

2022 Workplan

Transformation Strategy 1: Create a Downtown Dining Destination			
<p>Why? <i>Downtown dining destinations in Suwanee have historically been few and far between. By attracting new and vibrant restaurant options to downtown Suwanee, the Main Street program can increase economic vitality by increasing foot traffic. With city sponsored events already a draw, and now by adding newer dining options, downtown Suwanee will become a true destination location.</i></p>			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
<ul style="list-style-type: none"> - Renovate and activate historic Pierce’s Corner in Old Town Suwanee to create a fun, vibrant anchor restaurant in Suwanee’s historic downtown area. 	<ul style="list-style-type: none"> - Lease DDA-owned commercial space in downtown Suwanee to a newer, eclectic restaurants that would be different and unique, i.e. Raik Bistro and THRIVE’s restaurant/coffee shop. 	<ul style="list-style-type: none"> - Work with private property owners to adaptively re-use commercial space that would be conducive to attracting new destination-type restaurants to Suwanee’s downtown, i.e. former BB&T bank space. 	<ul style="list-style-type: none"> - Engage in outreach with restaurateur’s outside of Suwanee to sell the downtown Suwanee market as viable and thriving location for relocation and/or expansion.
Repeat Annual Responsibilities			
<ul style="list-style-type: none"> - Regularly engage with general contractors, architects, and engineers for development and re-development projects. - Continually work to market and lease available DDA-owned properties in conjunction with our 3rd party leasing agents. - Work to influence property and business owners to adaptively re-use their existing space for future restaurant operations. - Research, call, and visit various restaurant establishments that fit the character and vibe of Suwanee who are already established and looking to expand to a 2nd or 3rd location. This outreach will be based on data for what is lacking in the downtown area. 			

Transformation Strategy: Create a Downtown Dining Destination

Goal 1: Renovate and activate historic Pierce’s Corner in Old Town Suwanee to create a fun, vibrant restaurant in Suwanee’s historic downtown area.	Define Success: Get the building stabilized, structurally, and continue construction to get the restaurant opened by summer 2023.
Partners: JWB Realty (construction manager), JBS Construction (general contractor), Palmer Engineering, Blue Landworks Group	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Engage with a structural engineering firm to create plans to shore up the building, given that the building was built in 1910		Chris Hardin	Summer 2022	Complete	\$0
2. Contract with the structural engineering firm and submit plans for permitting		Chris Hardin	Summer 2022	Complete	\$15,000
3. Contract with a Construction Management Firm to oversee the project on behalf of the DDA		Chris Hardin	Fall 2022	Complete	\$0
4. Put out a bid for general contracting services to renovate and white-box the building to market to restaurant operators		Chris Hardin	December 2022	Complete	\$0
5. Contract with a general contractor and submit plans for permitting	Entire Board Involved	Chris Hardin	Early 2023	Ongoing Negotiations	\$1,300,000
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Create a Downtown Dining Destination

Goal 2:

Lease DDA-owned commercial space in downtown Suwanee to a newer, eclectic restaurant that would be different and unique, i.e., **Raik Bistro**; also partner with THRIVE for a **restaurant/coffee shop user** to go into their space at Skye apartments

Define Success:

Get construction of Raik Bistro at Siena apartments, and THRIVE Co-working at Skye apartments, to begin by the end of 2022, and opened by Spring 2023.

Partners: Raik Bistro & THRIVE Co-Working

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Complete lease with Raik Bistro		Chris Hardin	Spring 2022	Complete	\$0
2. Complete lease with THRIVE Co-Working, <i>to include a restaurant/coffee shop sub-tenant</i>		Chris Hardin	Spring/Fall 2022	Complete	\$0
3. Get construction documents through permitting for Raik Bistro		Chris Hardin	Fall 2022	Complete	\$0
4. Get construction documents through permitting for THRIVE		Chris Hardin	Fall 2022	Complete	\$0
5. Begin buildout of Raik Bistro		Chris Hardin	December 2022	Ongoing	\$1,500,000 (approx.)
6. Begin buildout of THRIVE		Chris Hardin	December 2022	Ongoing	\$2,500,000 (approx.)
7. Raik Bistro - OPEN		Chris Hardin	Approximately Spring 2023	Pending	\$0
8. THRIVE w/ "Warm Waves coffee" - OPEN	Entire Board Involved	Chris Hardin	Approximately Summer 2023	Pending	\$0
				Total	\$0

