

Priority Two

Transformation (implementation) Strategy:

Downtown Becomes the Center for Business and Living

Priority Goal:

Develop a Parking Plan

Priority Objective:

Complete and implement plan by December 31, 2019

Milestone:

Announce, post, and distribute the plan by December 31, 2019

Status	Task	Responsible Party	Time Line	Budget	Partners and Resources	Four Points
	Assess the current status of parking through an analysis	Robert Gutowski	01/01/2019 - 02/01/2019	Time	City of Cornelia	Organization
	Identify and visit similar downtowns for a comparison study	Melany Ward Laurin Yoder	01/01/2019 - 03/01/2019	Time	GA Mountain Reg Comm GA Dept of Comm Affairs	Organization
	Create a GIS map of current parking and distances from points of interest	Brittain Williams	1/1/2019	Time	Appalachian Regional Commission	Design
	Identify potential properties to acquire for parking (if needed)	Brentt Cody Melany Ward Matt Cathey	March 2, 2019	Time	Realtor (?) Dee Anderson	Organization Economic Vitality
	Update the aesthetics, signage, and attractiveness of current parking areas	Robert Gutowski Melany Ward Brittain Williams	9/30/2019	\$2,500	Don Higgins and other district property owners City Council Dee Anderson	Design
	Determine budget	Dee Anderson	12/30/19	Time	City Council	Organization
	Integrate parking plan into marketing plan (see Priority 2)	Brittain Williams Kaley Stephens	12/30/19	\$100 (marketing)	DDA	Promotion
	Design and order parking banners	Jessie Owensby Brittain Williams	12/30/19	Time	DDA	Design
	Add public parking locations to Google Maps	Lindsey Holt Brittain Williams	06/01/19	Time	DDA	Promotion
	Add parking to downtown directory	Jessie Owensby Brittain Williams	12/30/19	\$300	DDA	Design Promotion

Agency Name	Primary Contact	Level of Commitment	Synopsis of Activity:
Appalachian Regional Commission	Annaka Woodruff		
GA Department of Community Affairs (model plans)	Kathy Papa		
Georgia Main Street Office (model plans)	Jessica Reynolds		