

RURAL ROADMAP

STEPS TO MAKE IT HAPPEN IN A SMALL TOWN



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JEFFREY FOWLER

- **Community Relations & Project Director** – Warren County
- **Executive Director** – Hometown Warrenton, Inc.
- **Vice President** – Georgia Downtown Association
- Background in **Finance** – National & Community Banks
- Involved in the Hometown Warrenton program since Middle School
- **Georgia Academy** for Economic Development
- High Performance **Leadership** Master Certificate
- DDA Basic & Advanced
- Student at Valdosta State University for bachelors in Organizational Leadership

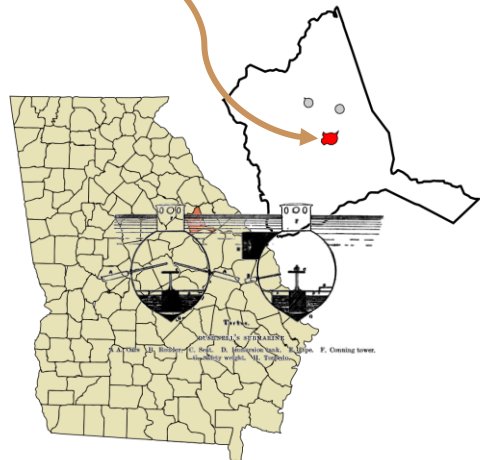
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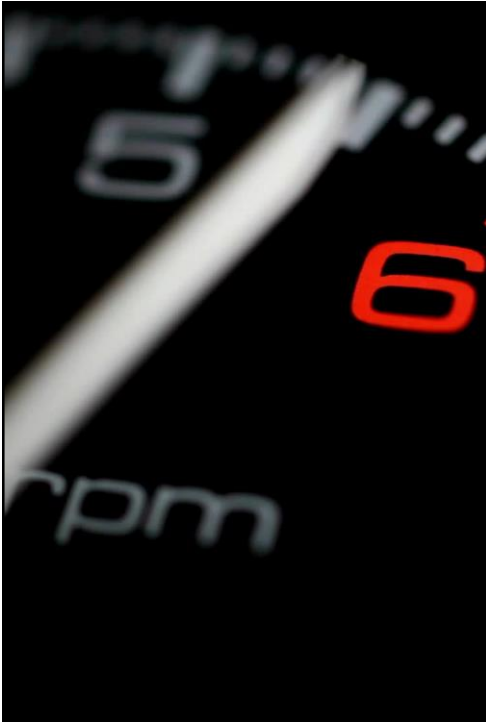
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WARRENTON, GA

- **Population:** 2,052
- **Poverty Rate:** 43.8%
- **Median Household Income:** \$25,417
- **Median Property Value:** \$55,100
- **Median age:** 37.1
- **Properties in Downtown District:** 96
- **Businesses in Downtown District:** 27



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LOCATION

FYI, we're
Rural Georgia!

- **10 Minutes** from **INTERSTATE 20** (*7 miles*)
- **19 Minutes** from **WALMART** (*12.5 miles*)
- **20 Minutes** from **CHICK-FIL-A** (*14.3 miles*)
- **34 Minutes** from **KROGER** (*32.2 miles*)
- **41 Minutes** from **AUGUSTA MALL** (*40.3 miles*)
- **47 Minutes** from **AUGUSTA** (*45.4 miles*)
- **1 Hour 41 Minutes** from **ATLANTA** (*109 miles*)

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C-corp 501(c)(3) Main Street program



Separate Downtown Development Authority



Became a Main Street program in **1998**



Funded by DDA funds, event income & fundraising



Three staff members that also run Chamber of Commerce, Tourism Department & Technology



Staff paid through Warren **County**

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OUR TOPICS



ASKING FOR NEEDS



LEVERAGING VOLUNTEERS



USING CREATIVE SOLUTIONS



TELLING YOUR STORY

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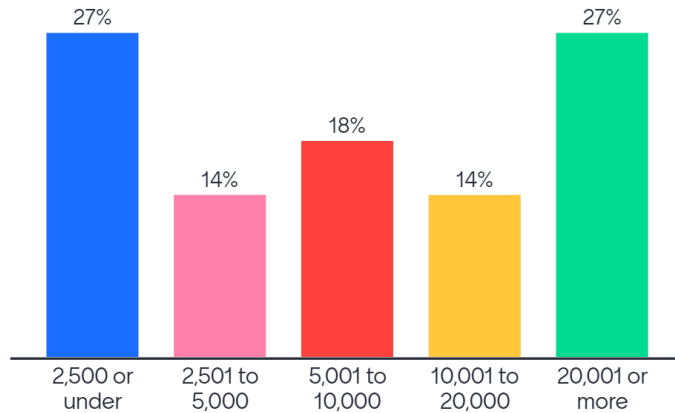
POLL TIME

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Go to www.menti.com and use the code 7930 5848

What is the population of your city?

Mentimeter



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Go to www.menti.com and use the code 7930 5848

Describe how you feel about work right now?

