
Community Planning Institute

Keeping Your Main Street Open

Cindy Eidson
Georgia Municipal Association
Georgia Cities Foundation



COVID-preneurs



Bricks and Clicks – Newnan

E-Commerce
(Downtown Storefront and Website)







714



Parklets





Outside Dining



Outside Sidewalk Dining

Review city's ordinance to see if outside dining is allowable and if so, encourage outside sidewalk dining options for restaurants.



Open Container



Entertainment District



Park Space



RYLANDER PARK - PHASE IV

The rendering below shows Phase IV improvements to Rylander Park. The ideal design would include a large green space that could be used for many different activities. Downtown events could be held here and there would be enough room to accommodate large crowds. The brick patio area would be inaccessible to vehicular thru-traffic, except for utility and supply vehicles. Food trucks could park in these areas, offering a safe and fun place to enjoy gourmet street food, read a book, or play on the lawn—right in the heart of downtown Americus.





Corner Park



Conceptual plans for possible use of the greenspace being purchased by the City of Monroe on S. Madison Avenue. Renderings courtesy of the City of Monroe.

Trails



Trail systems connect communities and help create a sense of place. The multi-use trail is making your community accessible for both locals and visitors alike and will make the community more marketable for tourism and other forms of economic development and will recruit workforce. In short it will be **transformative**.

Start small and promote the **model mile** (the most eye-catching mile that connects nodes or touches several) to the other nodes: schools, parks, hospitals, neighborhoods, colleges, natural and historical sites.

Consider a field trip to Columbus, Carrollton, Proctor Creek, Arabia Mountain, Conyers, St. Simons, Lagrange to see how those systems, also designed and built by Kaizen Collaborative, PATH Foundation and Nature Bridges, are thriving.

West of Atlanta, the Silver Comet Trail plans to double its 61 miles. This is expected to bring more than 500,000 new tourist visits and \$30 million in new spending to the area.



Connecting Trails to Town

Connect the trail to town! It's the cash registers in town that allow trails to drive an economic impact with lodging/dining.

Trails will offer connectivity across town, but make sure as a local trail explorer that it touches the places you need to go:

- neighborhoods
- schools
- parks
- shops
- attractions and
- work and home

Swamp Rabbit Trail in Greenville, SC does a great job of connectivity and wayfinding. Consider a field trip and see example next slide.





Rockmart Amphitheater connecting to the Comet Trail and Downtown



**Calhoun/Gordan County Rivers
to Ridge Master Trail Plan**

Activate Water Trail Efforts



Altamaha River Water Trail – 138 miles

GA Coast Ocmulgee River Water Trail – 240+ miles

Hinson Lower Oconee Water Trail – 143 miles



Donation boosts water trail

BY TOM LAW
THE TOCCOA RECORD

The Stephens County Foundation on Monday received a financial boost from the Georgia Power Company Foundation for its Tugaloo River Water Trail official inclusion in the statewide network of water trails supported by the Georgia River Network.

Water trails are the water equivalent of a hiking trail. It has access points along the river, lie trailheads for putting boats in the water or taking them out. Water trails are suitable for day trips in canoes, kayaks and other water craft.

They can be of various lengths and are used by pad-



Participating in Monday's donation to the Tugaloo Water Trail were (from left) Dave Jalovick, Kelly Vickers, Angie Ramage, Anne Shurley, Jeremy Spradlin, Joe Ferguson, Brent Edwards and Cheryl Parker.

nickers of all ages and ability.

The Tugaloo River Water Trail extends 10 miles from the mouth of Panther Creek near Yonah Dam south to Stephens County Park at Broken Bridges and near Highway 123.

In the 18th century, the river

to a number of Cherokee towns and villages. In addition to the historic nature of the river trail, the river corridor boasts a river island, timber sluice, the remains of Prather Bridge and the remains of a grist mill.

