

Downtown Development Authority of the City of Rockmart

2023 Program of Work

Board of Directors meet Fourth Thursday of the month 8:30am at 133 South Marble Street Rockmart GA

MISSION: To develop and promote a prosperous downtown supporting business, cultural, historic, and recreational assets.

VISION: To be an economically vibrant resource where the past and present stand side by side and citizens and visitors alike experience a thriving, livable city center with a diverse marketplace.

GUIDING PRINCIPLES: We believe in dedication, integrity, and transparency; Therefore, we shall maintain purposeful economic development practices that ensure a vibrant and preserved historic city center.

Transformation Strategy for Historic Downtown Rockmart

Develop a solid foundation for the organization that focuses on enhancing communication and building relationships.

Internal Operations Executive Committee	Organization Outreach Communication	Promotion Marketing and Events	Design Physical Improvements	Business Development Recruitment and Retention
The programs, services and resources of the Authority will be managed efficiently, ethically, and professionally. Meetings: As needed	The programs and services will be organized to maximize communication and unite supporters. Meetings: Third Wednesday month/8:30am	The Downtown Brand will become a well-recognized marketing tool that focuses on the social and cultural center of activity. Meetings: Second Monday month/4pm	Downtown’s physical environment will be a signal for reinvestment, while supporting stakeholders and visitors. Meetings: Second Wed month/4:30p	Downtown will be positioned to become a mixed-use development, creating a sustainable and diverse economy. Meetings: First Tuesday month/8:30am

Goals & Objectives

Maintain oversight of internal operations of the organization and its resources, including but not limited to finances, programs and services.	Strives to promote the programs and services of the Authority. Grow participation through networking opportunities, recruitment, and communication.	Establish a recognized identity to be used as the framework for improving and promoting the assets of the historic downtown 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.	Position downtown for targeted investment and business retention that supports the overall vision, by understanding the economic conditions of the district.
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Management	Communication	Branding/Marketing	Guide Improvements	Development
<ul style="list-style-type: none"> Establish and oversee Budget Annual Audit Annual Planning Session (Oct) Establish and oversee annual Awards Program Research Main Street Program for designation Host Town Hall Meeting 	<ul style="list-style-type: none"> Establish an inventory of Businesses Conduct monthly/quarterly networking Build volunteer base for committee services, projects, and events Develop New Business Welcome Program and Serve as mentor to new businesses Develop Resident inventory Recognize a Volunteer of the Year 	<ul style="list-style-type: none"> Seek opportunities to market downtown as a unified district Produce Directory of goods and services Select Quality of Life Award <div data-bbox="1053 1175 1628 1230" style="background-color: #006633; color: white; text-align: center; padding: 5px;">Special Events</div> <ul style="list-style-type: none"> Develop Partnership with <i>WelshFest</i> event Reestablish <i>Homespun</i> Festival Seek partnerships that increase activity 	<ul style="list-style-type: none"> Identify codes for Facade and Sign improvements Establish, market, and monitor Façade Grant Program Develop and implement vacant storefront improvement program. Seek opportunities to improve the streetscape Recognize National Preservation month (May) Select Design Award 	<ul style="list-style-type: none"> Establish inventory of all properties and a database of available properties Assemble and analyze economic data Research and target codes for smart growth Identify and market financing for purchase and rehabilitation Develop <i>Invest in Downtown</i> marketing material Select Economic Partner Award

Adopted: December 22, 2022