

2021 Workplan (Updated 12/31/2021)

Transformation Strategy 1: Regional Arts Destination			
<i>Why?</i> To provide a go to location for artists to create and display their work while also creating an accessible space for art.			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Maintain Signature Art Exhibitions	Provide Accessible Public Art	Promote Visual and Performing Arts and the Humanities	
Repeat Annual Responsibilities			
<p>Newsletter: Market all events through the City's monthly newsletter</p> <p>Social Media Marketing: push out content 3-4x weekly</p> <p>Gallery Crawls: Quarterly art events held on Saturdays</p> <p>Atlanta Celebrates Photography: yearly art program/event in collab with ACP</p> <p>Free Art Hapeville: Quarterly event, sometimes in conjunction with the Gallery Crawl. Opportunity for visitors to receive free art</p> <p>Black History Month: Yearly exhibition held at Academy Theatre and the Depot Museum and Visitor Center, featuring black artists</p> <p>Free Art Boxes: periodically refill boxes with art for visitors + promote that free art can be donated in the boxes</p> <p>Guerilla Marketing: postcards designed by local artists that are randomly placed throughout the public space</p>			

Transformation Strategy: Regional Arts Destination

Goal 1:
Maintain Signature, Quarterly Gallery Crawls

Define Success:
Having 3-4 Gallery Crawls Per Year

Partners: Hannah Palmer (Finding the Flint); Virginie Kippelin; Cateye Creative; Atlanta Celebrates Photography (ACP)

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Contact/Book Cateye Creative	David B.	Bianca H.	9/7/2021	Completed	\$0
2. Market on City's Newsletter		Bianca H.	9/15/2021	Completed	\$0
3. Social Media		Bianca H.	9/24/2021	Completed	\$0
4. Apply for ACP	David B.		9/7/2021	Completed	\$0
5. Partner with ACP + Hannah Palmer + Virginie K.	David B., Charlotte R., Lorenne F., Susan B.		9/21/2021	Completed	\$0
6. Contact + Pay Artists (Free Art Hapeville)	Melanie R.		9/7/2021	Completed	\$3,800
7. Pay Artists (Gallery Crawl/ACP Event)		Bianca H.	10/8/2021	Completed	\$11,200
8. Market Event (Gallery, Flint Tour, and Art Exhibition)	Board		9/24/2021	Completed	\$0

Total	\$15,010
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Transformation Strategy: Regional Arts Destination

Goal 2:
Provide Accessible Art

Define Success:
Install 5 Free Art Boxes; Have Free Art Hapeville Event; Re-install Butterflies

Partners: Local Artists

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Contact + Book Artists – Free Art Hapeville Event	Melanie R.	Bianca H.	Ongoing	Completed	\$5500
2. Place Call for Artists for Art Box	Melanie R.	Bianca H.	1/2021	Completed	\$0
3. Have Board Members Vote Top 5	All		2/2021	Completed	\$0
4. Contact Top 5 Artists		Bianca H.	2/2021	Completed	\$0
5. Pay Artists/Art Installation		Bianca H./Community Services Dept.	4/2021	Completed	\$2,200
6. Market Project on social media + newsletter	Melanie R.	Bianca H.	Ongoing	Completed	\$0
7. Coordinate location and installation for butterflies	Lee D., David B., Susan B., Charlotte R., Lorene F., Michael G., Melanie R.	Bianca H./Comm. Services Dept.	12/2021	In Progress	\$0

8.					\$0
				Total	\$7,700

Transformation Strategy: Regional Arts Destination	
Goal 3: Promote Visual and Performing Arts and the Humanities	Define Success: Providing In-Kind and/or financial support for local arts programs
Partners: Academy Theatre; South Arts; Hapeville Historical Society/Hapeville Depot Museum & Visitor Center	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Support Black History Month Exhibition + Theatre Performance	Lorenne F.		2/2021	Completed	\$2500
2. Support South Arts' Southern Circuit Tour of Independent Filmmakers (Volunteer)	Charlotte R.	Bianca H.	3/2021	Completed	\$0
3. Support Black History Month Exhibition + Provide Art Exhibition Space at Depot Museum	Charlotte R.			Ongoing	\$0
4. Support Dia de Muertos/Day of the Dead (Art Exhibition + Floral Arrangements)		Bianca H.	10/2021	Completed	\$2000
5. Support Dia de Muertos/Day of the Dead + Art Exhibition	Charlotte R.				\$0
6.					\$0

7.					\$0
8.					\$0
				Total	\$4500

Transformation Strategy:	
Goal 4:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0

8.					\$0
				Total	\$0

Transformation Strategy 2: Build and Maintain Relationships with Downtown Businesses			
<i>Why?</i> To build a business community and have an open-door policy. To have an open-door policy for businesses to partner and/or volunteer with MSB Programs/Projects.			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Communicate new policies to all businesses	Provide opportunities for businesses to engage in downtown events	Support local businesses and their need to thrive	
Repeat Annual Responsibilities			