TUGALOO RIVER CORRIDOR



11 Mile Tugaloo River Water Trail

1st Floor Residential



2nd Floor Residential



Living Downtown Monroe [Log In](#)

Historic Buildings with Modern Amenities

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Upper Level Lofts and First Floor Commercial Spaces



It's Your City. **Live In It.**



MainStreet Walton Mill Senior Apartments



20 Photos

[Home](#) / [Georgia](#) / [Monroe](#) / MainStreet Walton Mill Senior Apartments

2 Weeks Ago

[Contact This Property](#)



Think Creatively – Tourist Love New Experiences



RV Parks – Connect to Downtown



Unique Lodging

Yurts within the state parks, glamping sites in any nature setting, treehouse lodging, railcar lodging and 2nd story downtown lofts in small town America are lodging trends that will set you apart.

Sites to list unique lodging:

- Glampinghub.com
- Tentrr.com
- Airbnb.com

Know what your HMT rate is, who collects it and who isn't collecting it.



HB317

- HB317 went into effect July 1, 2021
- This requires “marketplace facilitators” – AirBnB, VRBO, HomeAway, and other short-term vacation rental (STVR) web platforms - to collect and remit both the *local* Hotel-Motel Excise Tax and the *state* \$5 Transportation Fee that had been collected in traditional hotels/lodging establishments
- For most jurisdictions, this will result in newfound HMT revenue in the coming weeks/months
- For some jurisdictions who had been collecting the HMT from property owners, mechanisms will change



Vacant Property Ordinances



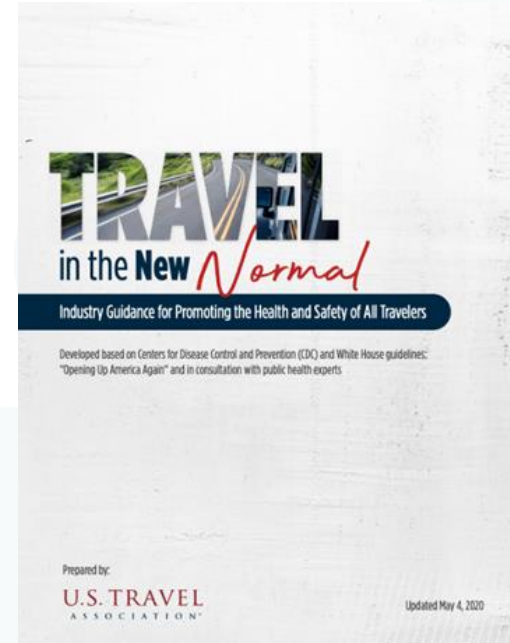
Set Policy for COVID-19, Hurricanes and Other Disasters

When is it safe to reopen for visitors (attractions open, staff at work, etc.)?

How do you communicate to the world your “open” status?

How do you repair the destination brand, instill public confidence, encourage positive response/action?

How do you prepare better in future? (What did you learn from this disaster?)



Planning & Migration

- **Young, educated employees will seek a less car-centric lifestyle for themselves and their families.**
- **Trails are becoming an essential component of the effort to retain and attract young residents/workers.**
- **Employers will follow the work force to towns that get it right.**
- **Small towns stand to offer the ultimate choice for young millennials as they see the perfect place to live.**
- **Upgrade school system**
- **Establish live, work, play, nodes that emulate successful models in large cities**



City of Greensboro

Oconee Brewing







Visit our
DISTILLERY



**Swamp Fox
Distilling Co.—
Tours offered 6
days per week**

swampfoxdistillingco.com

110 McDUFFIE STREET | BUENA VISTA, GA

GEORGIA

economic placemaking
COLLABORATIVE



“PLACEMAKING is how PEOPLE...

...are more
Collectively and
Intentionally
Shaping our
World and our
Future on this
Planet.”

*-PROJECT FOR
PUBLIC SPACES*





Carl Vinson
Institute of Government
UNIVERSITY OF GEORGIA



Georgia
Power



MEET the FACILITATORS



Danny Bivins

Senior Public Service Associate - Carl Vinson Institute of Government



Leigh Elkins

Senior Public Service Associate - Carl Vinson Institute of Government



Clark Stancil

Creative Design Specialist - Carl Vinson Institute of Government



Kaitlin McShea Messich

Public Service Assistant - Carl Vinson Institute of Government



Katherine Moore

President- Georgia Conservancy



Nick Johnson

Senior Planner - Georgia Conservancy

Each Community Team is paired up with one of the Collaborative's practitioner Facilitators for the duration of the program.



