

# 2021 Workplan

<b>Transformation Strategy 1: Leverage DCA and GA Cities Foundation resources, i.e. Revolving Loan Funds, to attract new businesses (preferably restaurants) to Suwanee’s central business district, Suwanee Town Center</b>			
<i>Why?</i> Through citizen input via Comprehensive and Vision planning (Suwanee 2040 Plan & Suwanee 20/20 Vision Plan), the DDA and Main Street Board of Directors seeks to attract new restaurants to create and sustain a vibrant downtown in the heart of Suwanee.			
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>
<b>Wildly Important Goal</b>			
Identify the Right Partner – the owners of Tequila Mama Taqueria, located in Suwanee’s Town Center Park, sought to open a new restaurant concept, Seaside Oyster Bar. They identified a long vacant location in the heart of Suwanee’s Town Center. Given the construction costs, they only would have chosen this location with the partnership with the DDA via the RLF.	Identify the Right RLF – after reviewing the requirement for each RLF, the Georgia Cities Foundation RLF was chosen as the most suitable financing vehicle. After an initial review with the business owners and the Georgia Cities Foundation representative, it was deemed that this project would be a suitable potential candidate for the RLF.	Apply for RLF – the DDA applied for the Georgia Cities Foundation RLF on behalf of Seaside Oyster Bar. The application was reviewed and the project was chosen. The DDA-Seaside Oyster Bar is awarded the full amount, \$200,000.	Close the Loan and Ensure Proper Permitting for the Restaurant to get to a Grand Opening – Seaside Oyster Bar opened mid-November 2021 and the RLF with the Georgia Cities Foundation was closed a week after the restaurant opened.
<b>Repeat Annual Responsibilities</b>			

**Transformation Strategy: Leverage DCA and GA Cities Foundation resources, i.e. Revolving Loan Funds, to attract new businesses (preferably restaurants) to Suwanee’s central business district, Suwanee Town Center**

<b>Goal 1:</b> Identify the Right Partner	<b>Define Success:</b> Identify a proven restaurateur with a record of past success to ensure long-term viability as a DDA partner via the RLF process with the GA Cities Foundation
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**Partners: Blake Rogers & Hector Abreu, owners of TMT Concepts – Tequila Mama Taqueria in Suwanee’s Town Center**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify the right partner		Chris Hardin	March & April 2021		\$0
2. Initiate Conversation with restaurateur to understand their interest		Denise Brinson / Chris Hardin	March & April 2021		\$0
3. Explain the RLF process with restaurateurs and set expectations for DDA involvement		Chris Hardin	April 2021		\$0
4. Bring to the DDA/Main Street Board the interest of the restaurateur to partner with them on a RLF	Entire Board Involved	Chris Hardin	April 2021		\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

**Transformation Strategy: Leverage DCA and GA Cities Foundation resources, i.e. Revolving Loan Funds, to attract new businesses (preferably restaurants) to Suwanee’s central business district, Suwanee Town Center**

**Goal 2:** Identify the Right RLF

**Define Success:** Choose the RLF most likely to be approved for this project, either through DCA or the GA Cities Foundation, based on each’s unique criteria

**Partners: GA Cities Foundation & Dept of Community Affairs**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Review each organization’s criteria to see which most aligns with the Board’s goals for this project		Chris Hardin	April 2021		\$0
2. Initiate interviews with the directors of each organization to determine viability		Chris Hardin	April 2021		\$0
3. Have an Initial Project Assessment (IPA) review with the Georgia Cities Foundation and the owners of TMT Concepts to understand the viability of the project		Chris Hardin	April 2021	Approved to Move Forward with Application	\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

**Transformation Strategy: Leverage DCA and GA Cities Foundation resources, i.e. Revolving Loan Funds, to attract new businesses (preferably restaurants) to Suwanee’s central business district, Suwanee Town Center**

**Goal 3:** Apply for the RLF through the GA Cities Foundation on behalf of Seaside Oyster Bar

**Define Success:** Gather all necessary documentation, visual aids, construction plans, etc. to bolster application for APPROVAL – apply for the highest amount possible, \$200,000

**Partners:** DDA / Main Street Board, Blake Rogers and Hector Abreu, and the GA Cities Foundation

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. DDA / Main Street Board passes a Resolution on April 20 <sup>th</sup> 2021 to apply for the RLF through GA Cities Foundation on behalf of Seaside Oyster Bar.	Entire Board Involved	Chris Hardin	April 20 <sup>th</sup> , 2021	Passed	\$0
2. Submit application for the RLF with the GA Cities Foundation	Entire Board Involved	Chris Hardin	April 21 <sup>st</sup> , 2021	Submitted	\$250
3. Accept Commitment Letter from the GA Cities Foundation awarding the DDA/Main Street Board the RLF for the project	Entire Board Involved	Chris Hardin	July 20 <sup>th</sup> , 2021	Awarded	\$200,000
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

