

2019 Plan of Work

Downtown Garner Association

Community Engagement	<p>Goal Statement: Tell the story of downtown and foster relationships with businesses and stakeholders to strengthen DGA's position as the leading advocate for Downtown Garner</p>
	<p>2019 Measurables:</p> <ol style="list-style-type: none"> 1. Raise \$15,000 in annual sponsorship donations by the beginning of April 2. Visit with every business and stakeholder in Downtown Garner at least once by July 31 3. Find 2 opportunities to give back to downtown stakeholders in time or financial support
	<p>Committee Projects:</p> <ul style="list-style-type: none"> • Run DGA's annual sponsorship drive • Develop a downtown engagement program to regularly keep up with stakeholders • Build a strategic social media plan for promoting downtown • Provide support for PRCR's Recreation Center grand opening event
Event Planning	<p>Goal Statement: Develop a strategic annual event calendar that brings people downtown to eat, shop, and play.</p>
	<p>2019 Measurables:</p> <ol style="list-style-type: none"> 1. Plan 9-12 downtown events between April-December 2. Recruit 10 new volunteers to fulfill event manpower needs
	<p>Committee Projects:</p> <ul style="list-style-type: none"> • Plan food truck rodeos, outdoor movies, and pop up markets • Build a volunteer program to support existing events and expand capacity for future needs • Develop an event-specific marketing plan that feeds into DGA's overall social media plan • Work with PRCR on long range planning for town festival & new events
Design	<p>Goal Statement: Build a foundation of tools to support and guide future design efforts in downtown.</p>
	<p>2019 Measurables:</p> <ol style="list-style-type: none"> 1. Create 1 new opportunity for public art by the end of 2019 2. Create a complete downtown property database by the end of April
	<p>Committee Projects:</p> <ul style="list-style-type: none"> • Build/update a cohesive property & business database • Revise the façade grant to meet the needs of downtown & encourage growth • Consult with the town on streetscape enhancement projects & signage opportunities • Support projects for temporary & permanent public art in downtown
Development	<p>Goal Statement: Create a strategic economic development plan to foster growth and sustain the existing business community.</p>
	<p>2019 Measurables:</p> <ol style="list-style-type: none"> 1. Recruit 3-4 volunteers to sustain the committee by March 2. Develop 1 mentoring opportunity to be supported by Gearworks tenant by December
	<p>Committee Projects:</p> <ul style="list-style-type: none"> • Collaborate with Community Engagement to address needs or opportunities that arise from meeting with downtown businesses • Work with the Economic Development Director to flesh out programming for Gearworks • Research opportunities for maker space in downtown • Assist the town to market & develop the pad adjacent to the new recreation center