

Community Work Plan Review Form

2017 Annual Work Plan

Vision Statement

The Pelham Main Street Program is committed to the economic development, historic preservation, and beautification of the City of Pelham's historic district. This will be achieved by utilizing the National Main Street Program's Four-Point Approach of Economic Vitality, Design, Promotion, and Organization.

Mission Statement

We are designing, planning, promoting, and preserving the historic district of Pelham.

Transformation (implementation) Strategies

Transformation (implementation) Strategy #1:

Protect and enhance Pelham's unique qualities.

Transformation (implementation) Strategy #2:

Encourage development or expansion of businesses and industries that are suitable for the community.

Transformation (implementation) Strategy #3:

To have a structured and organized program to implement community transformation strategies.

Top Priorities for Year 2017

Status:			Goal(priority) #1
Achieved	In Progress	Stalled	
In Progress			Maintaining the downtown as a focal point of the community; fostering compact, walkable, mixed-use development; protecting and revitalizing historic areas of the community; encouraging new development that is compatible with the traditional features of the community; or protecting scenic and natural features that are important to defining the community's character.
Goal(priority) #2			
In Progress			Being committed to redeveloping and enhancing existing commercial and industrial areas within our community in preference to new development underdeveloped areas of the community.
Goal(priority) #3			
Achieved			Our program will be structured with an active executive board and director with a feasible work plan and budget in place to implement strategies with excellent retainage of members and/or volunteers.
Comments on Goal/Priority Status			

Design Committee

Committee Chair: Neal Taylor **Members:** Wes Daniel, Betty Davis

Transformation (implementation) Strategy:

Encourage development or expansion of businesses and industries that are suitable for the community.

Goal:

The goal of the design committee is to create façade grant program and to develop a downtown master plan.

Objective

The objectives of the design committee are to create façade regulations, applications, and identify funding for the program. Our downtown needs a design master plan and the program will utilize a design team.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Greate guidelines for Façade Program	Entire Committee	\$0	MS Program	Dec-17
Completed	Create Application for Façade Program	Entire Committee	\$0	MS Program	Dec-17
Completed	Identify Funding for Façade Program	Entire Committee	\$0	Ms Program	Dec-17
In Progress	Contact Julian and Carmine to conduct Design Team	Alyssa Blakley	\$0	MS Program	Dec-17

Partner Involvement

Agency Name	Primary Contact	Level of Commitment

Synopsis of Activity: The committee has developed an application for a façade program for downtown businesses. We are still not ready to implement the application process because of funding not being available. Alyssa Blakley spoke with Carmine Fischetti in November 2017 about three buildings downtown Pelham, but the board has not voted on moving forward with the design team creating a new facade for the buildings. One building is owned by the DDA and the MS board is waiting on a decision to either rehabilitate or demolish the building.

Organization Committee

Committee Chair: Betty Davis **Members:** Shirley Daniels, Loys Johnson

Transformation (implementation) Strategy:

To have a structured and organized program to implement community transformation strategies.

Goal:

To create a budget for the organization.

Objective

Our objective is to create a line item budget for the new calendar year.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Create a budget	Entire Committee	\$0	MS Program	Begin July 2017

Partner Involvement

Agency Name	Primary Contact	Level of Commitment

Synopsis of Activity: A budget was created in July for the program and includes all line items of the programs expenditures.

Promotions Committee

Committee Chair: Tony Drinkwater **Members:** Shirley Daniels, Ashley Walker, Janice Beasley, Neal Taylor, Margaret NeSmith

Transformation (implementation) Strategy:

Protect and enhance Pelham's unique qualities.

Goal:

The goal of the promotion committee are to create and conduct events that promote the program, historic preservation, economic development, and increase tourism to the downtown area.

Objective

The objective of the promotion committee are conduct additional fundraising events: Car Show, Special Olympics, and Christmas event.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
Completed	Car Show Event (Spring & Fall)	Entire Committee	\$3,200	MS Program, Sponsors	April/October

Not Completed	Special Olympics Event	Shirley Daniels	\$1,000	Ms Program, Sponsors	Proposa l Sept-
Completed	Christmas Event	Entire Committee	\$500	MS Program, Sponsors	Dec-17

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
Steven & Jackie Scott	Alyssa Blakley	Volunteer

Synopsis of Activity: Our spring car show was conducted in April 2017 and was the most successful event with over 80 vehicles in attendance. The fall car show was held in October with 60 vehicles and was successful. Both car shows combined made the program \$5,806.20 after expenses. The Special Olympics event will be pushed to the beginning of 2018 to plan with an implementation date in the fall of 2018. "Breakfast with Santa" event was held as our Christmas event in December and grossed \$1,170. It was well attended with over 100 people.

Economic Development Committee

Committee Chair: Wes Daniel **Members:** Shirley Daniels, Tony Drinkwater, Loys Johnson

Transformation (implementation) Strategy:

Encourage development or expansion of businesses and industries that are suitable for the community.

Goal:

The goal of the Economic Development (Vitality) committee are to focus on the underlying economic wellbeing of the downtown district.

Objective

The objective of this committee are to research ways for downtown improvements and utilize a shop local local campaign to support local businesses.

Status	Task	Responsible Party	Cost	Funding Source	Time Line
In progress	Review codes/ordinances	Wes Daniel	\$0	MS program	Dec-17
In progress	Investigate usage of blight tax	Wes Daniel	\$0	MS program	Dec-17

In progress	Organized ad campaign	Entire Committee	\$500	Ms program	Dec-17
Completed	Celebrate and participate in Small Business Week	Entire Committee	\$500	MS program	Dec-17
Ongoing	Utilize Facebook to feature local merchants	Wes/Tony/Alyssa	\$0	MS Program	Dec-17

Partner Involvement

Agency Name	Primary Contact	Level of Commitment
City of Pelham	James Timmons (Code Enforcement)	Volunteer

Synopsis of Activity: Wes Daniel is currently researching codes and blight tax information to discuss with city council. This project is still in progress. A Shop Local campaign was implemented during the week of November 20th for Shop Small Saturday in conjunction with the Pelham Chamber of Commerce. American Express sponsored materials to handout to businesses along with a planning packet. The program has an ongoing campaign to feature businesses on Facebook as they are running promotions or to highlight.