Mentimeter



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ASKING FOR NEEDS

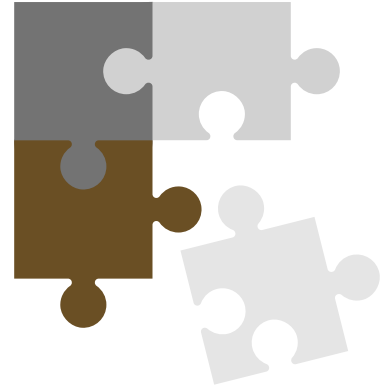
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WHEN I STARTED...

- We had **one** staff.
- We raised about **\$6,000** per year.
- We had about **10** consistent volunteers.



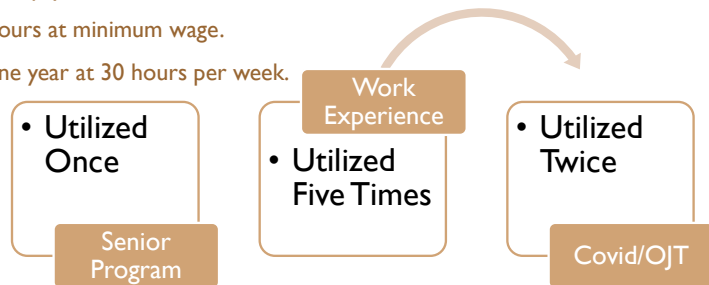
WE NEEDED...

- At least, **two** staff members.
- At least, **double the money** to keep going strong.
- At least, **triple the volunteers**.

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PROGRAMS

- **LEGACY LINK – Senior Employment Program – legacylink.org**
 - The applicant must be 55 years of age or older. The family income must be at 125% of poverty or below. The older person, upon initial enrollment, must reside in the state of Georgia. Trainees are paid hourly for up to 15 hours of community service per week. No trainee may be paid for more than 1300 hours annually.
- **WORK SOURCE - tcsg.edu/worksource**
 - **On-the-Job Training** – Up to half of pay for six months.
 - **Work Experience** – Up to 250 hours at minimum wage.
 - **COVID-19 Mitigation** – Up to one year at 30 hours per week.
 - Individuals must meet WIOA eligibility requirements.



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WORK EXPERIENCE PROGRAMS



Completed five times.



Over four years.



Created over 1,250 hours of support.



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COUNTY INTERN GRANTS

- Available every summer for 200 hours at \$12 per hour.
- Ability to apply for multiple interns.
- Completed three times over three years.
- Covers about \$2,475 in salary and insurance.



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PERMENANT STAFF



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FUNDRAISING

- Ask your businesses for money!
- Improve your process and make it easy for them to donate!
- Have quality graphics and forms!
- Have solid return on investment for the business!
- Showcases statistics to prove their return!

PLEDGE CARD

Please return this card to any Board Member or mail to:

Hometown Warrenton, Inc.
P.O. Box 27
Warrenton, GA 30828

Hometown Warrenton, Inc. is a 501(c)(3) nonprofit corporation.

I would like to pledge to HWI:
☐ \$1000 ☐ \$800 ☐ \$600 ☐ \$400 ☐ \$200 ☐ \$100

Donator: _____

Address: _____

City, State Zip: _____

Email: _____

Phone: _____

Website: _____

Signature: _____ Date: _____

Month of Payment: _____ Sending Now: ☐

Please make all checks to Hometown Warrenton, Inc.
All donations are tax deductible to the extent provided by law.
Any questions or concerns? Email us at info@hometownwarrenton.org

We want to thank you very much for your support!



NEED MORE HELP?

Talk It Up Thursdays

How-To Fundraising for Georgia Downtowns

Recorded on April 21st, 2022 – Go to gacities.com/events/talk-it-up-thursdays



SCAN ME

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JEFFREY FOWLER EXECUTIVE DIRECTOR

Dear Sponsors,
Thank you for your support year after year!

We are so proud of what we accomplished in 2021 with COVID-19 still raging in the world. We completed all the events that are normally held in Downtown Warrenton and did so safely for all attendees.

We also hosted a second fundraiser to replace all Christmas lights in Downtown Warrenton. We raised an additional \$11,000 outside of our normal fundraising campaign to purchase new lights, banners, and bulbs to make our town event more festive. This project is still ongoing and we hope to complete the project by Christmas of 2022.

We have many goals for 2022 and are working on updating our strategic plans to ensure we are on the proper paths. We are also aiming to reactive our committee structure and will be recruiting individuals to serve on each committee.

We hope you will continue to fund us for another year as we continue to shape and grow Downtown Warrenton! Each year we make more improvements and changes to make the future here a bit brighter.

If you have any questions or concerns, feel free to reach out so we can help you!


We look forward to working with you over the next year!

Sincerely,
Jeffrey D. Fowler, Executive Director
Hometown Warrenton, Inc.

