



ANNUAL REPORT 2022

DOWNTOWN ROME, GA
WWW.DOWNTOWNROMEGA.US
607 BROAD STREET
706-236-4520



About Us

The Downtown Development Authority (DDA) was established in 1981 in accordance with the Downtown Development Authority Law. The office also serves as a ready 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.

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 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.

2022 Numbers

16

NET NEW
BUSINESSES

55

NET NEW
JOBS



13

RESIDENTIAL
REHAB

\$1,025,000

RESIDENTIAL
INVESTMENT



77

PRIVATE
INVESTMENT

\$6,580,000

PRIVATE INVESTMENT
TOTAL



12

PUBLIC
IMPROVEMENTS

\$172,000

PUBLIC IMPROVEMENTS
TOTAL

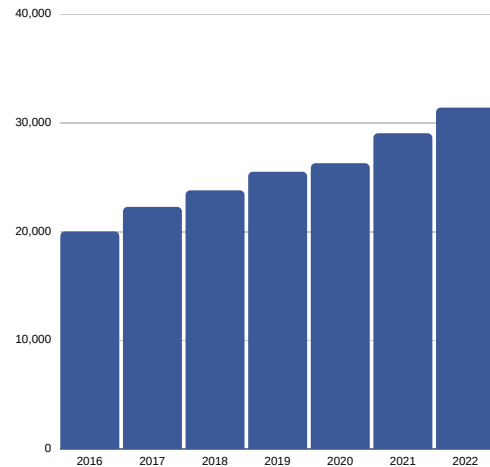


Let's Get Social



Likes:
31,400

8.12% increase



Facebook Page Reach: 583,349

Post Reach: Over 3.5 million

Paid Reach: 78,479

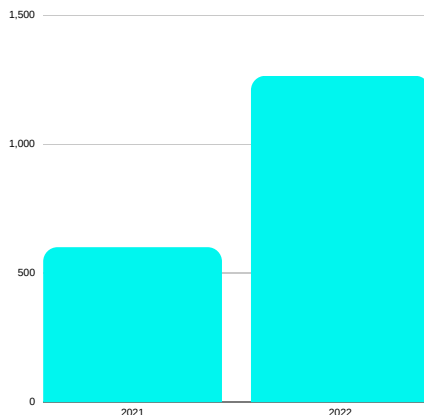
Paid Impressions: 329,939

According to Zencity, Downtown Rome, GA is the City's TOP PERFORMING Facebook page.



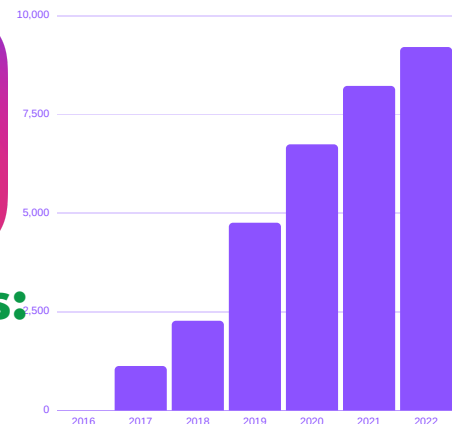
Followers:
1,265

110% increase



Followers:
9,200

12% increase



#DowntownRomeGA
@DowntownRomeGA

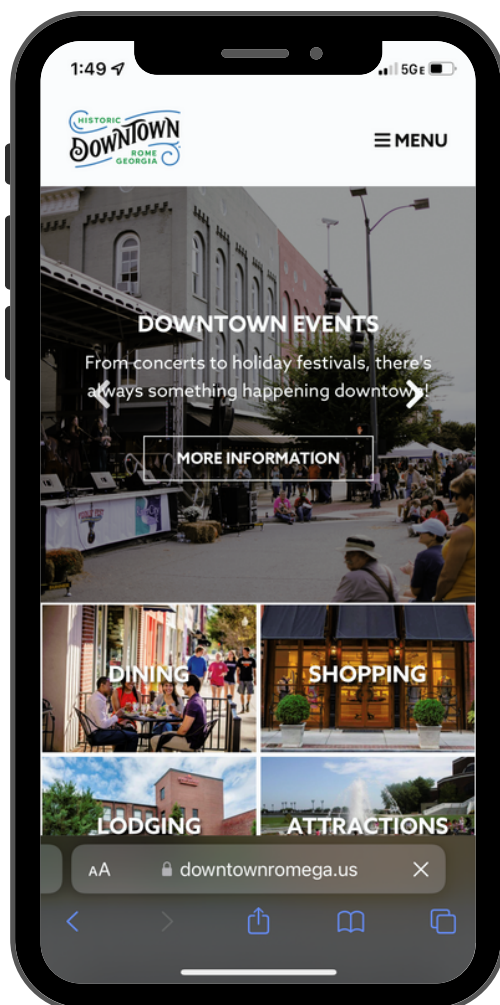
Surf the Web

Sessions: 35,998 (464%)

Page Views: 62,220 (467%)

Top Day: October 8 1,134 (153%)

