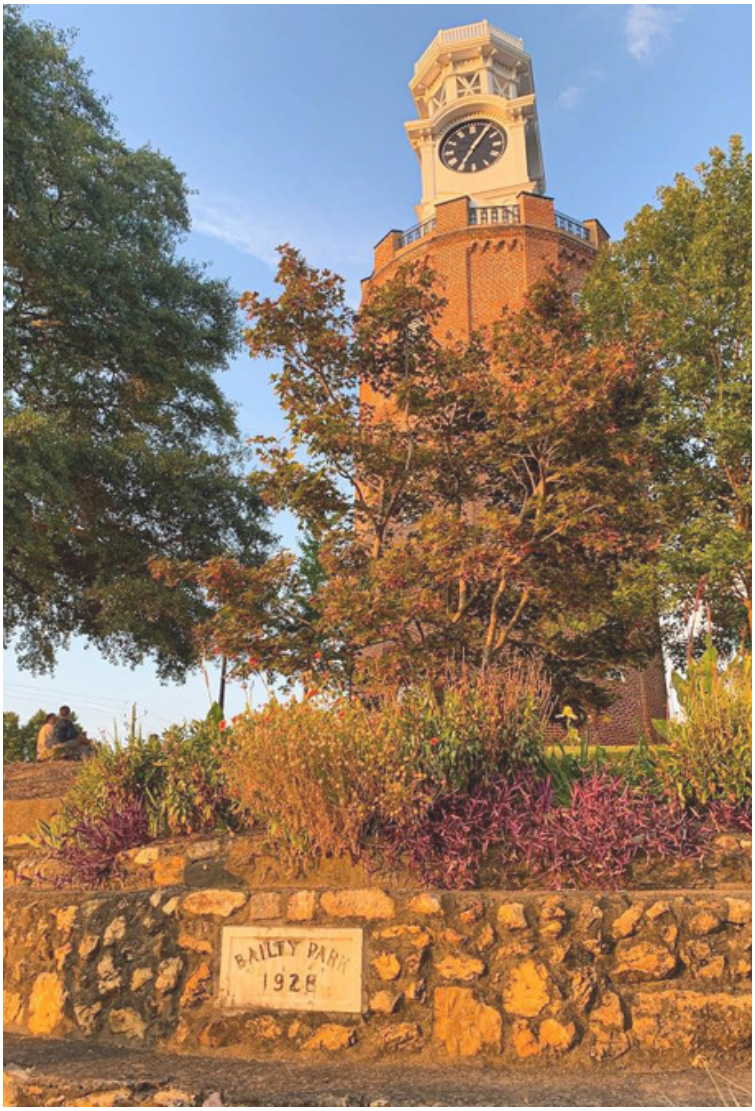
DOWNTOWN ROME WELCOME PACKET



HISTORIC DOWNTOWN ROME GEORGIA
EST. 1834

607 BROAD STREET
706-236-4520

WWW.DOWNTOWNROMEGA.US
@DOWNTOWNROMEGA

DOWNTOWN ROME WELCOMES YOU!

WELCOME

The Office of Downtown Development is located in the heart of Rome. The office is nestled in the historic Carnegie building at 607 Broad Street, the Downtown Development Department of the City of Rome is fully devoted to the revitalization of the downtown district. The office serves as a point of contact for prospects, project management, grant programs, and administering the downtown revolving loan fund. The office offers many programs and services to help better the downtown community and coordinate wonderful community events in the vibrant city center, including the Downtown Saturday series and Fiddlin' Fest.

The Downtown Development Authority (DDA) was established in 1981 in accordance with the Downtown Development Authority Law.

