

Downtown Cordele 2021 Strategic Work Plan

Vision

In 2031, Downtown Cordele is lively and thriving - offering its residents and visitors an attractive center that is clean and well-maintained. People are visiting, shopping, and dining in a walkable, safe environment. It is bustling with activities that include riding and watching trains. Downtown Cordele is a showplace for beautiful landscaping and historic preservation; buildings are restored and attractive and filled with businesses that cater to families, young professionals, and retirees.
Downtown Cordele is a great place to live, work, shop, and play.

Community Transformation Strategies

1. Beautification Initiatives and Design
2. Business Activation and Development

Rationale

In the summer of 2021, the Cordele Main Street office conducted two surveys: 1) Community Input survey and 2) Downtown Leadership survey. Survey responses clearly identified *Beautification Initiatives and Design* and *Business Activation and Development* as Cordele Main Street's top priorities (or community transformation strategies) for the next two-three years. Data pointed to the need to create a more inviting esthetic for visitors and residents and to support existing businesses while seeking to recruit new businesses and fill vacant spaces.

Wildly Important Goals

Beautification Initiatives and Design		Business Activation and Development	
Goal	Improve the appearance of private and public downtown properties	Goal	Retain, Expand, or Recruit (RER) businesses for the downtown district (entertainment, dining, followed by retail)
Definition for Success	25% of private properties and <u>all</u> public properties are cleaned and/or painted, repaired, and beautified by January 2024	Definition for Success	Retain 100% of current businesses; expand two current businesses, and recruit four new businesses by January 2024
Lead Board Member	Lead Board Member	Lead Board Member	Lead Board Member

