

Downtown Development Authority of the City of Rome

2017 Program of Work

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

DOWNTOWN VISION: *The citizens of Rome-Floyd County will experience a historic city center valued as a vital contributor to the community's heritage and identity.*

OUR MISSION: *The Mission of the Downtown Development Authority of the City of Rome is to develop downtown's historic, social and economic culture*

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.
Communication	Marketing & Events	Physical Improvements	Turnover	Recruitment & Retention
Meetings: First Thursday each month 8:30am Carnegie Building	Meetings: Third Thursday each month 8:30am Carnegie Building	Meetings: Fourth Thursday each month 8:30am Carnegie Building	Meetings: Third Tuesday each month 8:30am Carnegie Building	Meetings: Second Friday each month 8:30am Carnegie Building
<ul style="list-style-type: none"> Conduct monthly Coffee Break Distribute Business Welcome Packets Build volunteer base for committees Serve as mentor to new businesses Select/Recognize a Volunteer of the Year 	<ul style="list-style-type: none"> Produce Business Directory with CVB Redefine/ Add Saturday Events Conduct Spring Arts Festival (May) and Fall Music Festival (October/Fiddlin Fest) Continue Scare Crow Stroll, Trick or Treat, Open House Select and Recognize Quality of Life Award 	<ul style="list-style-type: none"> Market and monitor Façade Grant Program Continue Historic Plaque Program securing at least 20 properties Continue median and holiday lighting plan Seek opportunities to improve streetscape Recognize National Preservation month May Select and Recognize Golden Nail Award 	<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 Seek improvements to Pedestrian Continue Business Awareness Visits 	<ul style="list-style-type: none"> Seek to increase upper story development Conduct apartment tour Identify and market financing for purchase and rehabilitation Select and Recognize Economic Partner Award

Transformation Strategy (2017-2019)

Community Vision, Market Understanding, Quantitative and Qualitative Outcomes

To Understand and Connect the River District to the Main Street District

Seek networking, partnerships and volunteer opportunities by soliciting residents, business and property owners and organizations for participation in activities, attendance and hosting at Coffee Breaks, special events, planning session, etc.	Develop marketing plan based on target audience, media outlets and budget for advertising. Develop unique brand identity for the District that compliments Broad Street District. Produce a special event in the River District that markets area and highlights Master Plan concepts.	Assess improvement needs in order to develop a comprehensive list of planned improvements to public spaces and amenities. Conduct visual assessment of buildings, creating a digital database of the existing conditions of all structures. Consider the installation of transitional/ connecting public art. Identify three possible ways to better integrate river front area as a tourism draw or amenity for the district.	Extend Business Awareness Visits to River District. Develop parking inventory and study needs of area. Inventory should be both visual as well as data driven. Perform parking SWOT analysis. Research parking needs in preparing for additional development.	Secure demographic info on area. Research River District for development opportunities, understand zoning, resources and needs, Conduct focus groups to better understand affordable housing needs. Develop a comprehensive property data base, that includes address, contact businesses, square footage current amenities and current rental rates.
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