

2021 Annual Work Plan

Transformation Strategy: Downtown becomes the center for business and living

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| Goal: Downtown Marketing and Messaging | Define Success: Milestone: Obtain a highway sign from GDOT by April Objective: Project 100% complete by December 31, 2021 |
| Partners: GDOT, GMRC, Fenders, Habersham Chamber, City of Cornelia | |

| Task | Volunteer Responsible | Staff Responsible | Due Date | Progress | Budget |
|---------------------------------|--|--------------------|------------|----------|----------|
| 1. Mobile App | Jay Reeder | Lindsey Fitzgerald | June 2021 | | \$5,000 |
| 2. Downtown Directional Signage | Emily Herrin, Haven Beavers | Lindsey Fitzgerald | May 2021 | | \$10-20k |
| 3. Highway Sign for Downtown | John Borrow | Lindsey Fitzgerald | March 202 | | \$2,000 |
| 4. Tourism Guide | Emily Herrin, Haven Beavers | Lindsey Fitzgerald | May 2021 | | Time |
| 5. Downtown Branding Kit | Jay Reeder, Haven Beavers, John Borrow | Jessie Owensby | October 20 | | <\$2,000 |
| 6. Social Media Kit | Heath Barrett, Hope Murray, David Zavala | Lindsey Fitzgerald | April 2021 | | Time |

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| 9. | | | | | |
| | | | | Total: | |