

Downtown Development Authority of Rome Program of Work 2015

Board of Directors meet second Thursday of month 8:30am Carnegie Building

DOWNTOWN VISION

*All citizens of Rome and Floyd County will have a greater appreciation, respect and understanding for the historic city center.
The central business district will be valued as a vibrant economic and cultural district and a vital contributor to the community's heritage and identity.
The community will be better because of the partnerships, investments and enhanced sense of place.
Downtown will have an enriched quality of life in which to live, work, and play.*

DDA MISSION: *To manage and enhance the development of Downtown Rome as the cultural, historic, social and economic center of the community.*

Outreach	Promotion	Design	Parking	Business Development
<p>Committee Vision</p> <p>The programs, services and resources of the Authority will be managed efficiently to maximize communication and unite supporters.</p> <p>Meetings: First Thursday each month 8:30am Carnegie Building</p>	<p>Committee Vision</p> <p>The Downtown Brand will become a well-recognized marketing tool and downtown will become the social and cultural center of activity.</p> <p>Meetings: Third Thursday each month 8:30am Carnegie Building</p>	<p>Committee Vision</p> <p>Downtown's physical environment will be a signal for reinvestment, while also supporting existing stakeholders and visitors.</p> <p>Meetings: Fourth Thursday each month 8:30am Carnegie Building</p>	<p>Committee Vision</p> <p>This limited resource will be managed to ensure maximum parking turnover and opportunities for improvement.</p> <p>Meetings: Third Tuesday each month 9am Carnegie Building</p>	<p>Committee Vision</p> <p>Downtown will be positioned to become the location of choice for mixed use development, creating a sustainable and diverse economy.</p> <p>Meetings: Second Friday each month 8:30am Carnegie Building</p>

GOALS & OBJECTIVES

<p>Strive to promote the programs and services of the Authority for continued growth of downtown. Grow participation through networking opportunities, recruitment and communication.</p>	<p>Establish a recognized identity as the framework for improving and promoting the assets of the historic downtown district, a unified place to shop, work, live and play.</p>	<p>Improve the physical appearance and public amenities of downtown for community pride and increased private investment.</p>	<p>Coordinate management of the parking program to ensure it operates as a unified and efficient customer friendly program.</p>	<p>Position downtown for targeted new investment and business retention and expansion that supports the overall vision, by understanding the economic conditions of the district.</p>
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Communication	Marketing & Events	Physical Improvements	Turnover	Recruitment & Retention
<ul style="list-style-type: none"> Conduct monthly Coffee Break Distribute Business Welcome Packets Build volunteer base for committee services, projects and special events Serve as mentor to new businesses Oversee annual Awards Program Recognize a Volunteer of the Year Support the renewal of BID 	<ul style="list-style-type: none"> Produce Business Directory in partnership with Convention & Visitors Bureau Enhance website and other social media option Select and recognize Quality of Life Award Continue First Friday Concert Series Continue October Block Party event Continue Scare Crow Stroll, Trick or Treat, and Open House Produce Event in the River District 	<ul style="list-style-type: none"> Market and monitor Façade Grant Program Continue Historic Plaque Program securing at least 15 new commitments Complete median and holiday lighting plan Oversee BID Improvement Grant Fund Seek opportunities to improve the streetscape Recognize National Preservation month (May) Select and recognize Golden Nail Award winner 	<ul style="list-style-type: none"> Seek opportunities to increase parking Review the two hour limit ordinance Seek improvements of enforcement Seek alternative transportation means, i.e. Pedit cab, trolley loop, etc Research parking needs in preparing for additional residential development Continue Business Awareness Visits Reevaluate use of Visitor Pass 	<ul style="list-style-type: none"> Research River District for development opportunities Research upper story development and seek to increase existing numbers Develop an "Invest in Downtown" brochure Identify and market financing for purchase and rehabilitation Select and Recognize Economic Partner Award