STEP 1: WHERE WE ARE
**TOP ISSUES**

**Capitalize on existing tourism**
- Cumberland Island
- Build on ecotourism & environmental attractions
- Weddings
- Boating

**Grow a destination**
- Variety of retail and dining options
- Create art and entertainment for locals/visitors
- Attract military families
- Incentivize business development

**Improvements**
- Vacant buildings improvements
- Gilam Waterfront restroom improvements
- Trash dumpsters and individual container improvements
- Marina improvements

**Greater connectivity**
- Pedestrians, bikes, and golf carts

**Streetscaping**
- St. Marys Street
  - Short-term and Long-term
- Osborne Street as downtown gateways
  - Center median from railroad tracks to elementary school

*Maintain great sense of place, friendly and safe small town feel, history, and natural environment*
STEP 2: WHERE ARE WE GOING?
Cumberland Island

Build on ecotourism & environmental attractions

Weddings

Boating
CUMBERLAND ISLAND VISITORS
DOWNTOWN AMBASSADORS-AFTER
BEFORE
Short-term signage
AFTER
WELCOME TO THE PARK

COME WITH A SMILE
BE FRIENDLY
WATCH YOUR LANGUAGE
THE FOUNTAIN IS NOT YOUR SWIMMING POOL
HELP KEEP THE PARK CLEAN
SORRY NO SKATEBOARDING OR ROLLER BLADING
PLEASE WALK YOUR BICYCLE
GROW A DESTINATION

- Variety of retail and dining options
- Create art and entertainment for locals/visitors
- Attract military families
- Incentivize business development
TEMPORARY USE FOR EMPTY LOT - AFTER
SPLASH PAD - BEFORE
SPLASH PAD - AFTER
SUBMARINE IN WATER & EDUCATIONAL SIGNAGE
CHARACTER “CUT-OUTS”
PROVIDE FUN PHOTOS
IMPROVEMENTS

- Vacant buildings improvements
- Gilam Waterfront restroom improvements
- Trash dumpsters and individual container improvements
- Marina improvements
AFTER
Vacant Building Potential
GREATER CONNECTIVITY

- Pedestrians, Bikes, and Golf Carts
STREETSCAPING

- St. Marys Street
  - Short-term and Long-term
- Osborne Street as downtown gateways
  - Center median from railroad tracks to elementary school
STREETS CAPING: PARKLETS
STREETSCAPING:
OSBORNE STREET
STEP 3: HOW DO WE GET THERE?

Work Program and Action Items:
- Short-term Solutions
- Long-term Goals
FOUR POINT APPROACH

Organization
Establishing accord and co-action among the diverse groups that have a stake in the downtown district. Bringing stakeholders together to work toward a unified goal.

Promotion
Creating a positive image of downtown will both ignite community pride and improve consumer and investor confidence in the downtown.

Design
Re-imagining downtown to create a safe, beautiful, and welcoming space for all who visit, work, and live there.

Economic Vitality
Building on and strengthening a community’s existing economic assets while diversifying the economic base.
GROW A DESTINATION-WORK PROGRAM EXAMPLE

Economic Vitality:

**Small Business Development:** The community widely supports assisting downtown small business owners. Small local businesses are critical to St. Marys’ economic health and create a reason for the community to come downtown. The city should consider taking advantage of existing resources to ensure the health of downtown businesses. The University of Georgia’s Small Business Development Center’s (SBDC) mission is to provide the tools, training, and resources needed to help small businesses grow and succeed. Whether this means assisting with access to capital, developing a business plan, conducting business training, providing marketing support, or satisfying other needs, the SBDC can help ensure local businesses are sustainable enterprises. Bringing SBDC representatives to talk with downtown business owners could boost the city’s economic health and work to promote a culture of entrepreneurship downtown.
**ECONOMIC VITALITY**

**Action Item (title):** Workshop - Google: Let’s Put Our Cities on The Map

**Lead (1 person):** Becky Myers, St. Marys Main Street Manager

**Partners (who is really going to help):** Jordan Tippett with UGA’s Small Business Development Center (SBDC)

**Timeline (start-finish):** December 2015

**Funding (how much and where):** No charge to St. Marys

**Objective** – Establish an online presence for businesses in St. Marys

**Why It Matters** – 97% of people search for goods and services online yet only ~37% of business owners have “claimed” their listing on a search engine. Without taking this step, small businesses are often virtually invisible to potential customers, especially in the immediate geographic area

**Obstacles (stumbling blocks):** Getting the word out to downtown businesses to ensure participation

**Steps (what are you going to do when you leave this meeting):**

1. Schedule the training date, time, and location
2. Publicize event through press releases, social media, email marketing campaign, and direct contact with downtown business owners
3. Register and confirm attendees
4. Deliver training
5. Photograph training and develop a local news story for positive press
6. Follow up with businesses in attendance to offer additional training and consulting services