

## Warrenton Community Work Plan Review Form

### 2018 Annual Work Plan

**Vision Statement**

Our vision is to help create a unique and vital downtown that enriches the business community, embraces history, celebrates the arts, and promotes quality events to instill a "sense of place" in our community.

**Mission Statement**

Hometown Warrenton, Inc. promotes community development through downtown revitalization, historic preservation, tourism, and education.

### Transformation (implementation) Strategies

**Transformation (implementation) Strategy #1:**

**Improve our branding and education efforts within the community**

**Transformation (implementation) Strategy #2:**

**Increase awareness of and impact on historic preservation in Warrenton**

**Transformation (implementation) Strategy #3:**

**Make our events a way of connecting the community and a platform for building partnerships which will make an economic impact on the downtown area**

### Top Priorities for Year 2018

**Status:**

Achieved

In Progress

Stalled

Goal(priority) #1

Submit regular articles to print & radio media, post weekly on social media, and host an expo to inform the public of who we are and what we do

Goal(priority) #2

Continue renovations on the Cultural Center, promote façade grant applications and other beautification projects downtown, and expand the historic district boundaries to include relevant and important historic landmarks

Goal(priority) #3

Increase community support and participation at annual events by making them more appealing to a diverse audience, invite entrepreneurs to commit to a monthly market and/or pop-up shops, and partner with economic development organizations to fill the empty storefronts in Warrenton

**Comments on Goal/Priority Status**

## What is This?

Term	Definition	Use
Branding	Branding is a name, slogan, sign, symbol or design, or a combination of these elements that identify products or services of a company. Branding is not only about getting your target market to select you over the competition but about getting your prospects to see you as the sole provider of a solution to their problem or need.	Strategy #1 Marketing Team
Façade Grant	The downtown business district in Warrenton is listed on the National Register of Historic Districts. We must always strive to preserve the historic attributes of these significant buildings. Through the Warrenton Main Street program, the Hometown Warrenton, Inc. Board of Directors will judge the application and award a <i>matching</i> grant of up to \$2000 to improve the specified façade to approved applicants.	Strategy #2 DesignTeam
Design Team (Refer to pg 7 of your manual)	<u>Beautification</u> : art projects, flower gardens, clean-ups, banners <u>Infrastructure</u> : lighting, benches, sidewalks, trashcans, streetscapes <u>Façade Grants</u> : promotion, guidelines, documentation, celebrations	Strategy #2 Strategy #3
Organization Team (Refer to pg 7 of your manual)	<u>Events</u> : March Hare Affair, Bikes Galore!, Art Off Main, Sportsman's Festival, Hometown Christmas <u>Internal Communications</u> : Board & team meetings, emails, phone calls/texts <u>Membership/Volunteers</u> : recruitment, database, scheduling & training, Board relations & training	Strategy #1 Strategy #2 Strategy #3
Marketing/Promotion Team (Refer to pg 7 of your manual)	<u>Community Outreach</u> : collaborative meetings, membership in other organizations, attend events <u>External Communications</u> : writing articles, public speaking, posting on social media, website development <u>Graphic Arts</u> : designing marketing materials and images for digital media	Strategy #1 Strategy #2
Economic Development/Vitality Team (Refer to pg 7 of your manual)	<u>Small Business Programs</u> : partner with Chamber, SBDC resources, webinars, pop-up shops, OneStop training <u>Young Entrepreneurs</u> : school connections, pop-up shops, webinars <u>Mentoring</u> : school connections, library programs, volunteers/members	Strategy #1 Strategy #3
	Board member who will relay info to the Manager and to	

Liason

other teams, when necessary

All Teams

## Strategy #1

### Transformation (implementation) Strategy:

**Improve our branding and education efforts within the community**

### Goal:

Submit regular articles to print & radio media, post weekly on social media, and host an expo to inform the public on who we are and what we do

### Objective:

Build more community support and awareness of our mission, improve our economic impact and increase tourism

Status	Task	Point of Contact	Cost	Funding Source	Time Line	Team(s)
	Write articles					Mrktg/Org
	Write posts					Mrktg/Org
	Expo Invites					Org
	Expo presentation					Mrktg
	Posters					Mrktg
	Connect with businesses in town					ED
	Attend Chamber Board meetings					ED

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment

### Synopsis of Activity:

## Strategy #2

### Transformation (implementation) Strategy:

**Increase awareness of and impact on historic preservation in Warrenton**

### Goal:

Continue renovations on the Cultural Center, promote façade grant applications and other beautification projects downtown, and expand the historic district boundaries to include relevant and important historic landmarks in the downtown area

### Objective:

Build more community support and awareness of our mission, save our history, and improve the economic impact downtown

