Coordinate a yearly cleanup of Knox Theatre. Complete any maintenance items possible.	Design Committee	Jeffrey Fowler	ANY	06/01/2020	0%	\$300.00
					TOTAL	800.00

Transformation Strategy #1: Knox Theatre Promotion

Goal 1: Advertise timeline of Knox Project once Construction Plan is completed
Goal 2: Project Plan posted in Poster Boxes in front of Building

Task	Board Member Responsible	Staff Responsible	Partner Organizations	Due Date	Progress	Budget
1. Advertise timeline of Knox Project once construction Plan is completed.	Not Yet	Jeffrey Fowler		04/01/2020	0%	\$200.00
2. Project Plan posted in Poster Boxes in front of Building.	Tammy Carden, Louise Hadden, Betty English	Jeffrey Fowler		03/01/2020	5%	\$250.00
3. Continue tours of Knox Theatre in coordination with events to ensure public attention.	Promotion Committee	N/A	N/A	Yearly	0%	\$0.00
4. Continuing fostering connections with Film Community.	Tammy Carden	N/A	N/A	Yearly	50%	\$0.00
5. Update Marque with Events and Information throughout the year.	N/A	Jeffrey Fowler	N/A	Monthly	∞	\$0.00
TOTAL						400.00

Transformation Strategy #1: Knox Theatre Organization

Goal 1: Rebrand Fundraising Campaign to reflect more modern approach.
Goal 2: Pursue fundraising efforts.
Goal 3: List of interested partners in Community. "Friends of the Knox"

Task	Board Member Responsible	Staff Responsible	Partner Organizations	Due Date	Progress	Budget
1. Rebrand Fundraising Campaign to reflect more modern approach.	Tammy Carden, Louise Hadden, Betty English	Jeffrey Fowler		02/01/2020	0%	\$0.00
2. Pursue Fundraising Efforts: a. Knox Foundation b. Watson and Knox c. Georgia Council for the Arts d. Warren County e. City of Warrenton f. Fox Theatre Institute g. Film Connections	Not Yet	Jeffrey Fowler		12/01/2020	0%	\$?
3. List of interested partners in Community. "Friends of the Knox"	Tammy Carden, Louise Hadden Betty English	Jeffrey Fowler		03/01/2020	0%	\$.00
TOTAL						\$0.00



Transformation Strategy #2: Business Activation and Development

Why? Create a climate for Business in Downtown Warrenton. Affecting taxes, ordinances, etc. to ensure long-term sustainability, growth and health of the community. Create a more marketable Downtown for new businesses.

<i>Economic Vitality</i>	<i>Design</i>	<i>Promotion</i>	<i>Organization</i>
Wildly Important Goal			
<ul style="list-style-type: none"> • Complete Availability and Pricing Survey. • Develop Incentive Package. • Holistic Recruitment Plan. • Redirect Semi-Trucks from Downtown. 	<ul style="list-style-type: none"> • Fake Store Fronts. • Historic Preservation Commission Activation. 	<ul style="list-style-type: none"> • Advertise Buildings for Sale or Rent on Website. 	<ul style="list-style-type: none"> • Develop Relationships with Planning, City Clerk, and others to stay in the know. • Assist with Rural Zone. • Refine Taxes and Ordinances to be Business Friendly.
Repeat Annual Responsibilities			
<ul style="list-style-type: none"> • Paving Main Street DOT Update 	<ul style="list-style-type: none"> • Façade Grant Program. • Update Building Database before end of year to ensure accuracy. (pictures too) 	<ul style="list-style-type: none"> • Continue revised Downtown Events to highlight town as whole. 	<ul style="list-style-type: none"> • Manager ensure Business Opening Processes have not updated.

Transformation Strategy #2: Business Activation and Development

Economic Vitality

Task	Board Member Responsible	Staff Responsible	Partner Organizations	Due Date	Progress	Budget
1. Coordinate with Downtown Building Owners to create an availability and pricing database.	Sheri Frantz, Steve Smith	Jeffrey Fowler		02/01/2020	0%	\$0.00
2. Develop Incentive Package items for Downtown Warrenton.				05/01/2020	0%	\$0.00
3. Work holistically with Local Businesses/Locals/Growth Opportunities to recruit Downtown: * <ul style="list-style-type: none"> a. Antique Store b. Gym c. Clothing Store 				Yearly		
4. Redirect Semi-Trucks from Downtown to Bypass.	N/A	Jeffrey Fowler	City Council	09/30/2020	0%	\$0.00
5. Review with DOT Main Street paving schedule.	Cheryl Brewer	N/A	DOT	01/30/2020	0%	\$0.00
6. Work with City to establish Code Enforcement Policies. *						
					TOTAL	1000.00

