

TRANSFORMATION STRATEGY WORK PLAN - FY23

Organization Name: <i>Downtown Wytheville Incorporated</i> Town, State: <i>Wytheville, Virginia</i>		Date: <i>01-10-2024</i> Completed by: <i>Executive Director & Board of Directors</i>			
Vision: <i>We value robust collaboration with our partner organizations; inclusive community engagement; frequent communication with stakeholders; and strategic, organized, and effective approaches. Focused on recruiting new business and growing the job base, Downtown Wytheville strives to create a dynamic environment where businesses can succeed, and families will thrive.</i>					
Transformation Strategy #1: <i>Business & Organizational Sustainability</i>		Transformation Strategy #2: <i>Community Development/Quality of Life Improvements</i>		Transformation Strategy #3: <i>Create a designated Arts and Culture district.</i>	
Goal 1	Goal 2	Goal 1	Goal 2	Goal 1	Goal 2
<i>Recruit expanding business concepts and strengthen existing businesses to decrease turnover and provide economic stability within the district.</i>	<i>Gather more specific data on local businesses and strategically target support and changes to businesses around data-driven decision-making.</i>	<i>Develop a new downtown master plan as we approach the ten-year anniversary of the organization and combine this with community-wide master planning processes to better understand what needs residents desire from downtown including specific infrastructure.</i>	<i>Grow and expand access to inviting public spaces with a focus on greenspaces, better activation of downtown parks, and specific upgrades within a new arts and culture district.</i>	<i>Build from the downtown and Community wide masterplan to incorporate a district expansion while creating an arts and culture destination that services local makers and artisans while continuing to build on the sense of place and experience and community in the heart of Downtown Wytheville</i>	<i>Plan an event associated with the kickoff and community celebration of this new district designation.</i> <i>**To be further highlighted upon in the 2025 workplan**</i>
Lead: <i>Todd Wolford</i>	Lead: <i>Charlie Jones</i>	Lead: <i>Todd Wolford</i>	Lead: <i>Charlie Jones</i>	Lead: <i>Todd Wolford</i>	<i>Charlie Jones</i>
Annual Responsibilities <i>4th of July: Plan and host the largest single-day event in the Town of Wytheville</i> <i>Mayhem on Main Street: Plan and host the Town of Wytheville’s Halloween celebration.</i> <i>Christmas Parade: Plan and organize the Town of Wytheville’s annual Christmas parade and celebration.</i> <i>Façade Grant: Administer and market the Town of Wytheville’s Façade Improvement Grant</i> <i>District Incentives: Administer and market the Town of Wytheville’s broader incentives package for businesses in the district.</i> <i>Social Media: Continuously update social media platforms to promote events and programs and act as the primary source of information for Wytheville residents about community programs. Continue our popular social media messaging campaign of “Weekends in Wytheville” every week as the go-to one-stop-shop for community events.</i>					

Transformation Strategy #1: Business & Organizational Sustainability

Goal 1: Recruit expanding business concepts and strengthen existing businesses to decrease turnover and provide economic stability within the district. **Define Success:** Keep business turnover to less than 3 a year, attract at least 2 new/expanding businesses by the end of the year.

Partners: Town of Wytheville, Wytheville-Wythe-Bland Chamber of Commerce, Small Business Development Center, SERCAP

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Update building inventory	N/A	Charlie Jones	January	Completed	\$0
2. Work with property owners of vacant or underutilized spaces to develop necessary renovations and reasonable rental/lease agreements.	Josh Pennington	Todd Wolford	December	In Progress	\$0
3. Create specific proposals for these vacant properties to present to trade groups and business organizations to sell the development of expanded business concepts.	Josh Pennington	Todd Wolford	December	In Progress	\$1000
4. Identify barriers to business sustainability in the district through focus groups and one-on-one meetings with business owners.	N/A	Charlie Jones	January	Completed	\$0
5. Work with property owners and business owners to make changes to buildings or businesses that lower operating costs. (Including administration of Utility Cost Offsetting Resurgence Grant)	Beth Cochran	Charlie Jones	December	In Progress	\$100,000
6. Expand business training and vetting options through continued partnerships with Google and expanded partnerships with the Small Business Development Center and SERCAP.	N/A	Todd Wolford	August	In Progress	\$0
7. Offer direct assistance to business owners to help them apply for smaller microgrants like marketing	Beth Cochran	Charlie Jones	October-December	In Progress	\$0

