

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 Mgr.	June 2017	In Progress
Break ground on Town Center Project	City Mgr.	April 2018	
Sidewalks and streetscapes: Holly Springs Pkwy. from L.R. Tippens Education Center to Childers Acres. (LCI-\$)	City Mgr.	March 2017	Complete
Sidewalks and streetscapes: Palm St. from Hickory Rd. to Amanda Ln. (CDBD-\$)	City Mgr.	March 2017	Complete
Rickman Industrial Realignment Project – \$711,509	City Mgr.	June 2017	Complete
Industrial Connector Scoping Project - \$110,045	City Mgr.	March 2017	In Progress <small>(expected completion – January 2018)</small>

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 - \$0	MSD	December 2019	In progress
Create web content containing information from interviews. - \$0	MSD	December 2019	
Continue application process for adding Train Depot to the National Register of Historic Places. - \$0	MSD	December 2018	In progress
Apply for inclusion in the Georgia Downtown Renaissance Partnership's Downtown Fellow Fellowship - \$0	MSD	February 2017	Completed February 23, 2017
Actively participate in the Georgia Downtown Renaissance Partnership's Downtown Fellow Fellowship process to create design options for various locations in the City, including by not limited to, way-finding signage, landscape, and face improvements. - \$4,800	MSD	September 2017	Completed August 7, 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-\$3,393	MSD	Annually-weekend before Easter	Completed April 11, 2017
Great American Clean-Up-\$50	MSD	Annually-May	Completed May 6, 2017
City of Holly Springs Job Fair-\$0	MSD	Annually-May	Completed May 3, 2017
Holly Springs 5K-\$2,475	MSD	Annually-Memorial Day Weekend	Completed May 27, 2017
Autumn Fest-\$8,620	MSD	Annually-October	Completed October 7, 2017
Tree Lighting & Christmas Parade-\$2,500	MSD	Annually-December	In Progress
Create online inventory of vacant buildings within the Main Street District - \$0	MSD	December 2018	In Progress
Incentive packages to attract businesses - \$0: 1.) Research surrounding cities' business incentive packages 2.) If viable for Holly Springs, create packages tailored to attract businesses desired.	MSD & Board	December 2019	In Progress-will receive input from TSW after completion of the LCI Study Update
Research and create information package detailing how to open a business in the City. - \$0 (Breakdown into retail, restaurant, and service-based businesses.)	MSD & Board	December 2019	In Progress-will receive suggestions from TSW after completion of the LCI Study update
Explore a marketing assistance program for business. - \$0 1.) marketing grants 2.) special advertising rates with local media outlets for Town Center businesses	MSD	December 2019	In Progress
Form Holly Springs Young Professionals Group - \$0	MSD	September 2017	Completed September 5, 2017

Last Amended: November 28,2017