Transformation Strategy #2: Business Activation and Development Design

Task	Board Member Responsible	Staff Responsible	Partner Organizations	Due Date	Progress	Budget
1. Coordinate Fake Store Fronts in Vacant Buildings Downtown.	Not Yet	Jeffrey Fowler	Garden Club, Churches, etc.	03/01/2020	0%	\$500.00
2. Historic Preservation Commission Activation in Downtown Warrenton.	Kim-Cora Kay	Jeffrey Fowler	City Council, Mayor and O.B. McCorkle	06/01/2020	0%	\$0.00
3. Continue Façade Grant Program Downtown.	Design Committee	Jeffrey Fowler		Yearly	0%	\$5000.00
4. Continue update of Building Database before year end to ensure accuracy. (pictures too)	Design Committee	Jeffrey Fowler		12/15/2020	0%	\$0.00
					TOTAL	\$5,500.00

Transformation Strategy #2: Business Activation and Development Promotion

Task	Board Member Responsible	Staff Responsible	Partner Organizations	Due Date	Progress	Budget
1. Advertise Buildings for Sale or Rent on Website.	Not Yet	Jeffrey Fowler		06/15/2020	0%	\$200.00
2. Continue Revised Events in Downtown Warrenton a. March Hare Affair b. Bikes and Blues c. Art on Main d. Sportsman's Festival e. Hometown Christmas f. Movies on the Lawn g. Market on Main	Promotion Committee	Jeffrey Fowler		Yearly	0%	\$9000.00
3. Repair and Paint signs coming into Warrenton, GA	Promotion Committee: Tammy Carden	Jeffrey Fowler		01/30/2020	0%	\$100.00
					TOTAL	\$9,200.00

Transformation Strategy #2: Business Activation and Development Organization

Task	Board Member Responsible	Staff Responsible	Partner Organizations	Due Date	Progress	Budget
1. Develop Relationships with Planning, City Clerk and others to stay in the Knox on Downtown Processes and Development.		Jeffrey Fowler		Yearly	0%	\$0.00
2. Assist with Rural Zone applications.		Jeffrey Fowler	O.B. McCorkle, DDA	?	0%	\$0.00
3. Work with City and County to refine Taxes and Ordinances to be Business Friendly.		Jeffrey Fowler		12/30/2020	0%	\$0.00
4. Manager ensure Business Opening Procedures have not updated at least once per year.		Jeffrey Fowler		08/20/2020	0%	\$0.00
TOTAL						\$0.00



Transformation Strategy #3: Placemaking

Why? Ensure a sense of Community in Downtown Warrenton creating places to foster activity. Focus on areas to improve visibility and vibrancy of area. Create a fun, unique and vibrant areas in Downtown.

<i>Economic Vitality</i>	<i>Design</i>	<i>Promotion</i>	<i>Organization</i>
Wildly Important Goal			
<ul style="list-style-type: none"> • Stage near Downtown • Splash Pad 	<ul style="list-style-type: none"> • Develop Third Places • Way Finding Sign System • Murals in Crosswalks 	<ul style="list-style-type: none"> • Selfie Spots • Website Upgrades and Rebranding • Art Alley Improvement and Continuation • Info Center Downtown • Incorporate Turtle Submarine History into Promotion 	<ul style="list-style-type: none"> • Hometown Hello Program Upgrade • Tourism Product Development Grant Application • Finish Walking Track Project in Warrenton
Repeat Annual Responsibilities			
	<ul style="list-style-type: none"> • Second Round of Peace Poles • Flower Box Maintenance and Beautification • Improve Bench access in Downtown 	<ul style="list-style-type: none"> • Pews and Pulpits Coordination • Work with Partners to ensure Community Calendar is updated regularly • Update and Highlight Local Restaurants, Retail and History in Downtown 	

Transformation Strategy #3: Placemaking Economic Vitality

Task	Board Member Responsible	Staff Responsible	Partner Organizations	Due Date	Progress	Budget
1. Assist with efforts to create a permeant Downtown Stage area.		Jeffrey Fowler	Kiwanis	12/31/2021	0%	\$0.00
2. Work with City to develop Splash Pad in Downtown. *		Jeffrey Fowler	City of Warrenton	04/01/2022	0%	\$0.00
					TOTAL	\$0.00

