

Downtown Valdosta Strategic Work Plan Review Form

2017-2018 Annual Work Plan

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			Goal(priority) #2
Goal(priority) #3			Goal(priority) #3

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	

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		

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.