



Downtown Development Authority of the City of Rome

2020 Program of Work



Board of Directors meet second Thursday of month 8:30am Carnegie Building

DOWNTOWN 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.

OUR MISSION: The Mission of the Downtown Development Authority of the City of Rome is to develop downtown's historic, social and economic culture

Outreach The programs, services and resources of the Authority will be managed efficiently to maximize communication and unite supporters	Promotion The Downtown Brand will become a well recognized marketing tool and downtown will become the social and cultural center of activity	Design Downtown's physical environment will be a signal for reinvestment, while also supporting existing stakeholders and visitors	Parking This limited resource will be managed to ensure maximum parking turnover and opportunities for improvement	Business Development Downtown will be positioned to become the location of choice for mixed use development, creating a sustainable and diverse economy
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Goals & Objectives

Strive to promote the programs and services of the Authority for continued growth of downtown. Grow participation through networking opportunities, recruitment and communication.	Establish a recognized identity as the framework for improving and promoting the assets of the historic 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.	Coordinate management of the parking program to ensure it operates as a unified and efficient customer friendly program.	Position downtown for targeted new investment and business retention and expansion that supports the overall vision by understanding the economic conditions of district.
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Communication	Marketing & Events	Physical Improvements	Turnover	Recruitment & Retention
Meetings: First Thursday each month 8:30am Carnegie Building <ul style="list-style-type: none"> Conduct and revamp monthly Coffee Break as needed Complete annual surveys regarding Coffee Breaks and participation Conduct outreach event in River District Distribute Business Welcome Packets and serve as a mentor to new businesses Continue Building Blocks meeting by block Select/Recognize the Quality of Life Award 	Meetings: Third Thursday each month 8:30am Carnegie Building <ul style="list-style-type: none"> Monitor community and consumer perceptions of Downtown and seek to reverse negative attitudes and build on positive ones Continue Downtown events to include Downtown Saturdays and Spring and Fall Festival Identify creative and engaging experiences to attract downtown visitors Track the effectiveness of promotional programs Build and maintain a strong network of volunteers Establish and maintain strong working relationships with community organizations, groups, and non-profits that may further promote activities Coordinate with Tourism to promote Events and Programs Select and Recognize Volunteer of the Year 	Meetings: Fourth Thursday each month 8:30am Carnegie Building <ul style="list-style-type: none"> Market and monitor Façade Grant Program Continue Historic Plaque Program Continue median, tree, crosswalk and holiday lighting plan Seek opportunities to improve streetscape Continue Walk-Abouts to identify property improvements Focus on River District mural and art projects Continue Gateway Signage Project. Recognize National Preservation month May Assist with planning and give input on downtown SPLOST projects Select and Recognize Golden Nail Award 	Meetings: Third Tuesday each month 8:30am Carnegie Building <ul style="list-style-type: none"> Continue public outreach and education Seek opportunities to increase parking inventory Continue business awareness visits Review LPR data collection reports quarterly Re-evaluate all off-street parking signage and replace as needed Rebrand enforcement/security/ambassador vehicle 	Meetings: Second Friday each month 8:30am Carnegie Building <ul style="list-style-type: none"> Continue apartment tour to promote upper story development. Provide current, local financing information for both commercial and residential investments Assist the city and county in exploring mixed-income housing for District Tighter collaboration with the Chamber's Small Business Action Council Promote rezoning of River District to UMU Work with the City to establish discounts or to establish a fund to help small businesses with startup costs Select and Recognize Economic Partner Award and Downtown Champion Award

Committee goals and priorities altered due to COVID-19 to focus on business retention and rebuilding.

Transformation Strategy (2020-2022)

Community Vision, Market Understanding, Quantitative and Qualitative Outcomes

Increase revitalization efforts in the Downtown Development District including Broad Street and the River District by providing incentives to fill vacant storefronts and complete rehabilitation projects, and also implement streetscape plan in River District.

Seek networking, partnerships and volunteer opportunities by soliciting residents, business and property owners and organizations for participation in activities, attendance and hosting at Coffee Breaks, special events, planning session, etc.	Develop marketing plan based on target audience, media outlets and budget for advertising. Develop unique brand identity for the District that compliments Broad Street District. Produce a special event in the River District that markets area and highlights Master Plan concepts.	Assess improvement needs in order to develop a comprehensive list of planned improvements to public spaces and amenities. Conduct visual assessment of buildings, creating a digital database of the existing conditions of all structures. Consider the installation of transitional/connecting public art. Identify three possible ways to better integrate river front area as a tourism draw or amenity for the district.	Extend Business Awareness Visits to River District. Develop parking inventory and study needs of area. Inventory should be both visual as well as data driven. Perform parking SWOT analysis. Research parking needs in preparing for additional development.	For committee members to be leading advocates and resources for both private and public investment in the district. This requires that each individual be informed and connected to the extent that their personal and professional networks allow. While maintaining confidentiality when required, members will inform the committee at large about current, future, and potential projects so as to remain faithful to the established vision for Downtown Rome.
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