

Chattahoochee Main Street – Monthly Meeting
April 25, 2016
6:30 pm

Executive Director's Report

1. April 4 – **WTVL (Ch. 27) Promotional Interview for Flea Across Florida.** CMS Executive Director, Ben Chandler, was interviewed for WTVL's Home & Garden segment to promote the Flea Across Florida event.
2. April 5 – **FMS Quarterly Report.** Submitted to Florida Main Street.
3. April 7 – **Opportunity Florida Strategic Planning Workshop.** Held in Blountstown, the purpose of the workshop was to continue the development of a working comprehensive plan to guide Opportunity Florida and its member partners toward competitive economic and community development causing the creation of new jobs from recruited companies, existing businesses and entrepreneurs. The emphasis of a strategic plan will be defining steps to implementation/execution, accountability, aligning regional assets and clarifying the regional organization's best role(s). The plan will identify "who we are" and "what we can realistically become and achieve?" The plan will be presented on April 27.
4. April 8-9 – **Flea Across Florida.** CMS sponsored the two-day Florida Panhandle tag-sale event along the US 90 corridor. This is an annual fundraising event for CMS and for participating organizations in the community.
5. April 14 – **Gadsden County Chamber of Commerce Board Meeting.**
6. April 21 – **FMS Quarterly Meeting.** Held in Orlando's Audubon District. Kathy La Plante, Senior Program Officer and Director of Coordinating Program Services for the national Main Street Center was the keynote speaker. She provided a presentation on a "refresh" of the Main Street Approach. The refreshed approach begins with a community vision followed by community transformation strategies based on market data/opportunities and using the 4-point approach. The strategies must be measurable and able to be implemented. The National Main Street Center will be presenting strategies at the National Main Street Conference in Milwaukee.

UPCOMING CALENDAR NOTES

7. **CMS Façade Grant Program.** Based on technical assistance guidance received from Florida Main Street, Chattahoochee Main Street is developing an application process to use 2015/2016 county funding, along with our matching funds, to initiate a new Building Façade Enhancement Matching Grant Program. Up to three (3) projects are planned to be initiated (approximately \$2,500.00 for each project). The awarding of these projects to property owners along US 90 in the Main Street Local Program Area would be on a matching dollar for dollar basis. Additional funding will be used from the Chattahoochee Main Street Downtown Beautification Fund.

CMS has obtained examples from Florida Main Street, and especially from the City of St. Cloud. We will be modelling our program after these best practices.

8. April 26 – **US 90 Historic Corridor Workshop**. As Gadsden County continues to expand its framework of opportunities to draw more visitors to its destination and the region, there will be a follow up workshop to the visioning session held on December 7, 2015 at the Apalachicola Arsenal.

To be held at the Gadsden Arts Center (2:00-4:30pm), the purpose of this session is to get input and feedback to the draft plan. When complete, the plan is expected to be a roadmap for improving tourism and economic development along US 90 in Gadsden County, and the region, as we work in concert with Jackson, Washington, Walton and Holmes Counties.

9. May 2 – **Gadsden County Non-Profit Funding Application**. Due for consideration in Gadsden County's 2016-17 budget. CMS will be proposing to use the County's funding to supplement and add to the number of projects for the Façade Grant Program.
10. May 2 – **DEO Technical Assistance Grant Application**. CMS will be applying for another Technical Assistance Grant from the Department of Economic Opportunity. This is the same grant category that CMS applied for and received in 2014/15 to facilitate the community visioning process. This year's scope will be for developing the Historic Main Street Design Standards and support the work of the CMS Design Committee.

Over the last month, CMS has been polling other Florida Main Street communities to obtain example code language to understand how Main Street design standards and historic overlay districts have worked in other towns.

11. May 16-20 – **Apalachicola River Trek / Paddle Jam**. CMS has been contacted by Curt Blair (Franklin County Tourist Development Council) for our assistance in the upcoming Apalachicola River Trek leading into the Paddle Jam event in Apalachicola where there will be an attempt to set a world record for the most paddling boats in one place at one time. To begin the week, a group is being organized to paddle down the Apalachicola River, beginning at the Chattahoochee River landing and making a stop in each County on the way down to Apalachicola.
12. May 23-25 – **National Main Street Conference (Milwaukee, WI)**.
13. May 27 – **CSS Chattahoochee Commemoration**. This will be a commemoration of the 153rd anniversary of the tragic event.
14. **VisitFlorida 2016/17 Grant Application Cycle**. The 2016-17 VISIT FLORIDA grant application cycle closed on February 8, 2016. CMS applied for two (2) grants:
 - 1) Cultural, Heritage, Rural & Nature (CHRN) Tourism Grant - *Historic Chattahoochee Educational Video & Guided Walking Tour*. The purpose of this project is to develop a digital/video-based product detailing the rich Florida history around the City of Chattahoochee and its River Landing area along the Apalachicola River. The subject matter

depicted will include a River Landing walking history tour around the Chattahoochee Landing Mound complex that dates to the Ft. Walton Period (900-1500 AD), the Nichols' Outpost (a British outpost built during the War of 1812), the Scott Massacre of 1817 (the event which led to Florida becoming a US Territory in 1821), and the tragedy of the Confederate warship CSS Chattahoochee. The end result of the project will be a digital video production suitable for use across a variety of platforms to promote historical tourism in rural Gadsden County. This is a matching grant up to \$2,000.00.

2) Small Business Grant – ***Galvanizing Gadsden Business Resource Symposium (2nd Annual)***.

The symposium is designed to connect entrepreneurs and existing business owners in Gadsden County with access to readily available information and business resources that will enable them to grow their respective ventures, create jobs in the community and increase capital investment. This is focused on all businesses, including tourism-related industries. Economic development is about relationships and Galvanizing Gadsden helps us deploy our resources strategically so that business owners can connect names with faces of resource providers to build their own relationships, transcending into more jobs being created and more capital investment into the community.

CMS received confirmation correspondence on February 9 from Visit Florida that both the CHRN-Education Tourism Grant Application and the Small Business Grant Application were reviewed and determined to be qualified by the Grants Team to be forwarded to the Review Committee for evaluation. Applicants will be notified of application award status by mid-June 2016.

15. August – **Secretary of State Florida Main Street Award Nominations.** CMS submitted two nominations this year for the Secretary of State's Florida Main Street Awards:

- *Outstanding Florida Main Street Sign/Display Project:* Chattahoochee Elementary School Banner Program.
- *Outstanding Economic Restructuring Program or Project:* Galvanizing Gadsden Business Resource Symposium.

Awards will be presented by Secretary of State, Ken Detzner, at the annual Florida Main Street Conference in Deland.