

Downtown Valdosta Strategic Work Plan Review Form

2017-2018 Annual Work Plan

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| Vision Statement | Valdosta is known throughout the Southeast as the town that has blended the past with the future. |
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| Mission Statement | Recognizing Downtown Valdosta as the historic core of the community, the Central Valdosta Development Authority manages the process of enhancing Downtown’s position as the governmental, cultural, and economic center of the Greater Lowndes County area by involving businesses, property owners, government, churches, and the entire community. |
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Transformation (implementation) Strategies

Transformation (implementation) Strategy #1:

Arts and Culture District

Transformation (implementation) Strategy #2:

Tourism and Conference/Meeting Visitors

Top Priorities for Year 2018

| Status: | | | Goal(priority) #1 |
|-------------------|-------------|---------|--|
| Achieved | In Progress | Stalled | |
| | | | Build special event space, including an amphitheater |
| Goal(priority) #2 | | | |
| | | | Build a downtown hotel |
| Goal(priority) #3 | | | |
| | | | Repurpose old courthouse |

Comments on Goal/Priority Status

Priority One

Transformation (implementation) Strategy

Arts and Culture District

Priority Goal:

Build special event space, including an amphitheater

Priority Objective:

Produce and partner to produce 52 events that bring 45-50 thousand visitors each year

Milestone:

Groundbreaking in 2020 and ribbon cutting in 2022

| Status | Task | Responsible Party | Time Line | Budget | Partners and Resources | Four Points Categories |
|--------|--|---|-----------------------|----------|---|---------------------------------|
| | Distribute and analyze a "use" survey | Angela Crance and Mikki Hudson | September to May 2018 | | City, county, Public Art Advi Com, CVDA, VSU ,community, Chamber, Tourism | Economic Vitality; Organization |
| | Identify location options | James Horton, Ellen Hill, and Missy Smith | Spring, 2018 | | DOT city, county, CVDA | Design; Organization |
| | Visit model sites | CVDA board members | Spring, 2018 | travel - | City and CVDA subcommittee | Organization; Design |
| | Design vision | Mike Cooper and Angela Crance | Summer, 2018 | | City, CVDA, community | Design |
| | Set up financing | Mike Lee and Rhett Holmes | Summer, 2018 | ??? | City, county, Georgia | Economic Vitality; |
| | Set up plan for scheduling, managing, maintaining property | Mark Barber, Ellen Hill, Howard Dasher | 2019-2020 | | City, CVDA, Tourism Authority | Organization; Promotion |

Partner Involvement

| Agency Name | Primary Contact | Level of Commi | |
|--------------------------------------|---|----------------|--|
| City of Valdosta | Mark Barber, City Manager | | Synopsis of Activity: Current activities that could support the project (Promotion): Tree lighting, First Fridays, Easter Egg Hunt, Farm Days, Farmers Market, Brown Bag, 100 Black Men BBQ, VSU homecoming, Christmas parade route |
| Lowndes County | Joseph Pritchard, County Manager/Paige Dukes, | | |
| Public Art Advisory Committee | Bruce Smith, Chair | | |
| Chamber of Commerce | Myrna Ballard, President | | |
| Tourism Authority | Staff | | |
| Valdosta State University | Center for Business & Econ Research | | |
| Georgia Power | Scott Purvis | | |
| Southern Georgia Regional Commission | Lisa Cribb, Director | | |

Priority Two

Transformation (implementation) Strategy:

Tourism and Conference/Meeting Visitors

Priority Goal:

Build a downtown hotel

Priority Objective:

125 room hotel with conference space (10,000 square feet)

Milestone:

