

							Ann Huff, Special Projects & Main Street Program
Economic Development 10	Install and update community entrance signage (HWY 441 N & S).	2012 2015	2017	\$3,000 per annum (2 yr)	Special Projects	General Funds / Street Dept	IN PROGRESS. Design work completed and contracted to be installed by end of FY15-16.
Economic Development 11	Promote city's natural resources (e.g. historic gardens, trails, scented garden, sustainable garden containers) as a tourism product.	2012 2014	2013 2014	\$4,000 \$3,000	Special Projects & Main Street	General Funds	COMPLETE.
Economic Development 12	Bring specialized training opportunities to the Downtown business community.	2012 2015	2013 2016	\$1,500	MainStreet / CVB / Chamber / DDA	General Funds / Registration Fees	IN PROGRESS: 3rd & final; w/3 partners; scheduled for Feb 25 – "Protect & Prosper"; for real estate professionals and property owners on tax credits, heir property, and transfer of development rights.
Economic Development 13	Explore designation of Downtown as an Antiques, Cultural Arts, and Entertainment District.	2013 2014	2013 2016	\$0	MainStreet, CVB, and Planning	N/A	ON HOLD.
Economic Development 14	Acquire the Madison Town Park Event Facility from the DDA.	2013	2017	\$1,000,000	MainStreet & City	SPLOST	COMPLETE.
Economic Development 15	Develop special event programming for Downtown's outdoor event facility—Town Park.	2012 2015	2012 2016	\$5,000 for starter event	MainStreet	General Funds / Sponsorships	COMPLETE.
Economic Development 16	Initiate new niche marketing efforts for Downtown—special event rentals and co-operative effort as Madison as a wedding destination.	2012	2015	\$3,000	MainStreet	General Funds	COMPLETE.
Economic Development 34	Initiate campaign to improve coordination and communication in and between Downtown merchants via MS Advisory Board, social media tools, and website development.	2014	2015	\$0	Main Street / IT Coordinator	N/A	COMPLETE.
Economic Development 43	Identify new refuse container for sidewalk recycling for Downtown sidewalk cafes.	2015	2017	\$6,000 per annum (2-yr)	Main Street / Special Projects	General Funds / Street Budget	COMPLETE. Installed in Fall 2015 at all sidewalk cafes. To be followed with matching mini-grant for umbrellas in Spring 2016. FRESH SIDEWALK CAFES!
Economic Development 44	Explore cross-marketing and advertising for Downtown Madison with two proposed county tourism sites (441S & 83S).	2015	2017	\$0	Main Street / Special Projects	N/A	IN PROGRESS. FarmView and Georgia Zoo under construction at present.
Economic Development 53	Host with Mayor and City Manager Downtown Business Breakfast Forum.	2015	2015	\$200	Main Street / Special Projects	Main Street Budget	COMPLETE. Held Nov 2.
Economic Development 54	Revive Passport Program for extended holiday retail exposure using matching funds (October-December).	2015	2015	\$1500 / \$1500	Main Street / Downtown Merchants	Main Street Budget / Downtown Business Participation	COMPLETE. Extremely positive reviews. Merchants contemplating a bi-annual program.

2015 STWP Update to Comprehensive Plan
 City of Madison, Georgia

Economic Development 55	Target and assist a high profile preferred façade grant candidate to address last non conforming elements on historic buildings.	2015	2015	\$5,000	DDA	DDA Budget/ Matching Grant	COMPLETE: 2015 November witnessed the removal of "western" façade and refurbishments of 7 storefronts.
-------------------------------	--	------	------	---------	-----	-------------------------------	--