Jeffrey D. Fowler

Hometown Warrenton, Inc. is a 501(c)(3) nonprofit organization.
Tax ID: 58-2534137


2021 YEAR IN REVIEW


Amazing Downtown Parade


Upgrade to Eventany Software



Prolific Sportsman's Festival in Downtown


Downtown Art on Main


Market on Main


New Christmas Decorations

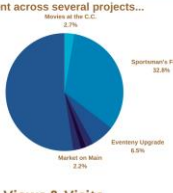

Explore Warren Released Mobile App


Knox Tours


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2021 STATISTICS REVIEW

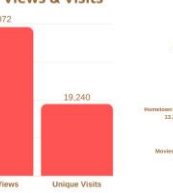
Funds spent across several projects...



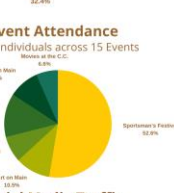
Totals
\$9,250 from 25 Donors




Website Views & Visits



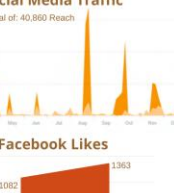
Event Attendance
4,023 Individuals across 15 Events



Social Media Traffic
Total of: 40,860 Reach



Facebook Likes



MAIN STREET AMERICA
2020 Accredited
Hometown Warrenton
2020-2023

This year! 15,000!!!

2022 FUNDRAISING PACKAGES

DIAMOND SPONSOR

Donation of: \$1000 - Most Advertising for your Business!!!

- Personal Facebook & Instagram post highlighting your business.
- Listed on Back of Yearly Brochure - 7500 distributed across State.
- One week "Thank You" on the Knox Theatre Marquee.
- Platinum Sponsor benefits listed below.

PLATINUM SPONSOR

Donation of: \$750 - Good Advertising for your Business!!!

- Company Logo with link to your website on our website.
- Gold Sponsor benefits listed below, which will be bigger in print ads and t-shirt design, and more detailed in radio announcements.
- One free Annual T-shirt.
- One free booth space for use at any event.
- Company will be announced on radio broadcasts as a sponsor of the Sportsman's Festival (WTHO Radio).
- Gold Sponsor benefits listed below.

GOLD SPONSOR

Donation of: \$500

- Company logo will be printed on the back of yearly T-shirt.
- Company logo will be showcased at the Depot Welcome Center all year.
- Company logo will be printed on any informational packets for events.
- Company logo will be listed on website under Hometown Warrenton sponsors.
- Company logo will be displayed before Movies at the Cultural Center.
- Discounted rate on booth spaces for events.
- Silver Sponsor benefits listed below.

SILVER SPONSOR

Donation of: \$250

- Company will be listed in a newspaper ad (Warren County Leader).
- Company will be listed in a group Facebook post as sponsors for Hometown Warrenton, Inc.
- Company will be listed in a group Instagram post highlight sponsors for Hometown Warrenton, Inc.
- 16"x24" sign with "Hometown Warrenton Sponsor" level listed to be posted outside business for recognition.
- Bronze Sponsor benefits listed below.

BRONZE SPONSOR

Donation of: \$100

- 16" x 24" sign with the company name printed on it to be displayed on the "Welcome Booth" during the Sportsman's Festival.
- The Company name will be printed on Sponsor cards added to participant bags for March Hare Affair and Bikes Galore.
- Company name will be listed on website under Hometown Warrenton sponsors.
- Company name will be printed on any informational packets for events.

GOALS

Plus continue all yearly functions!

- \$11,000**
Create new marketing opportunities for Downtown Businesses to market their businesses regionally.
- \$10,000**
Continued Renovations on the Warrenton Cultural Center, preserving an iconic center of Warrenton.
- \$7,000**
New Additions to the Art on Main and Hometown Christmas event, more live music and activities.
- \$5,000**
Continued growth of Sportsman's Festival with additions of more music, and activities.
- \$3,000**
Continued subscription of professional event management software.
- \$2,000**
Continued Movies at the Cultural Center for the Community, free of charge.
- \$1,500**
Professional Sound Management at the Annual Sportsman's Festival.
- \$750**
Updated brochures highlighting Downtown Warrenton & Businesses.

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VOLUNTEERS

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VOLUNTEERS



Flexible Create flexible volunteering assignments.

