

Downtown Development Authority Committee Interest Form

Committee participation is an annual commitment and renewable. All meetings are held in the Conference Room of the Museum/Chamber Office Building, 133 S. Marble Street, and chaired by a member of the Authority. Select by circling one of the active committees below and return this form to the Authority. The purpose of each committee is listed as well as work areas, project examples and meeting schedule on the Description page.

APPLICANT INFORMATION

Please Print Legibly

Name _____ Email _____

Business _____ Title/Position _____

Business Address

Street & Mailing _____

Business Phone _____ Mobile _____

Home Address _____

Organizations to which I belong: _____

Interest/Hobbies/Talents/Skills: _____

I am interested in serving because _____

COMMITTEE SELECTION: *Outreach* *Design* *Promotion* *Business Development*

Commitment

I, _____, wish to serve as a member of a DDA Committee and understand that as a member of any committee, I have an ethical responsibility to ensure that the committee does the best work possible in pursuit of its goals. I believe in the purpose and the mission of the Downtown Development Authority, and will act responsibly as its steward. As part of my responsibilities, I will:

- attend and actively participate in committee meetings and events.
- notify the Chair or staff when I will not be in attendance.
- interpret the organization's work and value to the community.
- interpret our constituencies' needs and values to the organization.
- stay informed about what is going on in the organization.
- participate in and take responsibility for the annual work plan
- seek opportunities to learn more about downtown revitalization efforts and best practices.
- work in good faith with staff, board and committee members as partners towards achievement of goals.
- serve the Authority, working for its overall well being and the district it serves.

Signature: _____ Date: _____

RDDA / 133 S Marble Street Rockmart GA 30153 / Email: downtown@Rockmart-ga.gov

COMMITTEES OF THE DOWNTOWN DEVELOPMENT AUTHORITY

OUTREACH means getting everyone working toward the same goal. The tough work of building consensus and cooperation among the groups that have an important stake in the district can be eased by using a volunteer driven program and an organizational structure of board and committees. The committee plays a key role in keeping the board, committees, and program of work in good shape by attracting people to the organization. To succeed the committee must take responsibility for promoting the program to downtown interests and the public, recruiting people, and rewarding good work. 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 Networking, New Business Welcome, and Volunteer recruitment. Meets Third Wednesday of each month 8:30am

PROMOTION means selling the image and promise of downtown. By marketing the district's unique characteristics to shoppers, investors, new businesses and visitors, an effective promotion strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns conducted by local volunteers. The job of the 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 entice people downtown. Meets the Second Monday of each month 4pm.

DESIGN means getting the downtown district in the highest physical shape and creating an inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all the physical elements: buildings, storefronts, signs, public spaces, street furniture, public art, landscaping, and banners. An appealing atmosphere conveys a positive message about the district and what it has to offer. Design activities also 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; the importance of an attractive window display; serve as the liaison between businesses, the Authority and the City's Office of Downtown Development, and brainstorm ways to further enhance downtown through beautification projects. Meets Second Wednesday of each month 4pm.

BUSINESS DEVELOPMENT means to identify new market opportunities for the traditional commercial district, find new uses for historic commercial buildings, and stimulate investment in property. By helping existing downtown businesses expand and recruiting new ones to respond to today's market, the 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; find new economic uses for traditional buildings; develop financial incentives; and monitoring the economic performance of the district. Meets First Tuesday of each month 8:30am.

Committee Description Source: National Main Street Center Committee Handbooks