							Monica Callahan, Community Development (Downtown Development & Urban Redevelopment)
Economic Development -18	Develop parking strategy, including short-, mid-, and long-term planning options for DDA.	2013	2013-2014	\$0	Planning & Main Street	N/A	COMPLETE.
Economic Development -19	Facilitate funding and support the Façade Grant Program matching façade improvement funds to downtown businesses in the DDA.	2012-2013	2017	\$10,000 per annum	DDA & Non-Profit Partner	Special Tax District, Private Matching Funds	ONGOING.
Economic Development -20	Work with Main Street to fulfill their request to fund, purchase, and install bike racks and pet amenities throughout the DDA.	2012	2013	\$6,000	DDA & MSAB	Special Tax District	COMPLETE.
Economic Development -21	Request and repurpose surplus properties – W. Washington, N. Second Street, and College Street – within the DDA and DURA.	2012-2013	2012-2013	\$0	DDA	N/A	COMPLETE.
Economic Development -22	Explore partnerships and initiate renewal programs in the DURA to develop a Revitalization Area Strategy in order to obtain preferred grant status.	2012	2012	\$0	DDA	N/A	COMPLETE.
Economic Development -23	Outline and formalize the accelerated zoning process for redevelopment within the DURA.	2012	2012	\$0	Planning Department	N/A	COMPLETE.
Economic Development -24	Amend the URP to include Overall Plan & Build-Out Maps for all remaining areas of the DURA, completing design charrettes or workshops as necessary for neighborhood commercial areas.	2012	2013-2014	\$2,500	Planning Department & DDA	General Funds Planning Budget	COMPLETE. 2014 W. Washington St. Gateway amendment completed. 2015 Amendments and DURA expansion boundary completed Sept 14, 2015.
Economic Development -26	Identify opportunities to utilize the slum and blight tool of DCA – the Redevelopment Fund – and to use the grant/loan option to garner a local revolving fund for local businesses.	2012	2017	\$0	DDA	N/A	COMPLETE.
Economic Development -27	Redevelop the Gilmore House property to remove slum and blight and invest in smaller-scale revitalization of the Canaan Historic Neighborhood.	2013	2015	\$0	DDA	DDA Budget, Grants, Partnerships	COMPLETE.
Economic Development -28	Relocate and stabilize the Central of Ga depot as a catalyst project in W. Washington St. Gateway.	2013	2017	\$160,000	DDA	DDA Budget, Grants, Partnerships	COMPLETE.
Economic Development -30	Explore use and draft proposal for pilot Transfer of Development Rights (TDR) program.	2014	2014	\$0	Planning, DDA & GSC	N/A	COMPLETE.

2015 STWP Update to Comprehensive Plan
City of Madison, Georgia

Economic Development 35	Engage in property management and prepare redevelopment proposals for BoomTown Block.	2014	2016	\$8,000	DDA	DDA Budget, Grant/Loan, Partnership	COMPLETE.
Economic Development 36	Rehabilitate and repurpose the Central of Ga depot with Public Boardwalk as a catalyst project in the W. Washington St. Gateway.	2014	2016 2017	\$550,000	DDA-URA	Donations / DDA Budget (\$15,000)	IN PROGRESS: 2015 New LLP partnership formed and fundraising at \$180,000 of \$500,000 for rehabilitation. Grant submitted for signal restoration in Dec.
Economic Development 37	Address stormwater, transportation, and connectivity in the W. Washington St. Gateway.	2014	2015 2016	\$8,000	DDA-URA	DDA Budget / USDA CF & GEFA Loan / Lot Sales	IN PROGRESS: 2015 GEFA application for \$1.6 M for congregate stormwater facility drafted and to be submitted Jan 11, 2016.
Economic Development 38	Prepare RFP for future residential housing opportunities—affordable, senior, and continuum of care options.	2014	2015	\$15,000	URA	Planning Budget, DDA Budget (\$11,000)	COMPLETE: 2015 Land assembled, subdivided and 3-acre tract sold in July for \$275,000. All associated debt retired. Construction underway on \$6.5M / 44-unit facility in the downtown district.
Economic Development 45	Seek business operator and funding for construction of the Canaan Corner Store.	2014	2016	\$185,000	URA	Redevelopment Fund / Rent	IN PROGRESS: 2015 Received \$100,000 grant for corner store and construction to be completed by June 2016.
Economic Development 46	Establish parking and finish last business incubator unit at the Gilmore Property.	2015	2016	\$75,000	URA	USDA RBEG Grant, DDA Budget (\$12,000)	IN PROGRESS: 2015 Grant application filed by not funded. Land for parking purchased for \$8,000 out of operating funds.
Economic Development 47	Facilitate demolition of unfit building and donation of property to contribute to redevelopment objectives for N. Main Street Neighborhood.	2015	2015	\$100,000	URA / GSC	DDA Budget / Donation (\$100,000)	IN PROGRESS: 2015 Received \$100,000 donation. City completed owner-requested condemnation for \$71,000. Last parcel to be acquired pending in foreclosure.
Economic Development 48	Complete environmental remediation, cleanup, and pre-development activities to create marketable lots on N. Second Street (WR II & III).	2015	2016	Unknown	DDA	DDA Budget, Street In-Kind	IN PROGRESS: 2015 Final reports contracted prior to June 2016. Developer interest and receipt of proposal pending March 2016.
Economic Development 56	Prepare strategy w/cost estimates for sensitive rehabilitation of last AA downtown building.	2015	2016	\$0	DDA / HPC	-	COMPLETE: 2015 Developed plan and executed development agreement with sensitive buyer. Sold property for profit.
Economic Development 57	Publish informational brochure on successful Main Street/DDA projects and programs to demonstrate success of public-private ventures.	2015	2016	\$3,000	DDA & URA	DDA Budget / Main Street	IN PROGRESS: 2015 Design underway. Intended to be distributed in March (when DDA's Annual Report is due).
Economic Development 58	Prepare conceptual, engineering, and site plans for improvement of Triangle Redevelopment site and HWY 83 Gateway Point Park.	2015	2017	\$22,000	URA	DDA Budget / Sale Proceeds	IN PROGRESS: 2015 Plans completed. Contract work in progress. Rain delay.