The DDA powers include: to purchase and own property; to lease or rent; to finance projects; to receive government grants or loans; to execute contracts; to finance projects; and to receive tax monies. The DDA is primarily a policy and decision-making body and may also be a land developer, landlord, planning organization, or a project manager. The DDA board members chair five volunteer based committees: Outreach, Design, Promotions, Business Development, and Parking. DDA Board Meetings are held the second Thursday of every month in the Carnegie Building Training Room located at 607 Broad Street and are open to the public. DDA Committees also meet on a monthly basis.

DOWNTOWN ROME

MISSION & VISION

MISSION:
TO DEVELOP DOWNTOWN'S HISTORIC, SOCIAL AND ECONOMIC CULTURE.

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

TRANSFORMATION STRATEGY:
INCREASE REVITALIZATION EFFORTS IN THE DOWNTOWN DEVELOPMENT DISTRICT INCLUDING BROAD STREET AND THE RIVER DISTRICT BY PROVIDING
INCENTIVES TO FILL VACANT STOREFRONTS AND COMPLETE REHABILITATION PROJECTS, AND ALSO IMPLEMENT STREETSCAPE PLAN IN RIVER DISTRICT.

DDA STAFF

DIRECTOR
AUNDI LESLEY
ALESLEY@ROMEGA.US

MARKETING & EVENTS COORDINATOR
MEGAN OTWELL
MOTWELL@ROMEGA.US

PARKING MANAGER
PATRICK VAN DER HORN
PVANDERHORN@ROMEGA.US

ADMINISTRATIVE ASSISTANT

DDA BOARD

BOB BLUMBERG
CHAIRMAN

RANDY QUICK
VICE CHAIRMAN

ELAINE ABERCROMBIE
SECRETARY/TREASURER

MEGAN WATTERS
DESIGN CHAIR

DAVID PRUSAKOWSKI
OUTREACH CHAIR

CONNIE SAMS
PROMOTIONS CHAIR

BRYAN SHEALY
BUSINESS DEVELOPMENT CHAIR

GET INVOLVED

DDA COMMITTEES

OUTREACH:
THIS COMMITTEE PLAYS A KEY ROLE IN KEEPING THE BOARD, COMMITTEES AND PROGRAM OF WORK IN GOOD SHAPE BY ATTRACTING PEOPLE TO THE ORGANIZATION. WITHOUT A GOOD CORE OF VOLUNTEERS, THERE IS NO PROGRAM. ITS JOB IS TO ACTIVELY PROMOTE THE ORGANIZATION, MAKE CONTACTS, AND ENSURE A GOOD FIT BETWEEN THE REVITALIZATION PROGRAM AND THE VOLUNTEER. PROGRAMS INCLUDE COFFEE BREAKS AND NEW BUSINESS WELCOME PACKETS.

PROMOTION:
THE JOB OF THIS COMMITTEE IS TO PROMOTE DOWNTOWN AS THE CENTER OF COMMERCE, CULTURE, AND COMMUNITY LIFE FOR RESIDENTS AND VISITORS ALIKE. GOALS SHOULD FOCUS ON UNDERSTANDING THE CHANGING MARKET, IDENTIFYING DOWNTOWN ASSETS, DEFINING MARKET NICHE, AND CREATING NEW IMAGE CAMPAIGNS, RETAIL PROMOTIONS AND SPECIAL EVENTS TO LURE PEOPLE DOWNTOWN.

DESIGN:
DESIGN ACTIVITIES INCLUDE INSTILLING GOOD MAINTENANCE PRACTICES, ENHANCING THE DISTRICT'S PHYSICAL APPEARANCE THROUGH THE REHABILITATION OF HISTORIC BUILDINGS, ENCOURAGING APPROPRIATE NEW CONSTRUCTION, EDUCATING BUSINESS AND PROPERTY OWNERS ABOUT DESIGN QUALITY, AND LONG-TERM PLANNING. MEMBERS HELP TO EDUCATE BUSINESS AND PROPERTY OWNERS ON THE FAÇADE GRANT PROGRAM, HISTORIC PLAQUE PROGRAM, THE IMPORTANCE OF AN ATTRACTIVE WINDOW DISPLAY, AND SERVE AS THE LIAISON BETWEEN BUSINESSES, THE AUTHORITY AND THE CITY'S OFFICE OF DOWNTOWN DEVELOPMENT. THEY ALSO BRAINSTORM WAYS TO FURTHER ENHANCE DOWNTOWN THROUGH BEAUTIFICATION PROJECTS.