**Transformation Strategy: Leverage DCA and GA Cities Foundation resources, i.e. Revolving Loan Funds, to attract new businesses (preferably restaurants) to Suwanee’s central business district, Suwanee Town Center**

**Goal 4:** Close the Loan and Ensure Proper Permitting for the Restaurant to get to a Grand Opening

**Define Success:** Get the loan closed and the restaurant opened!

**Partners: DDA / Main Street Board, Blake Rogers and Hector Abreu and the GA Cities Foundation**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Seaside Oyster Bar’s Grand Opening was on November 15 <sup>th</sup> , 2021					\$0
2. The RLF was closed on November 10 <sup>th</sup> , 2021		Chris Hardin			\$2,705 (closing costs)
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

**Transformation Strategy 2: Achieve 100% leasing for DDA-owned commercial properties with dynamic and attractive tenants.**

**Why?**

*By adding dynamic and attractive tenants, preferably restaurants, to the downtown mix, the DDA / Main Street Board seeks to create and sustain a vibrant downtown in the heart of Suwanee.*

**Goal 1**

**Goal 2**

**Goal 3**

**Goal 4**

**Wildly Important Goal**

Identify the Best Tenants for DDA-owned properties in downtown Suwanee – through rigorous vetting, site visits, and conceptual planning, the DDA will identify quality tenants to fill their commercial spaces.

Offer Attractive Lease Rates to Entice Potential Tenants – given that DDA-owned property remains tax exempt, the DDA can offer highly competitive lease rates to attract the best possible tenants.

Get Tenants Leased – work to get the targeted tenants leased and their businesses opened as soon as possible.

**Repeat Annual Responsibilities**

**Regularly engage with DDA / Main Street Board to identify the right mix of business types and tenants for publicly-owned commercial space. (volunteer board)**

**Partner with JWB Realty to bring utilize their expertise in multi-use, private-sector lease negotiations.**

<b>Transformation Strategy: Achieve 100% leasing for DDA-owned commercial properties with dynamic and attractive tenants.</b>	
<b>Goal 1:</b> Identify the Best Tenants for DDA-owned properties in downtown Suwanee	<b>Define Success:</b> Visit other cities' downtowns and understand what mix of businesses work for their culture. Replicate that same success by recruiting tenants that fit Suwanee's culture
<b>Partners:</b> JWB Realty, contracted by the DDA / Main Street Board	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identified Café Raik (currently located in Duluth, Ga) as a potential restaurant tenant for the DDA-owned Siena space. Would add cultural diversity to the downtown restaurant mix.	Entire Board Involved	Chris Hardin		Initial Site Visit	\$0
2. Identified THRIVE Co-working as a dynamic operator (with a coffee shop component) for the DDA-owned Skye space.	Entire Board Involved	Chris Hardin		Initial Site Visit	\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

**Transformation Strategy: Achieve 100% leasing for DDA-owned commercial properties with dynamic and attractive tenants.**

**Goal 2:** Offer Attractive Lease Rates to Entice Potential Tenants

**Define Success:** Work to secure leases with identified tenants by promoting benefits of having the DDA/Main Street board as a landlord

**Partners:** JWB Realty

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Offered lease to Café Raik on March 10 <sup>th</sup> , 2021 – lease negotiations went on for 6 months	Entire Board Involved	Chris Hardin		Negotiating	\$0
2. Offered lease to THRIVE Co-working on March 31 <sup>st</sup> , 2021 – lease negotiations went on for 6 months	Entire Board Involved	Chris Hardin		Negotiating	\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0



**Transformation Strategy: Achieve 100% leasing for DDA-owned commercial properties with dynamic and attractive tenants.**

<b>Goal 3:</b> Get Tenants Leased	<b>Define Success:</b> Secure long-term leases with tenants to ensure stability and success to a burgeoning downtown
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**Partners: JWB Realty**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Signed Café Raik to a 10-year lease agreement for 3,900 sq ft of retail space for a Mediterranean restaurant in Siena	Entire Board Involved	Chris Hardin	Sept 9 <sup>th</sup> , 2021	Signed	\$0
2. Signed THRIVE Co-Working to a 5-year lease, with a purchase option, for 10,000 sq ft of space in Skye	Entire Board Involved	Chris Hardin	Sept 8 <sup>th</sup> , 2021	Signed	\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

<b>Transformation Strategy:</b>	
<b>Goal 4:</b>	<b>Define Success:</b>
<b>Partners:</b>	