Transformation Strategy: Create a Downtown Dining Destination					
Goal 3: Work with private property owners to adaptively re-use commercial space that would be conducive to attracting new destination-type restaurants to Suwanee's downtown, i.e., former BB&T bank space.			Define Success: Get the former BB&T bank space converted to a destination restaurant, with burgers and craft beer and outdoor space.		
Partners: TMT Concepts (tenant) and Kevin O'Brien (property owner)					

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Engage with the property owner to consider adaptive re-use		Chris Hardin	Early Spring 2022	Complete	\$0
2. Find a potential tenant suitable for the space and location, preferably a restaurant		Chris Hardin	Spring 2022	Complete	\$0
3. Get the new tenant's lease agreed upon and signed		N/A	Late Spring 2022	Complete	\$0
4. Begin demolition of existing site		N/A	Late Spring 2022	Complete	\$0
5. Assist with getting the tenant's construction documents permitted		Chris Hardin	Spring 2023	Pending	\$0
6. Begin buildout for new restaurant		N/A	Spring 2023	Pending	\$2,000,000 (approx.)
7. New Downtown Destination Restaurant - OPEN	Entire Board Involved (minus the Chair)	N/A	Late Summer 2023	Pending	\$0
8.					\$0
				Total	\$0

Transformation Strategy: Create a Downtown Dining Destination

Goal 4: Engage in outreach with restaurateur’s outside of Suwanee to sell the downtown Suwanee market as viable and thriving location for relocation and/or expansion.

Define Success: Host 6-8 restaurant operators and hospitality brokers to Suwanee and give them tours of the downtown areas and provide insight and connections for potential future development.

Partners: JWB Realty

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Host a Food Hall developer for Metal Products		Chris Hardin	Ongoing	Complete	\$0
2. Host a mixed-use developer for Metal Products		Chris Hardin	Ongoing	Complete	\$0
3. Host a brewery operator for Pierce’s Corner		Chris Hardin	Ongoing	Complete	\$0
4. Host a Cuban restaurant operator for Pierce’s Corner		Chris Hardin	Ongoing	Complete	\$0
5. Host a tap room operator for various locations in downtown Suwanee		Chris Hardin	Ongoing	Complete	\$0
6. Host a Spanish tapas restaurant owner for various locations in downtown Suwanee		Chris Hardin	Ongoing	Complete	\$0
7. Host a coffee shop operator to jointly partner with THRIVE		Chris Hardin	Fall 2022	Complete	\$0
8.					\$0
				Total	\$0

Transformation Strategy 2: Business Activation & Development

Why?

In order to bring more people to downtown Suwanee, the Main Street program seeks to foster an environment that businesses will want to be in and have their employees and customers spend time in. In turn, businesses will attract even more foot traffic to patronize downtown shops and restaurants.

Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
<ul style="list-style-type: none"> - Engage in a hotel feasibility study 	<ul style="list-style-type: none"> - Sell DDA-owned real estate once activated 	<ul style="list-style-type: none"> - Promote downtown Events 	<ul style="list-style-type: none"> - Physically connect Suwanee Town Center with Old Town Suwanee

Repeat Annual Responsibilities

- The DDA will seek a qualified firm to complete a comprehensive hotel feasibility study to determine the viability of a boutique hotel in downtown Suwanee.
- Seek opportunities to sell DDA-owned property to the private market once it has been activated. These funds can be used for other future development/re-development projects.
- Through a wide range of channels, Promote Suwanee events happening throughout the downtown district.
- Create, via public works projects and economic development Initiatives, physical connections in order to link Suwanee Town Center to Old Town Suwanee, effectively creating a downtown district.

