

Holly Springs Main Street 2017-2019 Work Plan



Strategy #1: Design and create a true Town Center in Holly Springs, anchored by civic amenities, to encourage a commercially successful downtown that includes personal services, retail and dining opportunities, and housing.

TASK	LEADER	TIMELINE	COMPLETED
Final Design of Town Center	City Manager	June 2017	
Break ground on Town Center Project	City Manager	June 2018	
Sidewalks and streetscapes: Holly Springs Pkwy. from L.R. Tippens Education Center to Childers Acres.	City Manager	March 2017	
Sidewalks and streetscapes: Palm St. from Hickory Rd. to Amanda Ln.	City Manager	March 2017	
Rickman Industrial Realignment Project	City Manager	June 2017	
Industrial Connector Scoping Project	City Manager	March 2018	

Strategy #2: Preserve and promote the historic character of Holly Springs.

TASK	LEADER	TIMELINE	COMPLETED
City preservation project: continue to conduct interviews with past mayors & other prominent residents of Holly Springs	Main Street Director	December 2019	
Create web content containing information from interviews.	Main Street Director	December 2019	
Continue application process for adding Train Depot to the National Register of Historic Places. 1.) Receive and review bids from RFP	Main Street Director/City Manager/Main Street Board	June 2017	

Strategy #3: Continue to engage residents and current business owners, while attracting visitors and encouraging future business development.

TASK	LEADER	TIMELINE	COMPLETED
Easter Egg Hunt	Main Street Director	Annually-weekend before Easter	
Great American Clean-Up	Main Street Director	Annually-May	
City of Holly Springs Job Fair	Main Street Director	Annually-May	
Holly Springs 5K	Main Street Director	Annually-Memorial Day Weekend	
Autumn Fest	Main Street Director	Annually-October	
Tree Lighting & Christmas Parade	Main Street Director	Annually-December	
Create online inventory of vacant buildings within the Main Street District	Main Street Director	After permanent website has been created	
Incentive packages to attract businesses: 1.) Research surrounding cities' business incentive packages 2.) If viable for Holly Springs, create packages tailored to attract businesses desired.	Main Street Director & Board	December 2019	
Research and create information package detailing how to open a business in the City. (Breakdown into retail, restaurant, and service-based businesses.)	Main Street Director & Board	July 2018	
Explore a marketing assistance program for business. 1.) marketing grants 2.) special advertising rates with local media outlets for Town Center businesses	Main Street Director	December 2019	