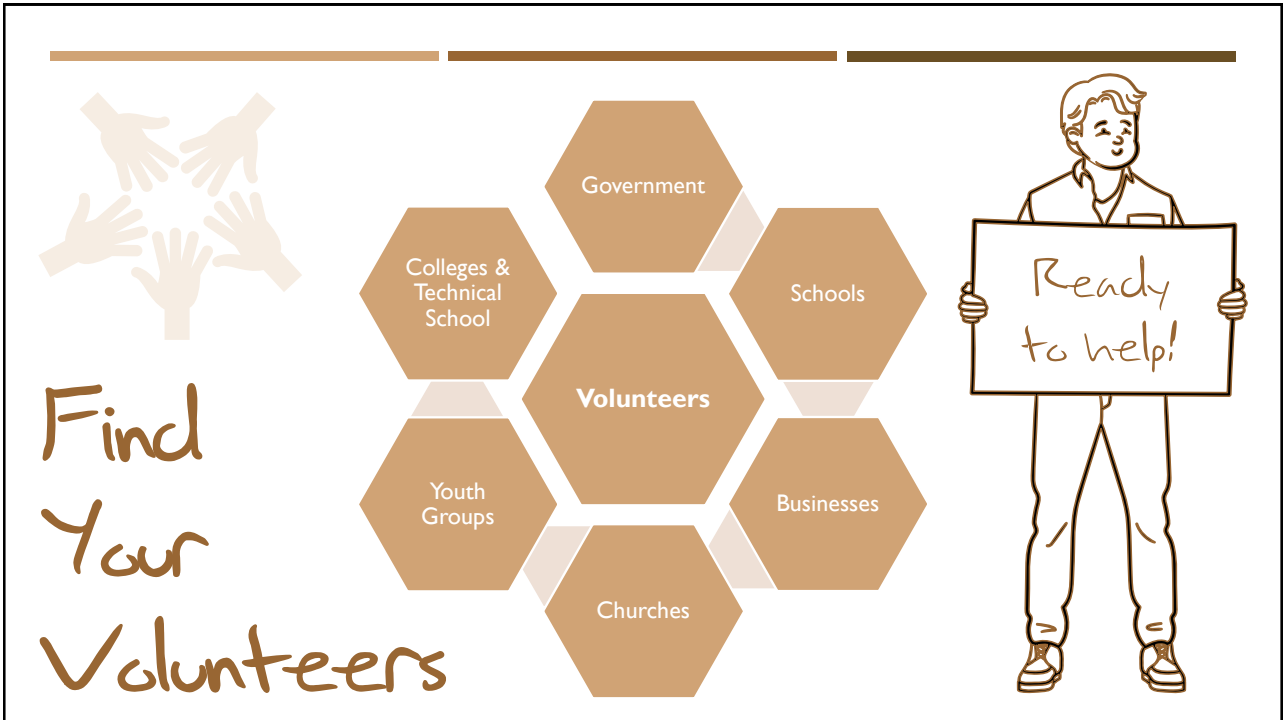
Specific Be specific what those assignments are.

Train Train your volunteers on their roles.

Highlight Highlight their overall impact to your program.

- We do a Volunteer of the Year.

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VOLUNTEERS

- Ask for volunteers.
- Simple process to recruit online or in-person.
- Leave forms at other offices. (e.g., Tag or Tax Payment Office)
- Have set days for training on different programs. (e.g., Twice a year)
- Encourage Main Street 101 review in groups.

START SIMPLE

Pick one fun project to recruit volunteers.

CREATE FORMS

Online and paper. Drop them off at places.

USE YOUR BOARD

They should be helping find volunteers.

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LEVERAGING YOUR VOLUNTEERS

■ Examples from Warrenton

- Tammy coordinates our entire Christmas Parade. Our office puts zero work into the parade for our Christmas event.
- Our volunteers assisted with the fundraising program. They helped raise over \$4,000.
- At our Sportsmans Festival in Downtown, we have over 50 volunteers work the event. It allows our Staff to focus on other aspects of the event.
- Louise helped raise over \$12,000 and got our City to contribute over \$10,000 to new Christmas lights.

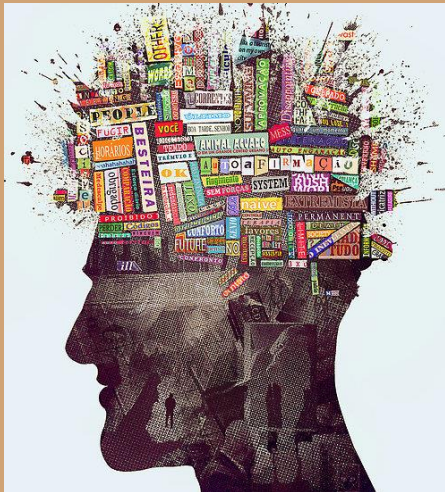
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QUESTION TIME!

- How do you recruit volunteers in your community?
- Where do you find amazing volunteers?

