

Chattahoochee Main Street – Monthly Meeting
May 23, 2016
6:30 pm

Executive Director's Report

1. **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, a second workshop was held at the Gadsden Arts Center. The purpose of this session was 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.
2. **May 2 – Gadsden County Non-Profit Funding Application.** CMS submitted an application to the County for 2016-17 funding to supplement and add to the number of projects for the Building Enhancement Façade Grant Program. The amount requested was **\$5,000.00**.
3. **May 2 – DEO Technical Assistance Grant Application.** CMS applied for a Community Technical Assistance Grant through 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.

4. **May 8 – City of Chattahoochee Land Development Regulations.** In support of the Design Committee, the City of Chattahoochee's current adopted Land Development Regulations were obtained and formatted for use to make recommendations for changes to begin developing new proposed design standards for the downtown commercial district within the Main Street Local Program Area. As this is not a typical Main Street responsibility, this effort will be conducted if grant funding is obtained through DEO.
5. **Apalachicola River Trek / Paddle Jam.** Organizers of this event coordinating through the Franklin County Tourist Development Council decided to cancel the River Trek portion of the event due to lack of interest. New plans are being considered going forward to create opportunities for paddling day trips.
6. **May 17 – Gadsden County Non-Profit Funding.** Chattahoochee Main Street (CMS) has received the requested **\$5,000.00** from the County's 2016/17 budget allocation to establish a local Building Façade Enhancement Program in downtown Chattahoochee.

CMS submitted a quarterly report stating that 100% of these funds are being held in a separate account pending the final development of the program. The project is not yet underway and no expenditures have been made using these funds. We anticipate that the project will commence within the next two months.

7. May 19 – Go Gadsden. Ben Chandler attended the Chamber of Commerce’s “Go Gadsden” event. Kimberley Moore, Tallahassee Community College’s Vice President for Workforce Development was the keynote speaker addressing the critical issues and importance of quality customer service.

UPCOMING CALENDAR NOTES

8. May 23-25 – National Main Street Conference (Milwaukee, WI). Pam Medley and Ben Chandler will be attending representing Chattahoochee Main Street.
9. **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.
10. May 26 – Gadsden County BOCC Budget Workshop. The first in a series of County budget workshops will be held. Funding for non-profit organizations is scheduled to be considered at this workshop.
11. May 27 – CSS Chattahoochee Commemoration. This will be a commemoration of the 153rd anniversary of the tragic event.
12. June 28 – Lion’s Club Presentation. Ben Chandler will be providing a Main Street update to the joint meeting of the Chattahoochee and Quincy Lion’s Club organizations.
13. **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 lead 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.

14. 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.