79% New Users



Top Pages

1. Home
2. Dining
3. Fiddlin' Fest
4. First Friday
5. Shopping

Top Referrals

1. Facebook
2. romea.us
3. Instagram

Top Cities

1. Rome
2. Atlanta
3. Cartersville
4. Columbus
5. Birmingham

Advertising



**Where did we
advertise?**



- Mailers advertising free events targeting both low and high income areas of Rome & Floyd County
- Regular ads for events & shopping in NWGA Living
- Flyers for First Fridays and Fiddlin' Fest
- Postcards for First Fridays and Fiddlin' Fest
- Mailers for shopping small during the holidays target at higher income areas
- Billboards for Fiddlin' Fest and Small Business Season
- Regular press releases to all local media
- Regular appearances on both local radio stations



- Largest Fiddlin' Fest to date with over 100 vendors
- Record breaking car show
- Placer data shows:
 - 23,600 visitors
 - Greatest increase in unique visitors between 12-4pm
- 40+ different area codes according to survey data



- Packed out the Town Green monthly
- Placer data shows:
 - 20,000 visitors
 - Greatest increase in unique visitors between 6-9pm
- 25+ different zip codes according to survey data

Year in Review



Updated
Wayfinding
Signage



Revamped Merchant
Mornings to put
more focus on the
business owners



Added the popular ROME
letters



SOLD OUT
of the inaugural
Rome for the
Holidays Christmas
Ornament



Launched brand new
downtown merch



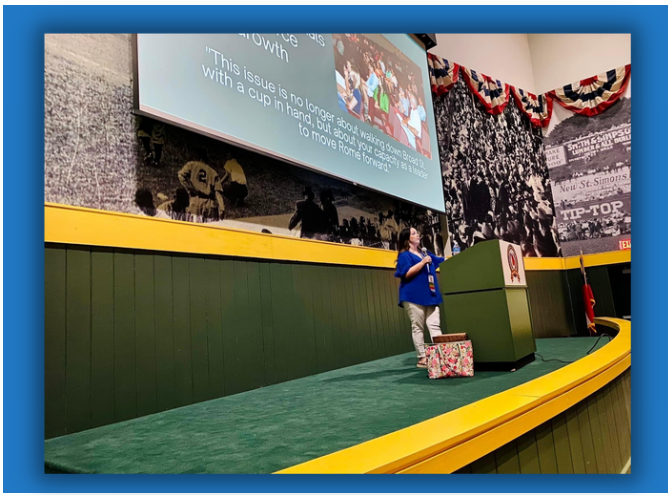
New River District
logo



Partnered with the Rome
Floyd Chamber on more
initiatives



Accepted award from
Georgia Downtown
Association



Aundi presented on Open Container at GDA Conference & was accepted to speak at National Main Street in 2023



Broad Street Beautification (Thank you to Public Works, Traffic, & Engineering)



Georgia Main Street chose Rome as one of two downtowns to spotlight for their Mobilize Main Street training



Speed Tables installed at mid-block crosswalks up and down Broad Street



Megan presented on Social Media at GDA Conference



NEW CHRISTMAS DECOR





**Awarded
\$32,458
total!**

Marketing Grants



Downtown Impact Grants



Façade grants

2022 DDA Board



DAVID PRUSAKOWSKI
CHAIRMAN



RANDY QUICK
VICE CHAIRMAN



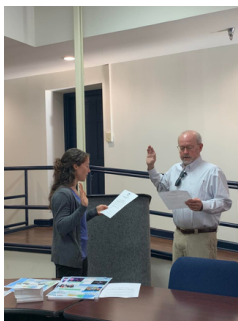
ELAINE ABERCROMBIE
SECRETARY/TREASURER



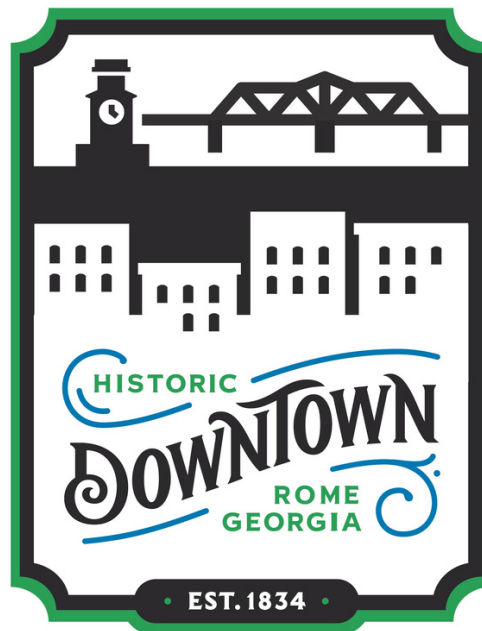
MEGAN WATTERS
DESIGN CHAIR



TAYESHA LYTLE
OUTREACH &
PROMOTIONS CHAIR



KELLI DUNCAN
PARKING CHAIR



HARRY BROCK
BUSINESS DEVELOPMENT
CHAIR

CITY OF ROME DOWNTOWN DEVELOPMENT



Aundi Lesley, Director

Julie Harris, Parking Manager

Megan Otwell, Marketing & Events Manager

Jennifer Bailey, Administrative Coordinator

Rebecca Carter, Parking Ambassador

Sherman Hamilton, Parking Ambassador

Brent Wells, Security

Cory Palmer, Street Maintenance

Michael Loveless, Street Maintenance