Status	Task	Point of Contact	Cost	Funding Source	Time Line	Team(s)
	Cult. Ctr Mgt				Beg. in spring	Org
	Cult. Ctr Phase III (lobby, east wall)				Spring	Dsgn/Org
	Expand historic district boundaries					Dsgn/Org
	Flower gardens				Spring & Fall	Dsgn
	Historic posts & articles				ONGOING *Historic Preserv month (May)	Org/Mrkt
	HeartSpots Memory Lane <small>(Com'ty Engagement p 7)</small>				Ongoing, Beg. in May	Dsgn/Mrkt
	Historic Rural Churches <small>(audio box project &amp; rambles)</small>				Spring & Fall	Org/Mrkt

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment

### Synopsis of Activity:

## Strategy #3

### Transformation (implementation) Strategy:

**Make our events a way of connecting the community and a platform for building partnerships which will make an economic impact on the downtown area**

### Goal:

Increase community support and participation at annual events by making them more appealing to a diverse audience, invite entrepreneurs to commit to a monthly market and/or pop-up shops, and partner with economic development organizations to fill the empty storefronts in Warrenton

### Objective:

Bridge the age, race and socio-economic gaps to improve the economic vitality in Warrenton

Status	Task	Point of Contact	Cost	Funding Source	Time Line	Team(s)
	March Hare Affair (AmerLeg, ACT)				Mar	Org/Mrkt
	ACT Productions (3/yr)				Apr, Jul, Dec	Org/Mrkt
	ACT-- add perf's at schools				Apr & Dec	Org
	Market on Main				Apr-Oct	Org/Mrkt/ED
	Bikes & Blues				May	Org/Mrkt
	Back Rds				May	Org/Mrkt
	Art onOFF Main				Sep	Org/Mrkt/Dsg/ED
	Sportsman's Festival				Nov	Org/Mrkt/Dsg/ED
	Add stages/dance at SF				Nov	Org/Mrkt/Dsg/ED
	Hometown Christmas				Dec	Org/Mrkt/Dsg/ED

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment

### Synopsis of Activity:

## Design Team

<b>Leader:</b>	<i>Special Teams:</i>
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<b>Liason:</b>	Beautification	Infrastructure	Façade Grants
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**Other Members:**

**Transformation (implementation) Strategy: #2 & #3**

**Increase awareness of and impact on historic preservation in Warrenton; make our events a way of connecting the community and a platform for building partnerships which will make an economic impact on the downtown area**

**Goal:**

Continue renovations on the Cultural Center, promote façade grant applications and other beautification projects downtown, and expand the historic district boundaries to include relevant and important historic landmarks in the downtown area; Increase community support and participation at annual events by making them more appealing to a diverse audience, invite entrepreneurs to commit to a monthly market and/or pop-up shops, and partner with economic development organizations to fill the empty storefronts in Warrenton

**Objective**

Build more community support and awareness of our mission, save our history, and improve the economic impact downtown; Bridge the age, race and socio-economic gaps to improve the economic vitality in Warrenton

Status	Task	Point of Contact	Cost	Funding Source	Time Line

**Partner Involvement**

Agency Name	Primary Contact	Level of Commitment

**Synopsis of Activity:**

## Organization Team

<b>Leader:</b>	<i>Special Teams:</i>		
<b>Liason:</b>	Events	Internal Communications	Volunteers/ Membership

**Other Members:**

**Transformation (implementation) Strategy: #1, #2, & #3**

Improve our branding and education efforts within the community; Increase awareness of and impact on historic preservation in Warrenton; and make our events a way of connecting the community and a platform for building partnerships which will make an economic impact on the downtown area

**Goal:**

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**Objective**

Build more community support and awareness of our mission, improve our economic impact and increase tourism; build more community support and awareness of our mission, save our history, and improve the economic impact downtown; and bridge the age, race and socio-economic gaps to improve the economic vitality in Warrenton

Status	Task	Point of Contact	Cost	Funding Source	Time Line

**Partner Involvement**

Agency Name	Primary Contact	Level of Commitment

**Synopsis of Activity:**



## Marketing Team

<b>Leader:</b>	<i>Special Teams:</i>		
<b>Liason:</b>	Community Outreach	External Communications	Graphic Arts

**Other Members:**

**Transformation (implementation) Strategy: #1, #2, & #3**

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Status	Task	Point of Contact	Cost	Funding Source	Time Line

**Partner Involvement**

Agency Name	Primary Contact	Level of Commitment

**Synopsis of Activity:**

## Economic Development Team

<b>Leader:</b>	<i>Special Teams:</i>		
<b>Liason:</b>	Small Business Programs	Young Entrepreneurs	Mentoring

**Other members:**

**Transformation (implementation) Strategy: #1 & #3**

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Status	Task	Point of Contact	Cost	Funding Source	Time Line

### Partner Involvement

Agency Name	Primary Contact	Level of Commitment

**Synopsis of Activity:**