BUSINESS DEVELOPMENT:
THIS COMMITTEE HELPS CONVERT UNUSED SPACE INTO PRODUCTIVE PROPERTY AND SHARPENS THE COMPETITIVENESS OF BUSINESS ENTERPRISES. MAJOR RESPONSIBILITIES INCLUDE LEARNING ABOUT THE DISTRICT'S CURRENT ECONOMIC CONDITION AND IDENTIFY OPPORTUNITIES FOR GROWTH; STRENGTHENING EXISTING BUSINESSES AND RECRUITING NEW ONES; FINDING NEW ECONOMIC USES FOR TRADITIONAL BUILDINGS; DEVELOP FINANCIAL INCENTIVES; AND MONITORING THE ECONOMIC PERFORMANCE OF THE DISTRICT.

PARKING:
THIS COMMITTEE COORDINATES MANAGEMENT OF THE PARKING PROGRAM, ENSURING THAT IT OPERATES AS A UNIFIED CUSTOMER FRIENDLY PROGRAM AT A HIGH LEVEL OF EFFICIENCY. TRANSPORTATION AND PEDESTRIAN SYSTEMS ARE ALSO ADDRESSED. MANAGEMENT OF THESE RESOURCES IS VERY CRITICAL TO THE VITALIZATION OF DOWNTOWN. PUBLIC AWARENESS OF THE PARKING PROGRAM IS A CRITICAL GOAL.

COMMITTEE INTEREST FORM INCLUDED IN FOLDER

GET INVOLVED

EVENTS

APRIL
DOWNTOWN LOFT TOUR

MAY
ELLEN AXSON WILSON ARTSFEST
FIRST SATURDAY OF MAY

JUNE - SEPTEMBER
SUMMER CONCERT SERIES

OCTOBER
FIDDLIN' FEST
SECOND SATURDAY OF OCTOBER

NOVEMBER & DECEMBER
HOLIDAY OPEN HOUSE
ROME FOR THE HOLIDAYS

BE SURE TO CHECK THE CURRENT
MARKETING PACKET FOR HOW TO GET INVOLVED WITH EVENTS!

ADVERTISING

LET US HELP YOU

HAVE AN EVENT COMING UP OR WANT TO GET THE WORD OUT ABOUT SOMETHING SPECIAL? WE HAVE SO MANY WAYS TO HELP GET YOUR MESSAGE OUT FOR FREE!

- SOCIAL MEDIA
- THE COLUMN, OUR MONTHLY NEWSLETTER
- RADIO INTERVIEWS
- DOWNTOWN ROME WEBSITE
- AND MORE!

NEED AN ADVERTISING OR MARKETING PLAN? MAYBE YOU JUST WANT SOME HELP TO BETTER YOUR BUSINESS? ASK US FOR ADVICE! WE WOULD BE GLAD TO HELP. SET UP A MEETING AND LET US HELP YOU FIGURE OUT WHAT WORKS BEST FOR YOUR BUSINESS AND HOW THE DDA CAN HELP!

BE SURE TO JOIN OUR FACEBOOK GROUP: "DOWNTOWN ROME BUSINESS & PROPERTY OWNERS" TO STAY INFORMED ON HAPPENINGS DOWNTOWN!

DO BUSINESS DOWNTOWN

FUNDING

DOWNTOWN DEVELOPMENT HAS SEVERAL PROGRAMS FOR FUNDING, INCLUDING THE GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS DOWNTOWN DEVELOPMENT REVOLVING LOAN FUND, THE GEORGIA CITIES FOUNDATION REVOLVING LOAN FUND, AND THE CITY OF ROME REVOLVING LOAN FUND. TAX CREDITS ARE ALSO AVAILABLE.

