

# 2023 Workplan

<b>Transformation Strategy 1: Create a “Downtown Dining Destination”</b>		
<b>Why?</b>		
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.		
<b>Goal 1</b>	<b>Goal 2</b>	<b>Goal 3</b>
<b>Wildly Important Goal</b>		
Renovate and activate historic Pierce’s Corner in Old Town Suwanee to create a fun, vibrant anchor restaurant in Suwanee’s historic downtown area.	Work with private property owners and existing sites to identify and adaptively re-use space that would be conducive to attracting new destination-type restaurants to Suwanee’s downtown.	
<b>Repeat Annual Responsibilities</b>		
<ul style="list-style-type: none"> <li>- <b>Maintain up to date property inventory database</b></li> <li>- <b>Build relationships with existing property owners</b></li> <li>- <b>Work with third party leasing agents to market available spaces</b></li> </ul>		

<b>Transformation Strategy 1: Create a “Downtown Dining Destination”</b>	
<b>Goal 1:</b> Renovate and activate historic <b>Pierce’s Corner</b> in Old Town Suwanee to create a fun, vibrant anchor restaurant in Suwanee’s historic downtown area.	<b>Define Success:</b> Get the building white-boxed and continue construction with restaurant tenant to be opened by Q1 of 2024.
<b>Partners:</b> JWB Realty (construction manager), JBS Construction (general contractor), Palmer Engineering, Blue Landworks Group	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Neighborhood Communication – signage about DDA project with QR code to property flyer and form to capture potential tenant interest; flyer with dates for neighbors)	Brock	Chris	Q2 - 2023		\$0
2. Phase 1 of Construction - Manage Construction partners – Construction manager to attend DDA meetings and give regular updates	Brock	Chris	Ongoing until completion		\$0
3. Reach out to past potential building tenants and update board regarding present interest		Denise	Spring 2023		\$0
4. Update JWB Realty Marketing Flyer to include funding language (GCF RLF, DDRLF, SSBCI, etc.) – share with board digitally and hard copies	Brock Jessica	Chris	April 30, 2023		\$0
5.					\$0
6.					\$0
7.					\$0
				Total	\$0

## Transformation Strategy 1: Create a “Downtown Dining Destination”

**Goal 2:** Work with private property owners and existing sites to identify and adaptively re-use space that would be conducive to attracting new destination-type restaurants to Suwanee’s downtown.

**Define Success:** Opening of at least 2 new restaurants in downtown Suwanee.

**Partners:**

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify potential locations and build database of options that includes basic parcel information, owner contact, and lease/purchase price.	Beth	Chris	Summer 2023		\$0
2. Build relationships with existing owners, offer to market space, inform about financial options such as RLFs	Beth	Chris	On going		\$0
3. Target listed property to share resources for additional marketing/reach (define what is shared – one-page document of funding resources?)	Rob	Chris	On going		\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$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**

### **Wildly Important Goal**

Establish connections with downtown Suwanee businesses in order to foster and build a sense of community via increased communication and, where possible, coordination of marketing and outreach.

Continue to meet with prospective hotel developers to discuss the city's desire to have a boutique hotel in the downtown area.

### **Repeat Annual Responsibilities**

- Regularly visit and meet with downtown business owners in order to foster connections
- Work to include new businesses into the downtown ecosystem by coordinating communications between businesses
- Share the DDA's Hotel Feasibility study and tour the downtown district with prospective hotel developers

<b>Transformation Strategy 2: Business Activation &amp; Development</b>	
<b>Goal 1:</b> Establish connections with downtown Suwanee businesses in order to foster and build a sense of community via increased communication and, where possible, coordination of marketing and outreach.	<b>Define Success:</b> Ensure that our downtown partners are being included and involved. We do this through direct outreach, and coordinated outreach via our business partners.
<b>Partners: Suwanee Business Alliance, Suwanee Magazine Suwanee Merchant’s Association, The Suwanee Network</b>	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Meet with business association groups twice a year to keep them updated on things happening in the downtown district.	Julie	Chris	On going		\$0
2. Meet with the Suwanee Town Center merchants quarterly to update and coordinate events and logistics with them	Kevin	Amy	On going		\$0
3. Meet with the editors of Suwanee Magazine regularly to coordinate marketing and communications for the city.	Julie	Bonnie	On going		\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0

## Transformation Strategy 2: Business Activation & Development

**Goal 2:** Continue to meet with prospective hotel developers to discuss the city's desire to have a boutique hotel in the downtown area.

**Define Success:** Host at least 3-4 developers a year to visit the city, meet staff, and review the hotel feasibility study, and tour the downtown district.

**Partners:** Explore Gwinnett, The Highland Group (feasibility study firm)

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Utilize board member's business connections to share the city's goals regarding the desire for a downtown hotel to the industry.	Jessica	Chris	End of 2023		\$0
2. Continue to coordinate goals and objectives of the city to Explore Gwinnett, the county's tourism arm.	Jessica	Chris	On going		\$0
3. Update, as needed, the hotel feasibility study in coordination with The Highland Group.	Jessica	Chris	End of 2023		\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0

### Transformation Strategy 3: Promote Tourism in the Downtown District

**Why?** To enable the downtown district to become the social, economic, and cultural heart of Suwanee and a destination for visitors. Tourism brings in outside dollars to support local business and redevelopment efforts.

#### **Goal 1**

#### **Goal 2**

#### **Goal 3**

#### **Goal 4**

#### **Wildly Important Goal**

Build the long-planned extension of Suwanee Town Center Park, Town Center on Main

Identify opportunities to install public art further into the downtown district, including into Old Town Suwanee

#### **Repeat Annual Responsibilities**

## Transformation Strategy 3: Promote Tourism in the Downtown District

**Goal 1:** Begin construction the long-planned extension of Suwanee Town Center Park, Town Center on Main.

**Define Success:** Begin construction of Town Center on Main, which will include: a sky bridge, reflection ponds, a Veteran’s Memorial, and a hilltop plaza that will include a food truck park (tentative completion: Summer 2024)

**Partners:** Reeves + Young Construction, Clark-Patterson Lee (Engineering Firm)

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Coordinate with contractors and design firms to begin construction in earnest	Beth	Denise	Spring 2023		\$0
2. Bi-weekly construction updates with contractors in order to convey continued progress to City Council	Beth	Denise	On going		\$0
3. Begin to identify potential operators of the food truck park	Beth	Denise	Fall 2023		\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0



## Transformation Strategy 3: Promote Tourism in the Downtown District

**Goal 2:** Identify opportunities to install public art further into the downtown district, including into Old Town Suwanee.

**Define Success:** Installation of a public art mural on Pierce’s Corner, one of the oldest buildings in historic Old Town Suwanee.

**Partners:** Explore Gwinnett, The Gwinnett Creativity Fund Grant, Public Arts Commission

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify a mural wall location, i.e. Pierce’s Corner	Rob, Julie, Randy	Toni/Chris			\$0
2. Apply for a public art grant	Rob, Julie, Randy	Toni			\$0
3. Publish an RFQ for prospective muralists	Rob, Julie, Randy	Toni			\$0
4. Secure an artist and coordinate design options	Rob, Julie, Randy	Toni/Chris			\$0
5. Finalize the mural and complete the grant application before the deadline	Rob, Julie, Randy	Toni	December 2023		\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0