<i>leverage.</i>					
<i>8. Continue exploring and formalizing relationship with the Town of Wytheville to expand the scope and capacity of Downtown Wytheville to tackle community development challenges.</i>	<i>Josh Pennington</i>	<i>Todd Wolford</i>	<i>July</i>	<i>In Progress</i>	<i>\$0</i>
				Total	\$101,000

Transformation Strategy #1: Business & Organizational Sustainability

Goal 2: *Gather more specific data on local businesses and strategically target support and changes to businesses around data-driven decision making.* **Define Success:** *Launch at least 3 campaigns that are directly supported by comprehensive data and convince at least 2 existing businesses to change some of their strategies to reflect gathered data.*

Partners: *Town of Wytheville, VisitWytheville, Virginia Tourism Corporation*

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
<i>1. Acquire and implement PlacerAI or similar service to acquire geolocation data.</i>	<i>Shane Terry</i>	<i>Todd Wolford</i>	<i>April</i>	<i>In Progress</i>	<i>\$10,000</i>
<i>2. Create a forum for businesses to talk to each other regularly where we will present updated data and recommendations</i>	<i>Collin O'Donnell</i>	<i>Todd Wolford</i>	<i>June</i>	<i>In Progress</i>	<i>\$0</i>
<i>3. Work with tourism partners and Grow with Google partners to create a targeted marketing campaign utilizing Placer data</i>	<i>Shane Terry</i>	<i>Charlie Jones</i>	<i>June</i>	<i>In Progress</i>	<i>\$5,000</i>
<i>4. Work within the town limits to establish an "educate the locals" marketing campaign to ensure local support for small businesses downtown.</i>	<i>Deb King</i>	<i>Todd Wolford</i>	<i>July</i>	<i>In Progress</i>	<i>\$0</i>
<i>5. Formulate data-driven marketing plans into viable grant applications for Virginia Tourism's Marketing Leverage programs.</i>	<i>Shane Terry</i>	<i>Charlie Jones</i>	<i>End of Year</i>	<i>In Progress</i>	<i>\$0</i>
				Total	\$15,000

Transformation Strategy #2: Community Development/Quality of Life Improvements

Goal 1: *Develop a new downtown master plan as we approach the ten-year anniversary of the organization and combine this with community-wide master planning processes to better understand what needs residents desire from downtown including specific infrastructure.*

Define Success: *A comprehensive downtown master plan and community master plan are completed after significant community input efforts and boards and other authorities have adopted the plans.*

Partners: *Town of Wytheville*

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
<i>1. Research grant opportunities for master planning</i>	<i>Beth Cochran</i>	<i>Charlie Jones</i>	<i>May</i>	<i>In Progress</i>	<i>\$0</i>
<i>2. Apply for master planning grant.</i>	<i>N/A</i>	<i>Charlie Jones</i>	<i>May</i>	<i>In Progress</i>	<i>Match Amount</i>
<i>3. Issue an RFP for companies able to conduct a master plan.</i>	<i>Josh Pennington</i>	<i>Todd Wolford</i>	<i>August</i>	<i>Not Started</i>	<i>\$0</i>
<i>5. Accept an RFP and engage master planning group</i>	<i>N/A</i>	<i>Todd Wolford</i>	<i>September</i>	<i>Not Started</i>	<i>\$0</i>
<i>6. Begin planning process by organizing charrettes, listening sessions, and public input forums.</i>	<i>Josh Pennington</i>	<i>Todd Wolford</i>	<i>October</i>	<i>Not Started</i>	<i>\$0</i>
<i>7. Present preliminary plan to board for discussion, debate, and approval</i>	<i>Josh Pennington</i>	<i>Todd Wolford</i>	<i>December</i>	<i>Not Started</i>	<i>\$0</i>
<i>8. Market and present the results of master plan to the community at large</i>	<i>Shane Terry</i>	<i>Todd Wolford</i>	<i>December</i>	<i>Not Started</i>	<i>\$0</i>
<i>9. Format specific action items from master plan for staff.</i>	<i>N/A</i>	<i>Todd Wolford & Charlie Jones</i>	<i>December</i>	<i>Not Started</i>	<i>\$0</i>

