



Downtown Development Authority of the City of Rome

2022 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.

Transformation Strategy for Historic District and River District (2020-2022)

Increase revitalization efforts while activating currently vacant sectors of the downtown district. Continue to support growth and development of already established businesses. Focus on local buy-in and relationship building.

Outreach	Promotion	Design	Parking	Business Development
<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 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, while fostering a safe and vibrant atmosphere. Creating a space of celebration of local art.</p>	<p>Coordinate management of the parking program to ensure it operates as a unified and efficient customer –friendly program. Prioritize pedestrian and bicycle safety, awareness, and education.</p>	<p>Position downtown for targeted new investment and business retention and expansion that supports the overall vision by understanding the economic conditions of district.</p>
<p>Meetings: First Thursday each month 8:30am Carnegie Building</p> <ul style="list-style-type: none"> Solicit community and stakeholder input for annual work plan Workshops – partner with local businesses/Chamber/SBDC to help facilitate Partner with law enforcement to create a safer and friendlier downtown environment Identify partners to help with homelessness downtown Continue dog-friendly efforts Find ways to promote being eco-friendly Foster collaboration with Floyd County on downtown initiatives Continue to improve merchant communication and involvement, specifically with restaurants Engage local students in events and promotions 	<p>Meetings: Third Thursday each month 8:30am Carnegie Building</p> <ul style="list-style-type: none"> Develop a marketing-communication plan to continue to reach city, county, and regional residents Collaborate with Tourism to identify creative, engaging experiences to attract downtown visitors. Create events year-round, specifically programming to support retailers Continue open container education and promotion Partner with other organizations to host free community events downtown Look for way to create more diverse events downtown Add speakers downtown to add to ambience Encourage in-store merchant events Partner with Roman Holiday for more river events 	<p>Meetings: Fourth Thursday each month 8:30am Carnegie Building</p> <ul style="list-style-type: none"> Partner with public art committee to incorporate more public art downtown Utilize empty storefronts for placemaking and public art by installing photos and other art Complete historic plaque program Partner to create child-friendly areas downtown for families to enjoy Locate opportunities and encourage public art downtown Partner with HPC to continue preservation and restoration efforts while continuing to evolve Make downtown a Christmas destination Work with code enforcement directly to take care of issues downtown Enhance current greenspaces Target and identify ways to address poorly lit areas downtown Look for areas in need of activation with lighting and public art to avoid litter and unruly behavior 	<p>Meetings: Third Tuesday each month 8:30am Carnegie Building</p> <ul style="list-style-type: none"> Create and implement parking communications plan to increase public awareness (ie developers, new businesses, event venues, etc.) Analyze parking data and trends Continue to update (consolidate) parking signage and education Enhance the visual appeal and safety of parking decks and lots Focus on pedestrian and bicycle safety Partner with Tourism to extend hours and promote the Roman Chariot Focus on the trail system and it's connection to areas outside of downtown Create a streamlined way for people to contact the office to report issues Design parking brochure for new businesses and residents Attend trainings for updated parking solutions 	<p>Meetings: Second Friday each month 8:30am Carnegie Building</p> <ul style="list-style-type: none"> Outline program of work for incubator project Vacancies – relationships/communication with property owners and realtors Target businesses to fill identified gaps (ie unique restaurants, entertainment, grocery store, men's shopping, brewery/distillery) Expand marketing grant/assistance Encourage expanded shopping hours by hosting monthly shopping nights Encourage restaurants to have breakfast/brunch options on both Saturday and Sunday Identify potential locations for rooftop dining/bar Seek out information from other communities on activating rivers

2022 Core Values

Community Pride

Enhance the beautification and activation of downtown

Keeping Downtown Rome's small businesses first