THERE ARE ALSO OTHER RESOURCES AVAILABLE THROUGH THE OFFICE OF DOWNTOWN DEVELOPMENT, SUCH AS FACADE GRANTS, SIDEWALK CAFE PERMITS, AND THE HISTORIC PLAQUE PROGRAM. THE ROME-FLOYD CHAMBER AND UGA SMALL BUSINESS DEVELOPMENT CENTER ARE ALSO GREAT RESOURCES

FOR A FULL LIST OF RESOURCES AND DETAILS, PLEASE VISIT OUR WEBSITE AT: WWW.DOWNTOWNROMEGA.US/ABOUT/DO-BUSINESS-DOWNTOWN/

THERE ARE ALSO RESOURCES INCLUDED IN THE FOLDER.

PARKING

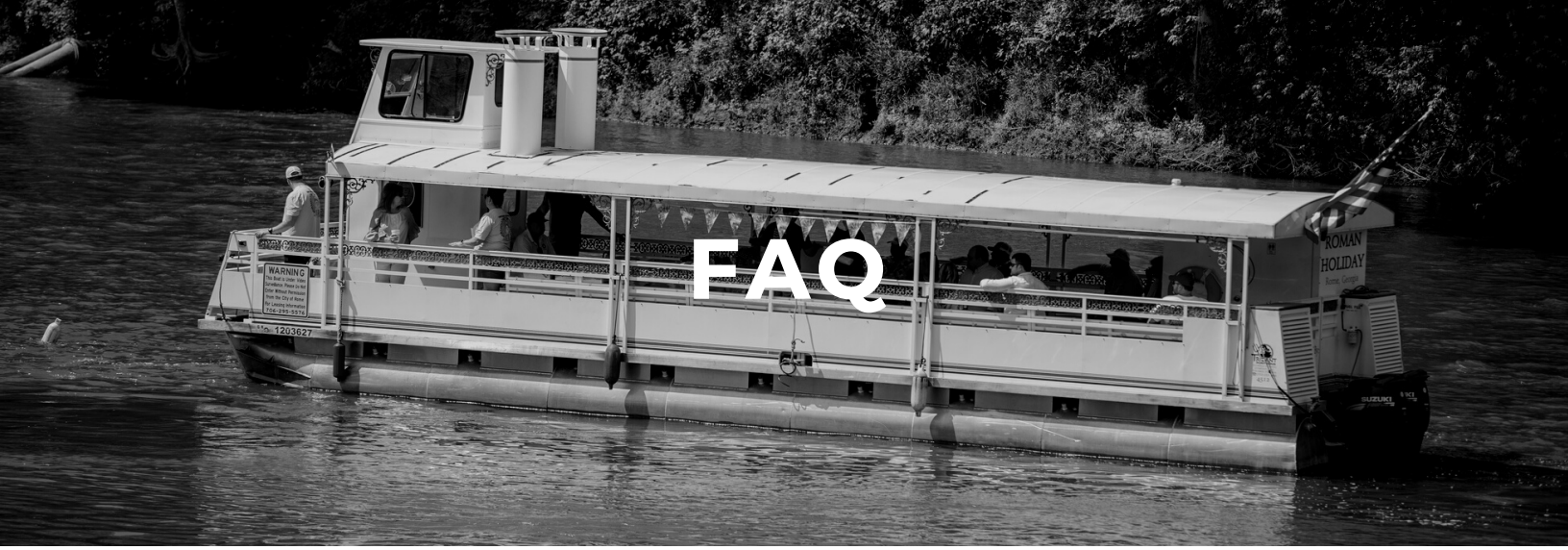
NEED TO KNOW

THE CITY OF ROME DOWNTOWN DEVELOPMENT AUTHORITY IS WORKING TO DEVELOP PARKING STRATEGIES TO BETTER ENHANCE VISITOR EXPERIENCE IN THE DOWNTOWN DISTRICT.

