

2024 Workplan

Transformation Strategy 1: Aesthetic and Cultural Transformation.			
Why? This strategy focuses on enhancing the visual appeal and cultural richness of an area to attract residents and visitors, fostering a sense of community pride and identity.			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Economic Impact and Tourism Enhancement with One (1) mural downtown!	Enhancing the visual appeal and cultural richness of a downtown area to create a more attractive and vibrant environment by planting flowers downtown.	Caboose Project: renovating the Caboose next to City Hall, turning it into an ice cream shop.	
Repeat Annual Responsibilities • Mardi Gras Parade – over 4000 people visited downtown at the day of the parade. Over 100 volunteers participated. • Tunes by the Tracks – a total of 16 concerts were held in 2024. Over 20 volunteers at each concert. • Façade Grant Program- A total of \$12,337.50 was distributed to local businesses. Local businesses used the funds for: façade renovations, outdoor signs, patios and landscaping. • Other events: Community Clean Ups, National Night Out, Community Garden Days, Back to School Bash, Halloween and Hunted House, Veteran’s Day Breakfast, Mental Health & Wellness events, faith & Blue, Public Open House, Christmas Parade and Senior Citizen Holiday Basket Distribution.			

Transformation Strategy: Aesthetic and Cultural Transformation.	
Goal 1: Mural (1) / \$10,000 total budget	Define Success: Have one mural in downtown.
Partners: DDA, City, Artist, Property Owner	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify key stakeholders and collaborators	DDA	M. Dimov	March 2024	Complete	\$0
2. Site Selection and Approval of Site	DDA	M. Dimov	March 2024	Complete	\$0
3. Prepare the RFQ	M. Dimov	M. Dimov	September 2024	Complete	\$0
4. Send out the RFP	M. Dimov	M. Dimov	September 2024	Complete	\$0
5. Conduct community outreach to gather inputs and feedback	M. Dimov	M. Dimov	November 2024	Complete	\$0
6. Artist Selection	DDA	M. Dimov	November 2024	Complete	\$0
7. Review Artist portfolios and proposals	DDA	M. Dimov	November 2024	Complete	\$0
8. Work with Artist to develop final mural design, sign agreement	M. Dimov	M. Dimov		Deadline, December 2024	\$0
				Total	\$10,000.00

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Goal 2: Beautification of the Downtown / Hiring a Landscaping Company / Total Budget \$60,000.00	Define Success: Success for planting flowers in the downtown area is defined by the improved visual appeal, increased community engagement, tourism, and economic benefits
Partners: DDA, City Staff	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify locations for landscaping	Carl	Kayla	February	Complete	\$0
2. Get with Carl on what flowers will be planted / Overall design	Carl	Kayla	February	Complete	\$0
4. Prepare the RFP	M. Dimov	M. Dimov	March	Complete	\$0
6. Gather and evaluate proposals / Announce Finalist	DDA	M. Dimov	April	Complete	\$0
7. Hire a landscaping company / Sign the agreement	DDA	M. Dimov	July 2024	Complete	Total: \$60,000.00

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Goal 3: Caboose Project	Define Success: Renovating the Caboose next to City Hall, turning it into an ice cream shop.
Partners: DDA, City Officials / City Staff	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify key stakeholders and collaborators		M. Dimov	March 2024	Complete	\$0
2 Site Visit and project estimate		M. Dimov	March 2024	Complete	\$0
3. Discussion with the City about the project		M. Dimov	April 2024	Complete	\$0
4. Discussion with potential businesses and partnership with the DDA		M. Dimov	August 2024	Complete	\$0
5. Identify funding for the project / Grant Opportunities		M. Dimov	September 2024	In progress	\$0
6. The project is being postpone till FY2025, due to the lack of funding in 2024, and issues with the overall structure and condition of the Caboose. (After discussion with fire and building inspectors, the city has concerns about moving forward with this project).				Project to be discussed with the DDA, City and Council	\$0
7.					\$