

# 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