Adopted: February 27, 2025



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| **2025 PROGRAM OF WORK** **Downtown Development Authority of the City of Rockmart** *Board of Directors meet on the Fourth Thursday of the month at 8:30am* *133 S Marble Street* *(Nov/Dec 3rd Thurs)*  |
| ***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*****Maintaining Authenticity*** *(Preservation of downtown’s-built environment)* ***Beautification Initiatives, Design and Parking*** *(Improve the visual appeal of the historic district and enhance parking assets*) |
| **Internal Operations** Executive Committee *The programs, services and resources of the Authority will be managed efficiently, ethically, and professionally.* **Meetings: As needed** | **Organization Outreach** Communication *The programs and services will be organized to maximize communication and unite supporters*.**Meetings: Third Tues Bimonthly/9am**  | **Promotion** Marketing and Events *The Downtown Brand will become a well-recognized marketing tool that focuses on the social and cultural center of activity*.**Meetings: Third Wed Bimonthly/8:30am**  |  **Design** Physical Improvements  *Downtown’s physical environment will be a signal for reinvestment, while supporting stakeholders and visitors*.**Meetings: Second Wed Bimonthly/8:30am** | **Business Development**  Recruitment and Retention *Downtown will be positioned to become a mixed-use development, creating a sustainable and diverse economy.***Meetings: Second Tues Bimonthly/9am** |
| **G o a l s & O b j e c t i v e s** |
| *Maintain oversite 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.* |
|  **Management** | **Communication** | **Branding/Marketing** | **Guide Improvements** | **Development** |
| * Oversee Annual Assessment
* Oversee Work Plan
* Budgets and Audit

  | * Continue bimonthly networking opportunity
* Develop New Business Welcome Program and Serve as mentor to new businesses
* Build volunteer base for projects and events and establish an ambassador program to serve as the “friendly faces” of downtown
* Host a community event to collect historic photos
* Recognize a Volunteer of the Year
 | * Seek opportunities to market downtown as a unified district
* Develop a Shop Local Campaign
* Install “selfie spot”
* Select Quality of Life Award

 **Special Events*** Seek partnerships that increase activity and offer an event grant program to encourage partners to bring events downtown
* Present *Homespun* Festival
* Launch *This Place Matters* campaign during preservation Month/May
 | * Seek opportunities to improve the streetscape thru amenities and signs
* Consider diverse types of lighting)
* Develop Sign Ordinance and Design Guidelines.
* Market/monitor Façade Grant Program and Develop Paint Palette
* Select Design Award
* Develop comprehensive parking signage
* Seek ordinances and programs that support Historic Preservation
 | * Analyze economic data
* Research / target codes for smart growth
* Identify and market financing resources.
* Develop *This place is full of Potential* campaignto increase awareness for vacant property
* Host open house for Real Estate professionals to showcase vacant property
* Use Heritage/Recreation tourism to dive an economic impact
* Select an Economic Partner Award
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