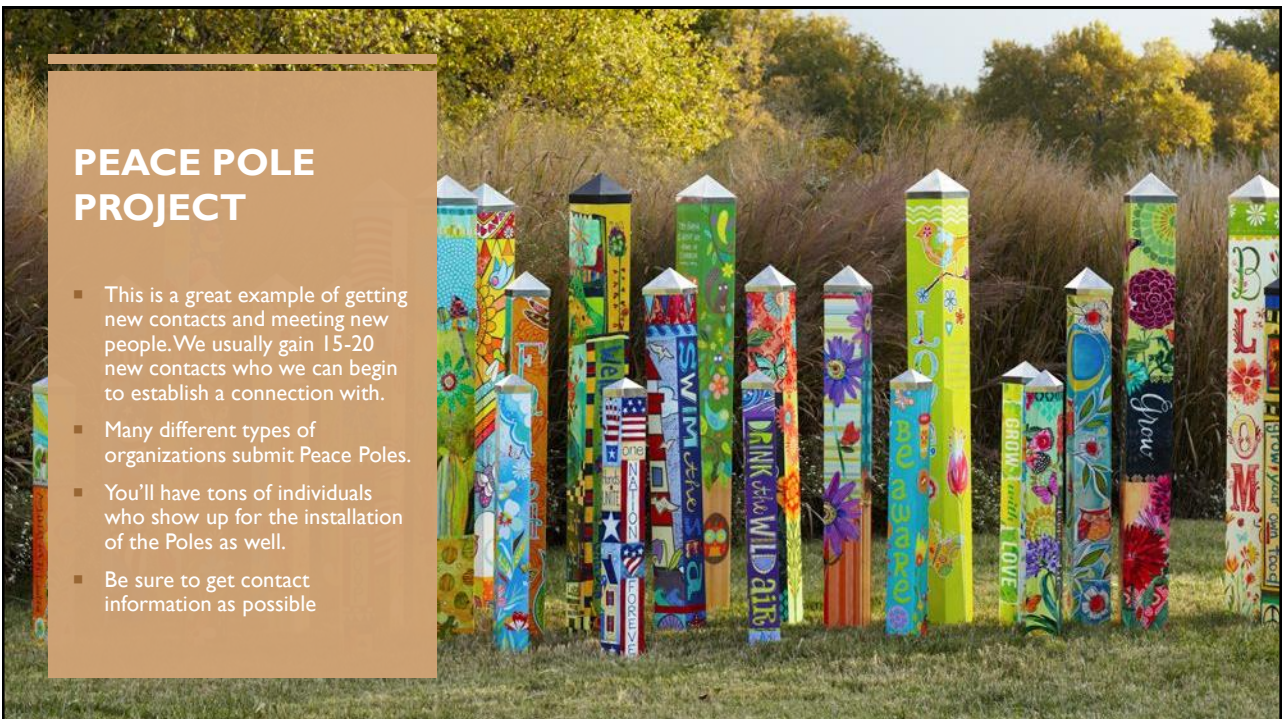
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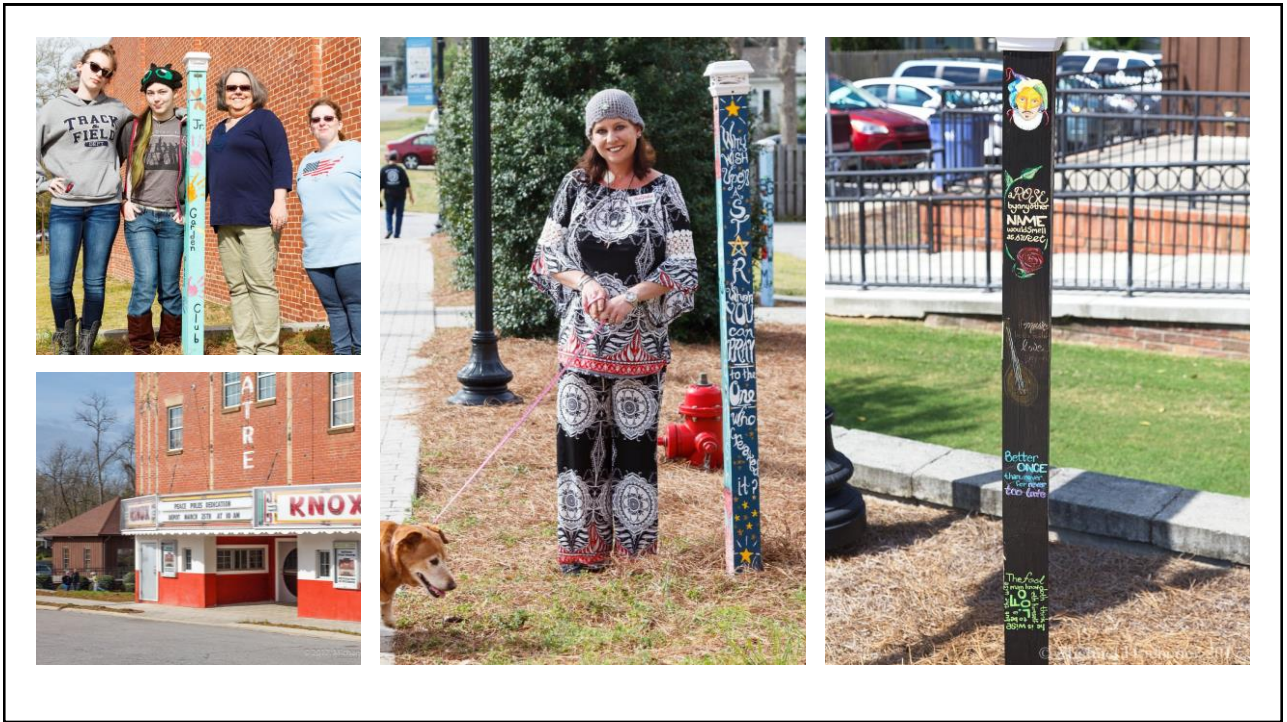
PEACE POLE PROJECT

ONE OF THE MOST FUN PROJECTS WE DO IS PEACE POLES. THEY ARE RE-DONE EVERY COUPLE OF YEARS.