Transformation Strategy: Business Activation & Development	
Goal 1: Engage in a hotel feasibility study.	Define Success: The DDA will engage with a qualified firm to complete a hotel feasibility study to determine if a boutique hotel in downtown Suwanee is viable.
Partners: The Highland Group, Explore Gwinnett	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Engage with Explore Gwinnett to understand the hotel market		Denise Brinson / Chris Hardin	Spring 2022	Complete	\$0
2. Engage with cities that have pursued or built downtown suburban hotels		Chris Hardin	Spring 2022	Complete	\$0
3. Engage with firms to understand the scope of the study		Chris Hardin	Spring 2022	Complete	\$0
4. Engage with the board to vote on the commission of study		Chris Hardin	Spring 2022	Complete	\$15,000
5. Have the results presented to the board		Chris Hardin	Summer 2022	Complete	\$0
6. Engage with architects and developers to share the results of the study	Entire Board Involved	Chris Hardin	Ongoing	Ongoing	\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Business Activation & Development

Goal 2:

Sell DDA-owned real estate once activated

Define Success:

Successfully initiate an RFP process to attract quality prospective buyers of the Siena commercial space. To sell the property for market rate or above and use the proceeds to fund future DDA investment projects. Also, sell StillFire brewery once their purchase-option is activated.

Partners: Corbitt Woods, Commercial Real Estate Agent (advisor) & Billingsley, Retter & Associates (appraiser); StillFire Brewery

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Get the final retail spaces at Siena leased		Chris Hardin	September 2021	Complete	\$0
2. Get the 12,276 SF retail space at Siena appraised		Chris Hardin	October 2021	Complete	\$0
3. Contract with a commercial real estate advisor to inform discussions and guide the potential sale of the retail space		Chris Hardin	September 2021	Complete	\$0
4. Initiate the RFQ process to vet potential buyers of the retail space		Chris Hardin	Winter / Spring 2022	Complete	\$0
5. Vet the applicants and release an RFP to those who had been qualified by the board		Chris Hardin	Spring 2022	Complete	\$0
6. Complete the sale of the DDA-owned commercial space at Siena apartments	Entire Board Involved	Chris Hardin	Late Summer 2022	Complete	\$2,900,000
7. Partner with StillFire brewery to have their space appraised		Chris Hardin	Fall 2022	Complete	\$0
8. Complete the sale of the DDA-owned commercial space, currently occupied by StillFire brewery	Entire Board Involved	Chris Hardin	November 2022	Complete	\$1,600,000
				Total	\$0

Transformation Strategy: Business Activation & Development

Goal 3:

Promote Downtown events

Define Success:

Increased awareness of Suwanee events and increased attendance due to effective promotion and marketing strategies.

Partners: City Economic Development Staff, Suwanee Magazine, Town Center Businesses, SuwaneeFest Committee

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Promote the Events Calendar via the city website		Abby Wilkerson / Paul Bara	Ongoing	Ongoing	\$0
2. Promote the Events Calendar via the Town Center businesses (physical calendar)		Amy Doherty / Kim Towne	Ongoing	Ongoing	\$0
3. Promote Suwanee events through physical signage throughout the city		Amy Doherty / Kim Towne	Ongoing	Ongoing	\$0
4. Partner with Suwanee Magazine to promote various Suwanee events		Amy Doherty, Kim Towne, Abby Wilkerson	Ongoing	Ongoing	\$0
5. Partner with 3 rd party organizations to promote Suwanee events with shared values, i.e., running series or causes		Amy Doherty / Kim Towne	Ongoing	Ongoing	\$0
6. Engage with the SuwaneeFest committee to promote Suwanee's largest annual event		Amy Doherty / Kim Towne	Ongoing	Ongoing	\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Business Activation & Development

Goal 4: Physically and Mentally connect Suwanee Town Center with Old Town Suwanee via a redesigned urban boulevard

Define Success: Plan, engineer, design and build physical connections via road expansion projects, inclusion of bike lanes and trails; foster and promote new development via Economic development initiatives (Downtown Master Plan)

Partners: City of Suwanee Planning Department, GDOT, ARC,

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Complete the urban boulevard redesign of Buford Highway, within the downtown district		Josh Campbell	Ongoing	Ongoing	\$14,000,000
2. Engage with the public to gauge interest and desire for increased trails, bike paths, etc. to improve walkability		Alyssa Durden	Spring 2022	Complete	\$0
3. Present a Bike Loop study to the City Council and DDA		Alyssa Durden	Spring 2022	Complete	\$0
4. Have construction documents engineered for an expansion of walking trails, bridges, sidewalk expansions, and bike paths		Josh Campbell / Alyssa Durden	Ongoing	Ongoing	\$0
5. Have construction documents engineered to add sidewalks to Russell and White Streets for improved walkability	N/A	Josh Campbell	Ongoing	Ongoing	\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy 3: Promote Tourism in the Downtown District

Why?