Groundbreaking in 2018

| Status | Task | Responsible Party | Time Line | Budget | Partners and | Four Points Categories |
|--------|---|---|---------------------------------|----------|---|---------------------------------|
| | Update CVDA MOUs and other agreements with developer | Howard Dasher, Ellen Hill, and Tim Tanner | September, 2017 to Spring, 2018 | 0 | City, county, CVDA, JWM Ventures | Organization; Economic Vitality |
| | Sell McKey Street lot to CVDA so the CVDA can sell to developer | Attorneys, Mark Barber, and Howard Dasher | Spring 2018 | pass thr | City, CVDA | Organization; Economic Vitality |
| | Confirm parking deck location on Toombs Street | CVDA Board | September, 2017 to Spring, 2018 | 0 | City, CVDA | Organization; Economic Vitality |
| | Attend groundbreakings for hotel and deck | Elen Hill | Spring 2018 to Spring 2019 | 1500 | City, CVDA, JWM, county, community | Promotion |
| | Negotiate with the developer for a hotel design that's con | CVDA Board, Mark Barber and city planning/HPC | October 2017 to Spring 2018 | | City staff, CVDA, HPC, JWM Ventures | Design |
| | Coordinate creation of a marketing campaign for the hotel, meetings and conferences, that appropriately includes and represents the downtown district | Ellen Hill | 2018 | | Tourism/CVB office; JWM Ventures and Hotel Chaim Corporate office | Promotion |

| Agency Name | Primary Contact | Level of Commitment | |
|-------------------|--|---------------------|--|
| City of Valdosta | Mark Barber, City Manager | | Synopsis of Activity: On Hold. Developer having financial issues. Looking to find a new developer intereseted in project. |
| Lowndes County | Joseph Pritchard, County Manager | | |
| JWM Ventures | John McDonald | May be out now. | |
| Tourism Authority | Molly Deese, Chair; Emily Browning, Vice | | |

Priority Three

Transformation (implementation) Strategy:

Arts and Culture District

Priority Goal:

Repurpose old courthouse

Priority Objective:

Twenty thousand visitors and appropriate number of staff

Milestone:

Groundbreaking in 2019 and ribbon cutting in 2023

| Status | Task | Responsible Party | Time Line | Budget | Funds and Partners | Four Points Cat |
|--------|---|---|----------------------------------|----------|---|---------------------------------|
| | Lease property to CVDA | Howard Dasher, Mayor Gayle, and Rhett Holmes | ongoing conversation with County | \$1 | County, city, CVDA | Organization; Economic Vitality |
| | Conduct feasibility study to gain public input | Ellen Hill and Missy Smith | Spring/Fall 2018 | inhouse | Chamber, VSU, VD Times, Tourism Authority | Organization; Economic Vitality |
| | Develop capital improvement and a <i>Maintenance and Operation</i> plan | Howard Dasher and Mike Cooper, James Horton for preservation input | Fall, 2018 | in house | Developer, consultant, end user, CVDA; City | Organization; Design |
| | Execute plan | Howard Dasher, Ellen Hill, and Mark Barber | Summer, 2019 | in house | Developer, consultant, end user, CVDA | Organization |
| | Prepare a list of potential uses and user groups for surveying and conducting the feasibility study | Howard Dasher, Ellen Hill, Amanda Peacock, Scott Purvis | Winter, 2017 to Spring, 2018 | in house | CVDA, GDED Tourism Div., Ga. Power (for partial funding of feasibility study) | Organization |

| Agency Name | Primary Contact | Level of Commitment | Synopsis of Activity |
|-------------------------------|--------------------------|---------------------|---|
| City of Valdosta | Larry Hanson, City | | Current activities that support the project: o Tree lighting o First Fridays o Easter Egg Hunt o Farm Days o Farmers Market o Brown Bag |
| Lowndes County | Joseph Pritchard, County | | |
| Public Art Advisory Committee | Bruce Smith, Chair | | |
| Chamber of Commerce | Myrna Ballard, President | | |
| Agency Name | Primary Contact | Level of Commitment | |

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|--|---|--|---|
| Tourism Board | Molly Deese, Chair, and Emily Browning, Vice-chair | | o 100 Black Men BBQ o VSU homecoming o Christmas parade route |
| Valdosta State University | Economic Research | | |
| Ga. Dept. for Econ. Development Tourism Div. | Amanda Peacock | | |
| Georgia Power Co. | Scott Purvis | | |
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Additional Recommendations

USES FOR VACANT COURTHOUSE BUILDING

The vacant courthouse is a great historic and cultural asset that the community can enjoy for new functions. Other communities have repurposed courthouses into revenue generating uses such as concerts and performing arts events, and for use as elegant wedding venues. Other uses often include local archives, history, and genealogy. Courthouses are also sometimes repurposed to house the local welcome center and tourism office. At least one Georgia town converted the courthouse into an excellent local library.

Consider securing a tourism product development grant.

Engage Georgia Power to conduct a feasibility study.