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CREATIVE SOLUTIONS

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CREATIVE SOLUTIONS

- Getting things for cheap or free!
- #1 advice start a 501(c)(3) non-profit!
- It's a tool in your toolbelt!
- Partnerships with other organizations or entities!

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techsoup



QuickBooks Premier Editions 2021, 1 User License (Includes Nonprofit Edition)

Accounting and financial management software with a choice of six editions

Admin Fee: **\$78.00**

\$549.99



Norton 360 Deluxe 1-Year Subscription for 5 Devices

Protection against viruses, spyware, and other security risks on PCs, Macs, smartphones, and tablets; Includes Secure VPN, Dark Web Monitoring, and 50 GB online storage for backing up PCs

Admin Fee: **\$17.00**

\$84.99



Asana Premium or Business, 1-Year Subscription – Access to Discounted Rates

Collaborative work management software

Admin Fee: **\$0.00**

50% Monthly



Office 365 Enterprise – Nonprofit Cloud Subscriptions

Donated and discounted subscriptions that provide a combination of applications and services

From **\$1 to \$14.00** per user per month

80% Monthly

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techsoup



Constant Contact Online Marketing – Access to Discounted Rates

Access to a 50 percent discount on subscriptions for Constant Contact's online marketing tools

Admin Fee: **\$56.00**

50% Monthly



5 Apple iPads (5th Generation), Wi-Fi Only

Bundle of five refurbished tablets with Apple A9 1.84-GHz processors, iOS 15.5, 2 GB RAM, 32-GB internal storage, and one-year warranties

Admin Fee: **\$825.00**

\$1,100



Zoom Meetings 1-Year Subscription – Access to Discounted Rates

50 percent discount on Zoom Meetings Pro or Business plan and add-ons for up to 99 licenses

Admin Fee: **\$57.00**

50% Monthly



Hotspot for Mobile Beacon 4G LTE Internet Service for Nonprofits

One hotspot for connecting to Mobile Beacon's unlimited mobile broadband Internet service

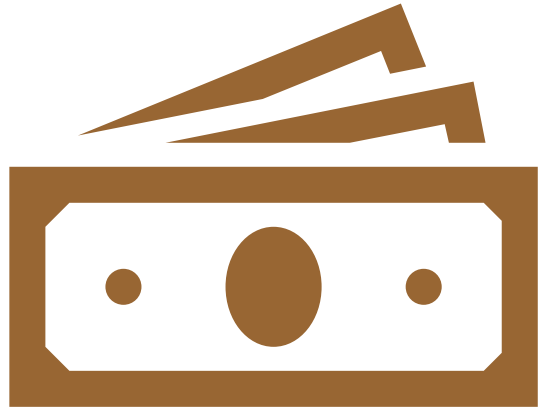
Admin Fee: **\$15.00**

\$15 + \$120 per Year

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OTHER PROGRAMS

- Canva – \$Free!
- Google Workspace – \$Free!
- Microsoft Office 365 - \$0 to \$14!
- Dropbox – 40% off!
- Trello – 75% off!
- Grammarly – \$Free!
- Stripe – Discounted transaction fees!
- PayPal – Discounted transaction fees!
- Google Ads Grant - \$10,000 per month... lots of rules though!
- HootSuite – 50% off per month.
- PiktoChart – 90% off regular price!



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PARTNERSHIPS

- **Examples from Warrenton:**
 - American Legion Post 96 (*Volunteers & Project Support*)
 - Area Children's Theatre (*Event & Project Support*)
 - Farm Bureau Warren County (*Event Volunteers*)
 - Franklin Lodge No. 11 F. & A. M. (*Event Support*)
 - First Baptist Church of Warrenton (*Space for Events*)
 - Women's & Men's Group (*Event Setup & Project Support*)
 - Kiwanis of Warrenton (*Event, Volunteers, & Project Support*)
 - Methodist Church Warrenton (*Event Support & Space for Events*)
 - Warrenton Garden Club (*Flowers, Volunteers, & Event Setup*)
 - 4-H Warren County (*Event & Project Support*)



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USING YOUR TECH

RENTAL INTEREST FORM

Click above to request to rent the Warrenton Cultural Center.

14	15	16
• 8:00am ACT Fall Auditions	ACT Fall Auditions	
21	22	23
• 12:00am RENTED		



Warrenton Cultural Center Rental Interest Form

Please complete the following form to express interest in renting the Warrenton Cultural Center. All requests will be reviewed in 48 hours of completion or the next business day. We appreciate your interest and support!