CURRENTLY THERE IS A 3-HOUR PARKING LIMIT FOR ON-STREET PARKING MONDAY-SATURDAY FROM 8AM-6PM.

TO PURCHASE A PARKING PERMIT YOU CAN NOW APPLY ONLINE FOR ANY OF OUR DECKS OR SURFACE LOTS. ON THE FIRST PAGE, ENTER YOUR INFORMATION, AND THEN YOU WILL BE GIVEN THE OPTION TO CHOOSE YOUR PREFERRED LOCATION. YOUR PERMIT REQUEST WILL BE SENT TO THE PARKING OFFICE FOR APPROVAL – THE PERMIT IS NOT VALID UNTIL APPROVED.

FOR MORE INFORMATION ON PARKING DOWNTOWN, CHECK OUR WEBSITE AT: WWW.DOWNTOWNROMEGA.US/PARKING/



FAQ

What is BID?

The Rome Business Improvement District (BID) represents an important movement by property owners and business leaders to establish a well- funded organization working to ensure a positive image, supplement services, promote businesses, and market attractions and events to respond to challenges from other competitive developments within the region. Read more about BID on our website: www.downtownromega.us/about/business-improvement-district-bid/

What do I do about trash and recycling?

Recycling and solid waste options differ from business to business in the downtown district. Please contact the City of Rome Solid Waste Department for more information: 706-236-4580

How do I sign up for the newsletter?

That's easy! Just fill out the form in the back of this packet and turn it back into us! We will do the rest! Don't forget to join our Facebook group: Downtown Rome Business & Property Owners.

FAQ

How do I get on the website directory?

Our website currently has pages for restaurants, shopping, attractions, and hotels! If you fit into one of these categories, you will be added. Be sure to fill out the form in the back of this packet and turn it back into us! We will get you added!

Does Downtown Rome have social media?

Absolutely! We have a Facebook, Instagram, and Twitter. Be sure to tag us in your Instagram photos and always use the hashtag #downtownromega! Don't forget to let us know when you have something special going on so we can share it!

What is the smokefree air ordinance?

We've included a pamphlet in this packet explaining this ordinance that was put into place in 2019. This will explain where smoking is not allowed, with a map, and where it is.

When can my vendors make deliveries?

Deliveries should not be made on Broad Street between 11am-1pm. They must also be 15 feet away from a mid-block crosswalk and 50 feet from an intersection. For further details, check City Code Sec. 12-254.

KEEP IN TOUCH

BUSINESS CONTACT FORM

BUSINESS NAME: _____

BUSINESS ADDRESS: _____

CONTACT NAME:_____

TELEPHONE: _____ EMAIL: _____

HOW MANY EMPLOYEES: FT _____ PT _____

WEBSITE: _____

WHAT FORMS OF SOCIAL MEDIA DO YOU USE (CIRCLE):
FACEBOOK INSTAGRAM TWITTER LINKEDIN OTHER

PLEASE LIST ANY OTHER EMPLOYEES E-MAIL ADDRESSES YOU WOULD LIKE TO RECEIVE OUR MONTHLY NEWSLETTER:

_____
_____

ANY OTHER FACTS ABOUT YOUR BUSINESS YOU WOULD LIKE US TO KNOW?

_____
_____

HOW WOULD YOU PREFER TO BE CONTACTED FOR IMPORTANT NEWS AND ANNOUNCEMENTS?
EMAIL TELEPHONE PRIVATE FACEBOOK GROUP

PLEASE SEND THIS BACK TO THE OFFICE OF DOWNTOWN DEVELOPMENT:
DOWNTOWN2@ROMEGA.US
PO BOX 1433
ROME, GA 30162