Promotional Videos: videos that spotlight downtown businesses
 Social Media Marketing: used to promote deals and updates of businesses
 Email Marketing: provide updates and inform businesses of opportunities
 Ribbon Cutting: participate in grand opening celebrations
 Quarterly Forums/Network Events: host Board sponsored forums + connect with local cities to have quarterly networking events
 Meet & Greet: opportunities for businesses to meet Board members

Transformation Strategy: Build and Maintain Relationships with Downtown Businesses

Goal 1: Communicate regularly with businesses	Define Success: Send 1-2 emails a month about local or funding and marketing opportunities for businesses
Partners: BrightTravel; Georgia Main Street; National Main Street; City Staff; Local Businesses	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Stay updated on all emails from NCMS & Georgia Main Street + push out to businesses	All	Bianca H.	N/A	Ongoing	\$0
2. Disseminate current events/news/opportunities	All	Bianca H.	N/A	Ongoing	\$0
3. Update Email List, as needed		Bianca H.	N/A	Ongoing	\$0

4. Visit businesses on foot, as needed	All	Bianca H.	N/A	Ongoing	\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Build and Maintain Relationships with Downtown Businesses

Goal 2: Provide opportunities for businesses to engage with Main Street and its events	Define Success: Businesses being aware of every event and the opportunity to market their store
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Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Set-up meet and greet with Board Members	All	Bianca H.			\$0
2. Plan events with local businesses	All	Bianca H.			\$0
3. Provide businesses opportunities to market their stores during Main Street events	All	Bianca H.	N/A	Completed	\$0
4. Support Chapman's 100 th Anniversary Celebration	All	Bianca H.	7/2021	Completed	\$0

5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Build and Maintain Relationships with Downtown Businesses	
Goal 3: Support Local Businesses and their need to thrive	Define Success: Completion of 2 Business Video Spotlights
Partners: Chapman’s Drug Store; College Park; East Point	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Locate space to host Merchant Mixers	All	Bianca H./Econ Dev. Dept	N/A	Ongoing	-
2. Market Merchant Mixer on Facebook and Email	All	Bianca H.	N/A	Ongoing	\$0
3. Celebrate and Market Grand Openings and Ribbon Cuttings	All	Bianca H.	N/A	Ongoing	\$0

4. Coordinate 100 TH Anniversary Celebration	Susan B.		6/2021	Completed	\$4,500
5. Coordinate and Create Business Spotlight Videos	Michael G.		6/2021	Completed	\$400
6.					\$0
7.					\$0
8.					\$0
				Total	\$4,900

Transformation Strategy:

Goal 4:

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0

5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy 3: To Create an Inviting Display and Design of Downtown Hapeville			
<i>Why?</i> So that visitors can distinguish the downtown area from other parts of the City.			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Create downtown designs and landscape for Main Street	Distinguish historic sites and activities		
Repeat Annual Responsibilities			

**Historic Preservation Project
Lighting and Landscape**

Transformation Strategy: To Create an Inviting Display and Design of Downtown Hapeville

Goal 1:

Create downtown designs and landscapes for Main Street

Define Success:

Completed alleyway lighting; completed tree lighting for Dogwood Drive; completed low maintenance landscaping for Depot Museum

Partners: Allen Electric; Simply Flowers

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Choose type of lighting for downtown	All	Bianca H.	6/2021	Completed	\$4000
2. Make purchase for alleyway lights	David B.	Bianca H.	6/2021	Completed	\$0
3. Install alleyway lights	Susan B.		6/2021	Completed	\$0

4. Make purchase for Dogwood Drive tree lights	Susan B.		12/2021	In Progress	\$4000
5. Install Dogwood Drive tree lights	Susan B.	Bianca H./Comm. Services Dept.	1/2022	Not Started	\$0
6. Seek Contractor for Landscape of Depot Museum	Susan B.		12/2021	Not Started	\$0
7. Complete Landscape of Depot Museum	Susan B.		12/2021	Not Started	N/A
8. Maintain Semi-Annual Maintenance of Planters in Downtown		Bianca H./Econ Dev. Dept.		Ongoing	\$-
				Total	\$8,000

Transformation Strategy: To Create an Inviting Display and Design of Downtown Hapeville	
Goal 2: Distinguish historic sites and activities	Define Success: Completed memorial garden for Hapeville daycare
Partners: DCA; Delta Airlines	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Create a rendering of Memorial Gardens	Charlotte R.	Bianca H.	4/2021	Completed	\$400
2. Contact Delta Airlines about Property	Charlotte R.; Ellen F.	Bianca H.	4/2021	In Progress	\$0
3. Break ground for memorial gardens			6/2021	Not Started	\$0
4.					\$0

5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$400

Transformation Strategy:	
Goal 3:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0

4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy:	
Goal 4:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0

5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0