* Required

Personal Information

1. Your Name *

2. Your Email Address *

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USING YOUR TECH

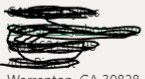
Bucket
 Canceled

Progress
 Completed

Priority
 Medium


Start date
04/27/2022

Due date
Due anytime

Notes

 Warrenton, GA 30828
 Yes!

Show on calendar

DocuSign®



You paid \$140.00 to Tina's Arts and Crafts Shop

Payment method	*****0005
Transaction ID	EE4FWECG0HHS1
Due date	April 30, 2019
Invoice total	\$140.00
Remaining balance	\$0.00

How can we make paying invoices better?

[Download receipt](#)

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USING YOUR TECH



AIDA Framework

Use the oldest marketing framework in the world. Attention, Interest, Desire, Action.



Product Description

Create compelling product descriptions to be used on websites, emails and social media.



Paragraph Generator

Generate paragraphs that will captivate your readers.



Content Improver

Take a piece of content and rewrite it to make it more interesting, creative, and engaging.

Meet Jasper, The Future of Writing Clever Headlines.

Artificial intelligence makes it fast & easy to create content for your blog, social media, website, and more! Rated 5/5 stars in 3,000+ reviews.

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Company/Product name

25/80

Downtown Ice Cream Social

Product description *

Downtown Warrenton, GA. Ice Cream Social. Fun for all ages. August 18th to 8:00 PM. All kinds of ice cream, toppings and flavors. Meet and greet with local businesses. Great event for kids!

just now



Attention: Mark your calendars! The Downtown Warrenton Ice Cream Social is coming up soon.

Interest: This event is perfect for all ages. There will be all kinds of ice cream to choose from, as well as toppings and flavors. You can even meet and greet with your local businesses. It's a great opportunity for kids to have some

Tone

just now



Excuse me! Attention: Mark your calendars for the Downtown Warrenton Ice Cream Social on August 18th, 2022!

Interest: This event is a blast for all ages and features all kinds of delicious ice cream flavors and toppings. It's also a great opportunity to meet new people and support local businesses.

Desire: We can't wait to see you there! Be sure to bring your friends and family for a night of fun that you'll never forget.

Action: RSVP today on our website!

some delicious ice cream on August 18th, 2022 from downtown warrenton, GA. Be sure to see you there!

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TELL YOUR STORY


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PERSPECTIVE

- I'm from Warren County and Warrenton. I've volunteered since I was 13 years old in the program.
- I find people daily who have lived there forever and have no clue what we do.
- I promise, your town is the same way, you need to be marketing to your residents.
- Don't assume they "know" because they don't.





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2022-2026 DOWNTOWN ACTION PLAN

Created in partnership with the local community and partners for the 2022-2026 fiscal years.



Hometown Warrenton, Inc.
46 South Norwood Street | P.O. Box 27
Warrenton, GA 30028



EXPLORE Warrenton Warren Co.

EXPLORE OUR TOWN AND RURAL COUNTY

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Enjoy Downtown Dining

Warrenton has a selection of American, Southern, Mexican and Café fare for you to enjoy. Our county offers an assortment of B&B experiences owned by families for generations.

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Outdoor Activities

It's time to get exploring! Visit one of our local farms for a tour. Meet all kinds of animals on your adventure. We also have many outdoor resources like State Parks, Kayaking, hiking, and hunting.

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Experience History

Whether you fancy genealogy or American Indian history, you can find that here. See monuments related to the creator of the Tuffa Submarine or one of the first Italian stone angels in the USA. Stop in to Norwood home of Rural Free Delivery!



CONTACT US

Depot Welcome Center
46 South Norwood Street
Warrenton, GA 30028

(704) 465-9404
WarrentonGA.com

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Strategy 1 Action Items Beautification Initiatives

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Task	Volunteer	Staff	Due Date	Progress	Budget
Re-fresh current and create additional peace pole project in Downtown Warrenton.	Jane Edmunds	Scotty Glass	May 2021	In Progress	\$500
Add planters in Downtown Warrenton. Unlike phasing in spread costs over 2-3 years. Planters will need to include tanks for watering.	Suzanne Barnes	Jeffrey Fowler	May 2024	In Progress	\$5,000
Create a sponsorship program to add new items downtown like benches, planters, etc. See if business owners are interested in contributing to specific beautification projects.	Erica Daxson	Jeffrey Fowler	August 2023	Not Yet Started	\$150
Create program to add items, posters, window clings to empty storefronts.	Louise Hadden	Jeffrey Fowler	July 2023	Not Yet Started	\$500
Grow Warrenton City Park with added amenities. Create campaign to see what people want to see. Dog Park?	Erica Daxson	Jeffrey Fowler	December 2023	Not Yet Started	\$5,000
Create additional seller spots downtown through murals, and art.	Suzanne Barnes	Danyelle Rus	May 2024	Not Yet Started	\$7,500
Wayfinding Signs or Maps Downtown	Jane Edmunds	Jeffrey Fowler	December 2024	Not Yet Started	\$5,000
Full of Potential Campaign to attract businesses.	Sheri Frantz	Scotty Glass	January 2023	Not Yet Started	\$500
Permanent Farmers Market area in Downtown	Linda Phillips	Jeffrey Fowler	January 2025	Not Yet Started	\$7,500
Creation of two Pocket Parks in Downtown	Tammy Carden	Jeffrey Fowler	December 2026	Not Yet Started	\$10,000