					Total	Match Amount
Transformation Strategy #3: Community Development/Quality of Life Improvements						
Goal 2: <i>Grow and expand access to inviting public spaces with a focus on greenspaces, better activation of downtown parks, and specific upgrades to connectivity aspects as it relates to park and key destinations.</i>			Define Success: <i>Finish pocket park greenspace and begin implementation work for at least one other design aspect generated from the design process</i>			
Partners: <i>Town of Wytheville, Virginia Tech School of Landscape Architecture, Rush Realty LLC, Balzer & Associates, Wythe Arts Council</i>						
Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget	
<i>1. Conduct a semester long design course with Virginia Tech design students to redesign public spaces and create a final design for the pocket park greenspace.</i>	<i>Beth Cochran</i>	<i>Charlie Jones</i>	<i>December 2023</i>	<i>Completed</i>	<i>\$0</i>	
<i>2. Help students present designs to board of directors and town council.</i>	<i>N/A</i>	<i>Todd Wolford & Charlie Jones</i>	<i>January</i>	<i>In Progress</i>	<i>\$0</i>	
<i>4. Work with Balzer and Associates to translate design into final work plan.</i>	<i>Steve Semones</i>	<i>Todd Wolford</i>	<i>March</i>	<i>In Progress</i>	<i>\$0</i>	
<i>5. Explore grant and fundraising options to find remaining 25% of gap funding necessary.</i>	<i>Beth Cochran</i>	<i>Charlie Jones</i>	<i>March</i>	<i>In Progress</i>	<i>\$0</i>	
<i>6. Begin construction of pocket park project.</i>	<i>Josh Pennington</i>	<i>Todd Wolford</i>	<i>August</i>	<i>Not Started</i>	<i>\$100,000</i>	
<i>7. Launch new public space with grand opening and activation.</i>	<i>Shane Terry</i>	<i>Todd Wolford & Charlie Jones</i>	<i>August</i>	<i>Not Started</i>	<i>\$1,500</i>	
<i>8. Explore funding opportunities for implementation of proposed changes to public spaces like Elizabeth Brown Park.</i>	<i>Beth Cochran</i>	<i>Charlie Jones</i>	<i>December</i>	<i>In Progress</i>	<i>\$0</i>	
<i>9. Implement any changes funding allows beyond greenspace pocket park.</i>	<i>N/A</i>	<i>Todd Wolford & Charlie Jones</i>	<i>December</i>	<i>Not Started</i>	<i>\$0</i>	
					Total	<i>\$101,500</i>

Transformation Strategy #4: Create a designated Arts and Culture district.

Goal: Build from the downtown and Community wide masterplan to incorporate a district expansion while creating an arts and culture destination that services local makers and artisans while continuing to build on the sense of place and experience and community in the heart of Downtown Wytheville

Define Success: A designated arts and culture district that showcases local artists and artisans with a focus on showcasing a rotation of youth art from the local school system and other art studios. Project coordination with property owners and local government to use buildings and other creative avenues to showcase the makers in our community.

Partners: Town of Wytheville, Va Main Street, Wythe County Public Schools, DTW property owners, Rose Cottage Art School, Makers

Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
1. Designate the area and work with Virginia Main Street and Town of Wytheville to designate the area	N/A	Todd Wolford	August	In Progress	\$0
2. Map the district and high priority areas to consider	John Woods	Todd Wolford	August	Idea phase	\$0
3. Work with local artist and makers and solicit the school system to create a rotating art exhibit	Erin Simmons	Todd Wolford	October	Idea phase	\$0
5. Determine timeframe for art installations and rotating schedule and plan for big picture projects.	Wythe County School	Charlie Jones	November	Not Started	\$0
6. Apply for DIG and VA Commission of the Arts funding to build on the new district with bigger murals and sculptures that represent our community.	Josh Pennington	Charlie Jones Todd Wolford	2025	Not Started	\$0
7. Build a maintenance and art rotation schedule that is adopted by participating property owners and the town of Wytheville/Downtown Wytheville.	N/A	Todd Wolford	December	Not Started	\$0
8. Plan an event associated with the kickoff and community celebration of this new district	Shane Terry	Todd Wolford Charlie Jones	July 2025	Not Started	\$0

<i>designation.</i>				Total:	\$0
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