

Downtown Development Authority of Rome

2016 Program of Work

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.

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

Outreach The programs, services and resources of the Authority will be managed efficiently to maximize communication and unite supporters	Promotion The Downtown Brand will become a well recognized marketing tool and downtown will become the social and cultural center of activity	Design Downtown's physical environment will be a signal for reinvestment, while also supporting existing stakeholders and visitors	Parking This limited resource will be managed to ensure maximum parking turnover and opportunities for improvement	Business Development Downtown will be positioned to become the location of choice for mixed use development, creating a sustainable and diverse economy
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Goals & Objectives

Strive to promote the programs and services of the Authority for continued growth of downtown. Grow participation through networking opportunities, recruitment and communication.	Establish a recognized identity as the framework for improving and promoting the assets of the historic district, a unified place to shop, work, live and play.	Improve the physical appearance and public amenities of downtown for community pride and increased private investment.	Coordinate management of the parking program to ensure it operates as a unified and efficient customer friendly program.	Position downtown for targeted new investment and business retention and expansion that supports the overall vision by understanding the economic conditions of district.
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Communication	Marketing & Events	Physical Improvements	Turnover	Recruitment & Retention
Meetings: First Thursday each month 8:30am Carnegie Building <ul style="list-style-type: none"> Conduct monthly Coffee Break Distribute Business Welcome Packets Build volunteer base for committee activities Serve as mentor to new businesses Select and Recognize a Volunteer of the Year 	Meetings: Third Thursday each month 8:30am Carnegie Building <ul style="list-style-type: none"> Produce Business Directory in partnership with CVB Enhance website and other social media options Redefine First Friday Concert Series Redefine Block Party events Continue Scare Crow Stroll, Trick or Treat, Open House Select and Recognize Quality of Life Award 	Meetings: Fourth Thursday each month 8:30am Carnegie Building <ul style="list-style-type: none"> Market and monitor Façade Grant Program Continue Historic Plaque Program securing at least 25 properties Complete median and holiday lighting plan Seek opportunities to improve the streetscape (ie crosswalks) Conduct walking tour to assess improvement needs Recognize National Preservation month May Select and Recognize Golden Nail Award 	Meetings: Third Tuesday each month 8:30am Carnegie Building <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. Pedi cab, trolley loop, etc Seek improvements to Pedestrian Continue Business Awareness Visits 	Meetings: Second Friday each month 8:30am Carnegie Building <ul style="list-style-type: none"> Seek to increase upper story development existing numbers Conduct apartment tour Identify and market financing for purchase and rehabilitation Select and Recognize Economic Partner Award

Transformation Strategy

Community Vision, Market Understanding, Quantitative and Qualitative Outcomes

RIVER DISTRICT: Focus on Master Plan

HOUSING: Seek to increase opportunities

Seek networking and volunteer opportunities by soliciting residents and business owners for participation in activities, attendance at Coffee Breaks, special events, etc.	Produce a special event in the River District that markets area and highlights Master Plan concepts.	Target properties for physical improvement. Encourages Streetscape improvements. Inventory public amenities available in district and determine needs.	Extend Business Awareness Visits to River District. Develop parking inventory and study needs of area. Research parking needs in preparing for additional residential development.	Research River District for development opportunities, understand zoning, resources and needs, Conduct focus groups to better understand housing needs.
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