Repeat Annual Responsibilities

- Community Cleanup Days
- Available Properties listed on our Website
- Cultural Center Improvements
- Facade Grant Program

of Volunteers

of Staff



Project Types





Strategy 1 Beautification Initiatives

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Why?

This strategy works to improve the visual appeal of the residential and commercial historic district. Our goals are to support and to develop ordinances, policies, projects and programs to address the visual attributes of the buildings and the downtown's built environment. By the end of this four year period, we are hoping for a more visual appealing downtown. Think flowers, colors, art and more! With this, we will create beautiful places for people to gather.

"The nice thing about living in a small town is that when you don't know what you're doing, someone else does."
-Emmanuel Kant.

Keywords Partners

Local: Warrenton Garden Club, American Legion Post 96, Knights of Warrenton, Warren County School Systems, Warren County Chamber of Commerce, First Baptist Church of Warrenton, Warrenton First United Methodist Church, Warren County Extension Service, City of Warrenton & Warren County.

State: Georgia Department of Community Affairs, Georgia Council for the Arts, Explore Georgia, Georgia Cities Foundation.

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300 Stickers for \$267.50 = .89 cents per Sticker!

StickerMule.com
 Stickers
 Labels
 T-Shirts
 Packaging
 Buttons
 Magnets

The image displays a collection of 300 stickers. The top row features a neon theatre sign, the year '2020' where each digit is a different local scene, and a Warren County road sign. Below are three larger stickers: a Coca-Cola building, a classical courthouse, and a red brick church.

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Postcards Pack

\$6.00

[f](#) [t](#) [p](#) [G+](#)

Quantity

1

[BUY NOW](#)

Available for shipping

450 Postcards for \$63.00 = .14 per Postcard!

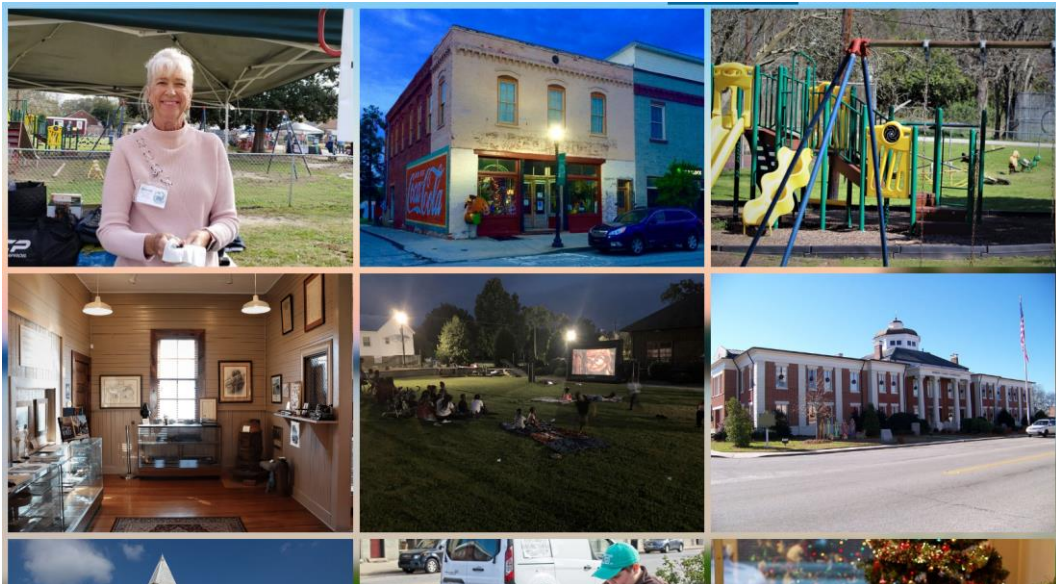
The postcard pack includes 450 postcards featuring various local scenes. The preview shows: Warren County near Ogeechee, Coca-Cola Mural & Courthouse, Rain in Canine, GA, Ogeechee River, Historic Courthouse, and First United Methodist Church.

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WIN WIN! When people are advertising for you!

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Information Listed on our Website for people to find!

We've got tons going on Downtown for you!



Incentives & Resources



Downtown Events



Knox Theatre Restoration

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QUESTIONS?

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JEFFREY FOWLER

- Email: Jeffrey@HometownWarrenton.org
- Phone: (706) 465-9604 — Leave a message!
- Cell: (770) 853-2365 — Text me!
- Linkedin: @jfowler96