

Tybee Island Main Street

ANNUAL PLANNING



2/21/2024 | The Guard House

MEETING PURPOSE

- Establish Main Street's initiatives & administrative and funding priorities for 2023
- Solicit input from members of the Main Street, city officials, partner organizations and the community on topics related to Main Street for the City of Tybee Island.
- Increase awareness of the purpose and role of the Main Street

MISSION AND VISION

- The Development Authority/Main Street Program is an inclusive program through the City of Tybee Island that focuses on economic development within the context of historic preservation in a balanced fashion.
- The Vision of the Program is to improve the quality of life for those that live, work, and visit Tybee Island and enhance the cultural experience while preserving the community's barrier island heritage.

MAIN STREET AGENDA

TOPIC
Purpose of Today's Meeting
Contextual Introductions
Main Street/DDA 101
BREAK
Brainstorming
Next Steps/ Goal Setting
BREAK
Administrative Planning



INTRODUCTIONS



Hello!!

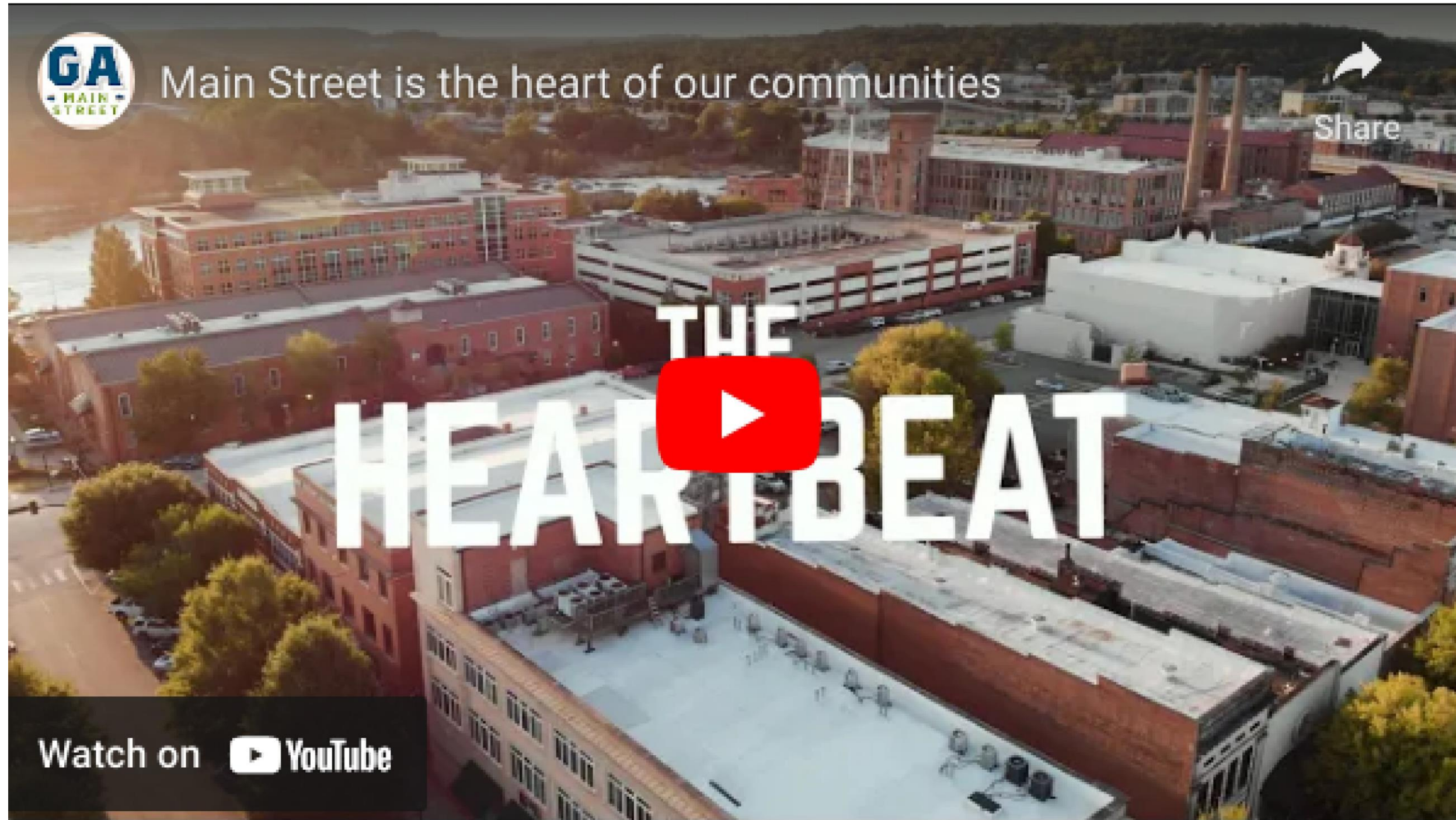
MAIN STREET/DDA 101



MAIN STREET AMERICA



MAIN STREET GEORGIA