Ebony Simpson

Planning Outreach & Training Coordinator - Georgia Department of Community Affairs



Annaka Woodruff

ARC Program Manager - Georgia Department of Community Affairs



Carmine Fischetti

Landscape Architect - Consultant

Community Teams

<u>Year</u>	<u>Community</u>	<u>Team</u>	<u>Leader</u>	<u>Facilitator</u>
Third	Bainbridge	Amanda Glover		Danny Bivins
Third	Gainesville	Robyn Lynch		Leigh Elkins
Third	Greensboro	Cail Hammond		Clark Stancil
Second	Albany	Lequrica Gaskins		Katherine Moore
Second	Canton	Brittany Anderson		Carmine Fishetti
Second	Millen	Mandy Underwood		Kaitlin Messich
First	Covington	William Smith		Nick Johnson
First	Fitzgerald	Brandy Elrod		Clark Stancil
First	Jackson	Mayor Kay Pippin		Katherine Moore
First	Young Harris	Denise Mckay		Danny Bivins
Fast Track	Powder Springs	Ashley Youmans		Ebony Simpson
Fast Track	Meriwether County	Carolyn McKinley		Cindy Eidson



GEORGIA
placemaking
collaborative

LET OUR
TECHNOLOGY
EXPERIENCE

You
and
You.

QUALITY OF PLACE

Live & Work

ABOUT THE OPP

The Georgia Placemaking Collaborative is a three-year program designed to help selected cities develop durable local partnerships to address the opportunities and challenges associated with placemaking.

- THE 2-YEAR PROGRAM CURRICULUM
- Year 1: Education, Visioning, and Planning
- Year 2: Project Development, Funding, and Implementation and Tracking and Impact Analysis

Program Objectives

PROCESS:

Discovering what a community wants through community-led:

VISIONING

PLANNING

PROJECT DEVELOPMENT

PRODUCT:

Creating **ACTION** and **IMPLEMENTATION** plans for achieving what a community wants beginning with:

ASSET INVENTORY

FIVE PLACEMAKING STEPS



DEFINE PLACE &
IDENTIFY STAKEHOLDERS



EVALUATE SPACE
& IDENTIFY ISSUES



PLACE VISION



SHORT-TERM
EXPERIMENTS



ONGOING REEVALUATION &
LONG-TERM IMPROVEMENTS



5 STEPS that lead to Place-Based Economic Development



DIVERSITY:

Who is at the table?

EQUITY:

What are the barriers to getting to and staying at the table?

INCLUSION:

Do all feel they belong at the table?



Partnership with Georgia Cities Solutions

Quarterly Public Plenaries
focused on how Place-
Based Economic and
Community Development
can tackle Social issues,
Innovation, and Workforce
Development.

THE PLACEMAKING PUBLIC PLENARY SERIES



March 3rd at 11 am
"Digital Inclusion
in the Time of Coronavirus"
Speaker: Dr. Ricardo Gallardo,
Assistant Director of the Purdue
Center for Regional Development



March 3rd at 3 pm
"Opportunity for Equality"
Speaker: Chris Clark,
President and CEO of the
Georgia Chamber



March 4th at 11 am
"Literacy and
Economic Impact"
Speaker: Arienne Weldon,
Director, Get Georgia Reading
Campaign

JOIN OUR EXPERT KEYNOTE SPEAKERS AS THEY
ADDRESS ECONOMIC AND COMMUNITY ISSUES
DURING THE PUBLIC PLENARY PORTION OF THE
GEORGIA ECONOMIC PLACEMAKING
COLLABORATIVE RETREAT

REGISTRATION: www.georgiacitiesfoundation.org





TRAVEL ON GRAVEL



Meriwether County Gravel Travel



City of Woodbury – Ag Innovation Center



GEORGIA

economic placemaking
COLLABORATIVE

Application for Participation - 2022

Letter of Intent: November 17, 2021

Mail Letter of Intent & Application:

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