The City of Suwanee’s downtown development approach centers on strengthening the economic viability of downtown Suwanee through economic development, aesthetic improvements, historic preservation, and promotion and image building efforts. Its goal is to enable the downtown district to become the social, economic, and cultural heart of Suwanee and a destination for visitors. The downtown program’s goals are to foster a viable and sustainable economic base, a marketable identity for downtown, and an attractive, well-connected, walkable district with lifetime housing.

Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
<ul style="list-style-type: none"> - Continue to seek opportunities for private investment of public art initiatives, especially within the downtown district, i.e., SculpTour and other placemaking endeavors 	<ul style="list-style-type: none"> - Market and share the City’s history via historic signage, social media posts, and printed publications 	<ul style="list-style-type: none"> - Invest in open space parks and greenspace that will attract and spur future development, i.e., similar to Suwanee Town Center 	

Repeat Annual Responsibilities

- Continue to entice developers to invest in public art via the 1% strategy
- Continue the popular SculpTour program
- Create historic interpretive signs for the Cultural Assets of Old Town Suwanee and link them (via QR codes) to interactive, historic videos on the Suwanee website
- Communities everywhere care about more than just job creation and tax revenue. While understanding the financial implications of development is certainly important, there is more to consider when making sustainable communities. In fact, there are times when “grass” generates more economic development return than commercial buildings – that’s when “grass” is a community park that increases the value of everything around it, i.e., Suwanee Town Center

Transformation Strategy: Promote Tourism in the Downtown District	
Goal 1: Continue to seek opportunities for private investment of public art initiatives, especially within the downtown district, i.e., SculptTour and other placemaking endeavors	Define Success: Continue to leverage private donations and grant opportunities to install public art pieces for the purpose of “placemaking”; continue to promote and refresh the SculptTour
Partners: Public Art Commission, Explore Gwinnett, Suwanee Magazine	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Meet with ALL developers with projects within the city regarding the 1% for public art program	Entire PAC board	Toni Shrewsbury	Ongoing	Ongoing	\$0
2. Continually research grant opportunities for public art, i.e. Explore Gwinnett Creativity Fund	Entire PAC Board	Toni Shrewsbury	Ongoing	Ongoing	\$0
3. Release Requests for Proposals (RFPs) for new SculptTour pieces every three years	Entire PAC Board	Toni Shrewsbury	Ongoing	Ongoing	\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Promote Tourism in the Downtown District	
Goal 2: Market and share the City’s rich history via historic signage, social media posts, and printed publications	Define Success: Successful public-private partnerships to design, install, and promote some of the rich historic cultural assets of Old Town Suwanee
Partners: Everett’s Music Barn, Huthmaker’s Violins, Suwanee United Methodist Church, City of Suwanee, and Ashlee Tam	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Partner with Ashlee Tam (Girl Scout Eagle Project) to identify the historic locations and reach out to the owners and stakeholders		Chris Hardin	August 2022	Complete	\$0
2. Create video interviews with long-time Suwanee residents and caretakers of these Cultural Assets (post on city website)		Paul Bara	August 2022	Complete	\$0
3. Write copy and design historic signs to be installed in Old Town Suwanee		Chris Hardin / Paul Bara	Early 2023	Ongoing	\$0
4. Contract with sign companies to fabricate the historic signs and have them installed (they will be linked to the website videos via QR codes)		Chris Hardin / Planning / PW	Spring 2023	Ongoing	\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

Transformation Strategy: Promote Tourism in the Downtown District	
Goal 3: Invest in open space parks and greenspace that will attract and spur future development, i.e., similar to Suwanee Town Center	Define Success: Develop a concept plan that achieves buy-in from all stakeholders and create a new park that is similar in size and scope to the award-winning Town Center Park
Partners: Reeves + Young, Clark-Patterson Lee, Gwinnett County	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Create a concept for a new open space park, via citizen input from the 20/20 Strategic Plan		Denise Brinson	2016	Complete	\$0
2. Contract with design firm, Clark-Patterson Lee to create the conceptual renderings for the new park		Denise Brinson	2017	Complete	\$0
3. Contract with a general contracting firm to build the new park, once permitted		Denise Brinson	2017	Complete	\$0
4. Authorize construction on the new park, once permitted	Entire City Council	Marty Allen	2022	Complete	\$0
5. Complete construction of Town Center on Main		Denise Brinson	2024	Ongoing	\$25,000,000
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