4 POINT APPROACH



BREAK



TRANSFORMATION STRATEGIES

**BYLAWS
UPDATE**

**BUILDING
INVENTORY**

**MERCHANT
MEETINGS**

FOUNDATION BUILDING

VIDEOGRAPHY

**MAIN STREET
DDA 101**

**WALKABILITY
AUDIT**

WHAT WE'RE DOING
AND WHY WE'RE
DOING IT

BUILDING
INVENTORY

BYLAWS
UPDATE

NEEDS OF TODAY
AND TOMORROW

MERCHANT
MEETINGS

FOUNDATION BUILDING

FAMILY
FRIENDLY

CLEAN &
SAFE

VIDEOGRAPHY

MAIN STREET
DDA 101

COMMON GROUND

BALANCE

WALKABILITY
AUDIT

WHAT IS
OUR VALUE

**AMBASSADOR
PROGRAM**

**POP UP
EVENTS**

**MURAL
ORDINANCE**

PLACEMAKING

**WAYFINDING
SIGNAGE**

**TEMPORARY
ART**

**SELFIE
SPOTS**

**CONSISTENT
MARKETING
STRATEGY**

**ECONOMIC
DATA
REPORTING**

**AMBASSADOR
PROGRAM**

STORYTELLING

**WALKING
TOURS**

BANNERS

**REGULAR
PUBLIC
PRESENTATIONS**

CONNECTIVITY

CONSISTENT
NARRATIVE

ECONOMIC
DATA
REPORTING

VOLUNTEER
RECOGNITION

AMBASSADOR
PROGRAM

PARTNER
ORGANIZATIONS

FIND EVERYONES
STRENGTH

STORYTELLING

PR
CAMPAIGN

VIBRANCY

ELEVATOR
PITCH

MEET
YOUR
NEIGHBORS

MORE VOLUNTEERS

HEAR EVERYONES
VOICE

ANNUAL
BANQUET

BUILD AWARENESS
AND RELATIONSHIPS

EDUCATING

PRESERVATION/
SUSTAINABILTY

PR, WHO IS MAIN
STREET? WHAT HAVE WE DONE?