Transformation Strategy #3: Placemaking Design

Task	Board Member Responsible	Staff Responsible	Partner Organizations	Due Date	Progress	Budget
1. Develop more Third Places in Downtown Warrenton. <ul style="list-style-type: none"> a. Art Alley Improvements b. Pocket Parks c. Area next to Knox Theatre 		Jeffrey Fowler	Garden Club, Churches, Mel Smith	07/01/2021	0%	\$?
2. Way Finding Sign System. <ul style="list-style-type: none"> a. Research the Cost and Style b. Ask City for Funds c. Apply for Grants d. Installation 		Jeffrey Fowler	City Council, Mayor	02/01/2020	0%	\$0.00
3. Create Murals in our 4 Crosswalks to highlight them, continue maintenance and add vibrancy.		Jeffrey Fowler	Georgia Council for the Arts	09/01/2021	0%	\$0.00
4. Complete a Second Round of Peace Poles in Downtown Warrenton.	Jane Edmunds	Jeffrey Fowler	Garden Club	12/15/2020	0%	\$?
5. Flower Box Maintenance and Beautification	Jane Edmunds	Jeffrey Fowler	Ronnie Easler, Garden Club	01/15/2020	0%	\$200.00
6. Improve Bench access in Downtown		Jeffrey Fowler		12/31/2021	0%	\$0.00
					TOTAL	\$0.00

Transformation Strategy #3: Placemaking Promotion

Task	Board Member Responsible	Staff Responsible	Partner Organizations	Due Date	Progress	Budget
1. Selfie Spots located in Downtown Warrenton.		Jeffrey Fowler	Garden Club	12/15/2020	0%	\$0.00
2. Continue Website Upgrades and Rebranding to have more user based focused including Downtown Businesses and Restaurants.	Promotion Committee	Jeffrey Fowler		04/01/2020	0%	\$500.00
3. Coordinate with Mel Smith an Art Alley Improvements and Continuation Plan.	Jane Edmunds		Garden Club	06/15/2020	0%	\$150.00
4. Purchase/Create/Install an Information Center in Downtown Warrenton.		Jeffrey Fowler		08/01/2020		\$?
5. Incorporate unique history elements into Promotion of City/County. a. Turtle Submarine b. Rural Free Delivery						
6. Continue help of coordination of Pews and Pulpits.		Jeffrey Fowler		Yearly	25%	\$0
7. Work with Partners to ensure Community Calendar is updated regularly with community events.		Jeffrey Fowler		Yearly	10%	\$0
					TOTAL	\$9,200.00

Transformation Strategy #3: Placemaking Organization

Task	Board Member Responsible	Staff Responsible	Partner Organizations	Due Date	Progress	Budget
1. Improve and maintain Hometown Hello Program. Upgrade to include new items and people.		Jeffrey Fowler		09/30/2020	0%	\$50.00
2. Apply to participate in a Tourism Product Development Team with Explore Georgia. *		Jeffrey Fowler	Explore Georgia, Warren County	01/01/2020	0%	\$1200.00
3. Finish coordinating Walking Track progress in Downtown Warrenton, GA. *		Jeffrey Fowler	Georgia Power	04/20/2020	0%	\$0.00
4. Coordinate Community Outreach efforts in other cities in Warren County: a. Norwood b. Jewell		Jeffrey Fowler	City of Camak, City of Norwood, Jewell Residents	01/20/2020	0%	\$0.00
5. Coordinate a project in Downtown Camak – work with City Council of Camak.		Jeffrey Fowler	City of Camak	09/10/2020	0%	\$?
					TOTAL	\$0.00

Items from Comprehensive Plan to review in future.

- Create and implement a marketing plan promoting cycling routes and walking trails in the county.
- Create a tourist center along the Ogeechee River in conjunction with the Scenic Byway & welcome center.
- Investigate the feasibility of instituting a hotel/motel tax in Warren County.
- Initiate a study regarding multi-use trails connecting municipalities.
- Promote agricultural based tourism for Agricultural businesses located throughout the county.
- Complete renovations to the Knox Theater.
- Rehabilitate a building in downtown Camak or Norwood as retail spaces for area businesses.
- Coordinate with area tourism office to recruit local niche vendors to sell their wares in rehabilitated downtown property.
- Create a Land Bank Authority for the purpose of reclaiming vacant and dilapidated properties.
- Complete development of Veteran's Park adjacent to Norwood City Hall.

Completed Items – Checked Off 😊

- Ronnie Easler fixed three damaged boxes in Downtown Warrenton.
- Met with Camak City Council and partnered with them on future projects/resources.