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
				<b>Total</b>	<b>\$0</b>

**Transformation Strategy 3: Seek to enhance the sense of “place” by installing “Big, Bold, Game-Changing” public art murals and adding permanent, eclectic outdoor seating options**

**Why?**

*Public art enhances resident’s quality of life by creating a sense of identity and place. In addition, post-COVID more outdoor seating options were deemed not only desirable, but necessary. Creating that with the Suwanee flare was key.*

<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>	<b>Goal 4</b>
<b>Wildly Important Goal</b>			
Identify Well-Used Public Spaces in Downtown for Public Art, i.e. Murals – as the expanded our Court building, we participated in the “1% solution” to fund public art by offering the new addition as a canvas. In addition, as Buford Hwy is transformed into a urban boulevard, an easement was given to the City for a mural on an existing adjacent wall.	Contract with Artists for Unique, Vibrant Designs – Cities have long considered public art a key component of a vibrant community and an essential element of placemaking. Finding the right designs to match the “Suwanee Vision” from the Public Art Master Plan” was key.	Transform Temporary Outdoor Seating Born from COVID-19 into Permanent, Eclectic Outdoor Seating that is also Public Art – after the first initial months of the pandemic, the temporary outdoor seating (tents) were no longer desirable; however, a permanent solution to create more outdoor public space that was also art was born.	

**Repeat Annual Responsibilities**

**Regularly Engage the Public Arts Commission to create programs that bring and promote public art in Suwanee. (volunteer board)  
Seek grant opportunities as financial support to attract high-quality public art project to Suwanee.**

**Transformation Strategy: Seek to enhance the sense of “place” by installing “Big, Bold, Game-Changing” public art murals and adding permanent, eclectic outdoor seating options**

**Goal 1:** Identify Well-Used Public Spaces in Downtown for Public Art, i.e. Murals

**Define Success:** The City expanded its Court Building in 2020; the enhanced 3<sup>rd</sup> story wall made for a great canvas. In addition, the City was given an easement for public art along the new, transformed urban boulevard – 350 Buford Hwy

**Partners: Lauren Pallotta Stumberg & Corey Barksdale**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. The renovated and expanded Court building on Buford Hwy is adjacent to Town Center Park, the symbolic heart of Suwanee; the site is welcoming to pedestrians, park visitors, and residents	Beth Hilscher	Denise Brinson / Toni Shrewsbury			\$37,500 (City funded)
2. Along Buford Hwy’s transformation into an urban boulevard, the City partnered with a private citizen to erect an public art mural	Kevin O’Brien	Denise Brinson / Toni Shrewsbury			\$20,000 (10K was awarded as a grant)
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

**Transformation Strategy: Seek to enhance the sense of “place” by installing “Big, Bold, Game-Changing” public art murals and adding permanent, eclectic outdoor seating options**

**Goal 2:** Contract with Artists for Unique, Vibrant Designs

**Define Success:** Select the correct designs for each canvas to ensure the final piece is “Suwanee Quality”

**Partners:** Lauren Pallotta Stumberg & Corey Barksdale

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Lauren Pallotta Stumberg’s proposal was chosen out of almost 15 submittals; the City contributed 1% of the construction cost for the 3 <sup>rd</sup> floor expansion for the public art mural	Beth Hilscher	Denise Brinson / Toni Shrewsbury	May 7 <sup>th</sup> , 2021		\$37,500
2. Corey Barksdale’s proposal was chosen out of almost 13 submittals; the City applied for, and was awarded, a \$10K grant for the mural	Kevin O’Brien	Denise Brinson / Toni Shrewsbury	April 22 <sup>nd</sup> , 2021		\$20,000
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

<b>Transformation Strategy: Seek to enhance the sense of “place” by installing “Big, Bold, Game-Changing” public art murals and adding permanent, eclectic outdoor seating options</b>	
<b>Goal 3:</b> Transform Temporary Outdoor Seating Born from COVID-19 into Permanent, Eclectic Outdoor Seating that is also Public Art	<b>Define Success:</b> Seek input from citizens, elected officials, and businesses in Suwanee Town Center as to what style of seating and outdoor space they would like to create
<b>Partners: Dimensional Designs</b>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Create initial renderings for outdoor seating in Suwanee’s Town Center Park; seek business and council input	Entire Board Involved	Kim Towne / Chris Hardin			\$0
2. City Staff update DDA / Main Street Board on the status of the project and a timeline for completion	Entire Board Involved	Marty Allen / Denise Brinson	August 24 <sup>th</sup> , 2021		\$0
3. Final Renderings Complete – Awaiting Final Funding Authorization from COVID programs	Entire Board Involved	Kim Towne / Chris Hardin		Ongoing	\$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