BANNERS

WAYFINDING

FAMILY FRIENDLY

**IDENTITY OF
DISTRICTS**

DESIGN

PIER LANDSCAPING

PLACEMAKING

**RAISE
VISIBILITY**

DISTRICTS

KEEP MOMENTUM

**NEED TO
ARTICULATE NEED
FOR PARTNERSHIP**

**PERSONALITY OF
EACH DISTRICT**

STRAND PROMANADE

COLLABORATION

**SENSE OF A
PLACE**

INFO HUTS

WALKABILITY

ECO TOURISM

BUILD STRATEGY

WORK IS TRANSLATED
THROUGH STRUCTURE

FOUNDATION
BUILDING

YOU WOULDNT LITTER
IN THE LOBBY OF THE RITZ

FAMILY FRIENDLY

INSPIRING
THIS IS WHO WE ARE
TALK ABOUT IT

COLLABORATIVE EFFORT
BETWEEN COMMITTEES

DISTRICT HEAVY

MOVING FORWARD

COMMERCIAL DISTRICT
FOCUSED

FINAL

THOUGHTS

KEEP MOMENTUM

MURAL ORDINANCE

RISING TIDES FLOAT
ALL BOATS

DREAM BIG,
NEW ERA

FOCUSED AND PRIORITIZED

GET TO WORK

BETTER CALIBUR OF
TOURIST

MORE LIKELY TO
TAKE CARE IF WE TAKE CARE

ECO TOURISM

CLEAR STRATEGY |
DEFINED NEXT STEPS

EXCITING

SUSTAINABILITY FOR
BUSINESSES

BUILT GREAT

SHARED VISION

PARTNERSHIPS WITH CITY

**BOARD-
WORKSHOP TO
DEFINE DISTRICTS**

**Design/Promotion
implement**

DISTRICTS

BIG GOAL

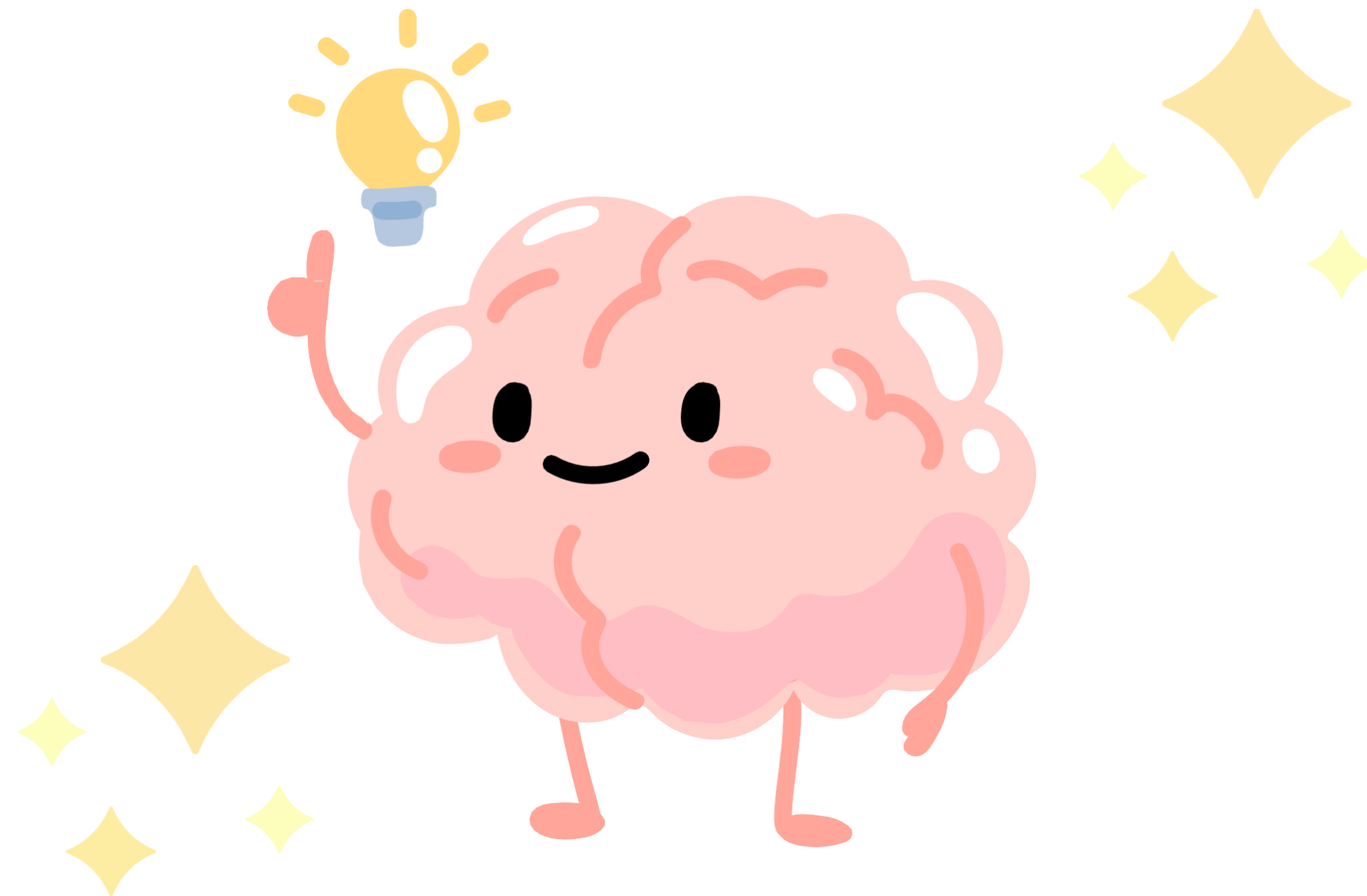
**80% SAME
20% DIFFERENT**

**AD HOC committee to
define districts**

**2021 CITY
COMP PLAN-
BIKE AND**

**2021 CITY
COMP PLAN**

PEDESTRIAN FRIENDLY



BRAIN STORMING

NEXT STEPS



ADMINISTRATIVE PLANNING