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 |