

|                         |   |              |              |                           |                                  |  | Ann Huff, Special Projects & Main Street Program   |
|-------------------------|---|--------------|--------------|---------------------------|----------------------------------|--|--|
| Economic Development 10 | Install and update community entrance signage (HWY 441 N & S).  | 2012<br>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<br>2014 | 2013<br>2014 | \$4,000<br>\$3,000        | Special Projects & Main Street   | General Funds  | COMPLETE.  |
| Economic Development 12 | Bring specialized training opportunities to the Downtown business community.  | 2012<br>2015 | 2013<br>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<br>2014 | 2013<br>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<br>2015 | 2012<br>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.   |

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|                               |  |      |      |         |     |                               |  |
|-------------------------------|--|------|------|---------|-----|-------------------------------|--|
| Economic<br>Development<br>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/<br>Matching Grant | COMPLETE: 2015   November witnessed the removal of "western" façade and refurbishments of 7 storefronts. |
|-------------------------------|--|------|------|---------|-----|-------------------------------|--|

|                          |   |           |           |                    |                           |  | Monica Callahan, Community Development<br>(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.  |

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|-------------------------|---|------|--------------|-----------|-----------|--|--|
| 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<br>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<br>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                    | <del>2012</del><br>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.  | <del>2012</del><br>2014 | <del>2013</del><br>2015 | <del>\$2,000</del><br>\$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.             | <del>2012</del><br>2015 | <del>2013</del><br>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 | <del>Identify and access significance of mid-century modern resources – downtown, district, beyond.</del>   | <del>2012</del>         | <del>2013</del><br>2015 | <del>\$0</del>            | <del>Planning Department &amp; HPC</del> | <del>HPB Budget, Grants</del>           | 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.               | <del>2012</del><br>2013 | <del>2013</del><br>2016 | \$2,000                   | Planning & HPC                           | HPC Budget                              |   |
| Natural & Cultural Resources 24 | <del>Identify potential landmark properties, framework for their designation, and potential benefits for the TDR Ordinance.</del>                               | <del>2014</del>         | <del>2014</del><br>2016 | <del>\$0</del>            | <del>Planning, HPC</del>                 | <del>N/A</del>                          | <del>COMPLETE.</del>  |
| Natural & Cultural Resources 25 | Evaluate eco-tourism friendly development parameters and potential benefits.  | 2015                    | 2015                    | \$0                       | Planning, CDC                            | N/A                                     |   |
| Natural & Cultural Resources 33 | <del>Create new history/tourism blog, increasing pride and awareness in heritage and historic architecture for Downtown Madison and surrounding district.</del> | <del>2015</del>         | <del>2015</del>         | <del>\$0</del>            | <del>Planning, HPC</del>                 | <del>N/A</del>                          | <del>COMPLETE: 2015  Up and running. Vintage newspaper clippings on Tuesdays and History Writeups on Thursdays.</del> |
| 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 |   |