							Ken Kocher, Historic Preservation & Corridor Management
Natural & Cultural Resources 8	Implement new designs for gateways.	2012	2012 2013	\$55,000	Planning Department, Consultants & CDC	Landscape Budget, \$50,000 DOT Grant	COMPLETE.
Natural & Cultural Resources 9	Update regulations to continue to address sign clutter and protect scenic viewsheds and community character.	2012 2014	2013 2015	\$2,000 \$0	Planning Department & CDC	N/A	
Natural & Cultural Resources 10	Identify and gain designation for significant historic properties or areas in Madison that are outside of the current historic district boundaries.	2012 2015	2013 2016	\$6,000	Planning Department, HPC	CLG Grant, HPC Budget	IN PROGRESS: National Register Nomination for the Beacon Light Subdivision proposed.
Natural & Cultural Resources 11	Identify and access significance of mid-century modern resources – downtown, district, beyond.	2012	2013 2015	\$0	Planning Department & HPC	HPB Budget, Grants	COMPLETE. 2014 Inventory completed. 2015 Update of district's policy documents underway.
Natural & Cultural Resources 12	Partner with cultural and historic entities, school system, Main Street, etc. to initiate public awareness campaign and local heritage education.	2012 2013	2013 2016	\$2,000	Planning & HPC	HPC Budget	
Natural & Cultural Resources 24	Identify potential landmark properties, framework for their designation, and potential benefits for the TDR Ordinance.	2014	2014 2016	\$0	Planning, HPC	N/A	COMPLETE.
Natural & Cultural Resources 25	Evaluate eco-tourism friendly development parameters and potential benefits.	2015	2015	\$0	Planning, CDC	N/A	
Natural & Cultural Resources 33	Create new history/tourism blog, increasing pride and awareness in heritage and historic architecture for Downtown Madison and surrounding district.	2015	2015	\$0	Planning, HPC	N/A	COMPLETE: 2015 Up and running. Vintage newspaper clippings on Tuesdays and History Writeups on Thursdays.
Natural & Cultural Resources 35	Utilize design assistance to develop conceptual plan and elevations for former endangered downtown building, encouraging private investment.	2015	2016	\$250	Planning, HPC	In-Kind Donations to Match Façade Grant	
Natural & Cultural Resources 34	Encourage and facilitate restoration of the AA Museum's original porch architectural detail.	2015	2017	\$1000	Planning, HPC	In-Kind Donations to Match Façade Grant	