



**DOWNTOWN
DEVELOPMENT
AUTHORITY
CITY OF ROME**

2013

WORK PLAN

VISION

All citizens of Rome and Floyd County will have a greater appreciation, respect and understanding for the historic city center. The central business district will be valued as a vibrant economic and cultural district and a vital contributor to the community's heritage and identity. The community will be better because of the partnerships, investments and enhanced sense of place. Downtown will have an enriched quality of life in which to live, work, and play.

Mission

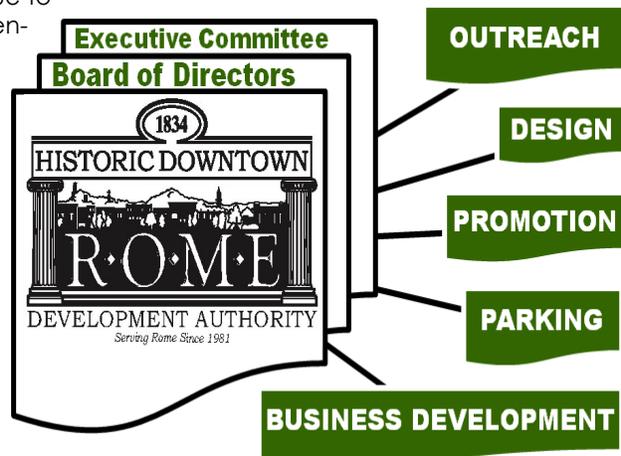
To manage and enhance the development of downtown as the cultural, historic, social and economic center of the community.

With the Mission in the forefront, the Downtown Development Authority develops a work plan of desired goals each fall. The Plan is a list of specific goals to be accomplished over the next year and serves as an achievement benchmark for progress. These goals are developed using input from community leaders, government officials, committee members, property owners, and others within the district during the planning session. The Board is charged with implementing the plan and is comprised of committees that carry out the purpose, function and management of the Authority. This document gives insight to the structure of the Authority and committee detail.

The organizational structure of the Authority consists of five committees with seven to ten members per committee and the Executive Committee consisting of the Officers. Four of these committees are based in the four-point approach to downtown revitalization as outlined by the National Main Street Program (organization, promotion, design and economic restructuring). The Economic Restructuring Committee has been renamed Business Development and Organization has added Outreach in an effort to more clearly represent the committee intent. Due to the increased number of programs of the Design Committee and the growing parking program, parking was separated from Design in 2011.

As reflected in last year's work plan, the top economic focus for the next several years will be the addition of hotel rooms and development of more upper story housing. These priorities require partnerships, opportunity, funding and time, and therefore are ongoing items on this year's plan. Progress has been made on the goal of additional hotel rooms with the receipt of a workable proposal for future development adjacent to the river front. The Authority will continue to work with all agencies, commissions and others to ensure cooperation and communication.

With the end of 2012, came the completion and presentation of a downtown Master Plan. The Plan focuses more strategically in setting and accomplishing future goals that fall primarily to the Business Development and Design Committees. A one year strategy outlined in the plan includes five areas: vacant storefront improvement; working closely with the Historic Preservation Commission, streamlining the process for opening a business, upper story development, and business recruitment all of which have been incorporated into this work plan.



Adopted February 14, 2013

Board of Directors

The Board sets policy and governs the Authority, makes decisions, allocates resources, and provides direction and support for the work plan. Board members are appointed by the City Commission to four year terms and meetings are held the second Thursday of each month at 8:30am in the Carnegie Building, 607 Broad Street.

Steven McDowell , Chair Old Havana Cigar 327 Broad Street	706-295-0546	steven@oldhavanacigar.com
Bill Collins , Vice Chair Commissioner, City of Rome	706-291-0208	clois42@aol.com
Alice Herring , Secretary & Parking Ford, Gittings & Kane Jewelers 312 Broad	706-291-8811	aggeherring@gmail.com
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Jay Shell , Promotion The Brewhouse 325 Broad Street	706-346-5680	superjay8@aol.com
Steve White , Business Development Citizens First Bank 701 Broad St	706-291-5080	stevewhite@citizensfirst-rome.com

Committee Goals & Programs

EXECUTIVE COMMITTEE consist of the Officers of the Board. They oversee the Work Plan implementation and the internal operations for efficient management of the Authority. Officers are elected by the Board annually.

- Support and coordinate all programs and committees
- Coordinate leadership recruitment and nomination
- Oversee annual Main Street Recertification Assessment
- Review Downtown Development Authority Boundaries and Main Street Boundaries
- Conduct activities to develop work plan for 2014

MEETINGS: As needed

Bill Collins, Chair

PARKING COMMITTEE coordinates management of the parking program, ensuring that it operates as a unified customer friendly program at a high level of efficiency.

- Develop a marketing plan for public information and increased awareness of programs
- Collaborate with City Traffic officials on Pedestrian safety issues
- Seek alternative transportation means i.e. pedicab and trolley loop
- Seek opportunities to increase parking and enhance the overall program

MEETINGS: Third Tuesday of each month 9:00am, Carnegie Building

Alice Herring, Chair

Committee Goals & Programs

OUTREACH COMMITTEE *strives to promote the programs and services of the Authority, and grows participation through networking opportunities, recruitment and communication.*

- Provide for the exchange of information and networking through Coffee Break Program
- Increase awareness of programs and services by distributing Welcome Packets to new businesses
- Serve as a mentor to new businesses
- Recognize Volunteer and Business achievements through annual Awards Program
- Build volunteer base for committee service, information distribution, projects and events

MEETINGS: First Thursday of each month 8:30am, Carnegie Building

Barbara Ware, Chair

PROMOTION COMMITTEE *coordinates events and marketing efforts that create excitement and promote downtown as the community's social and cultural center, a unified place to shop, work, live and play.*

- Continue and strengthen the *First Friday Concert Series* (May thru September)
- Continue sponsorship of successful events such as the *Scare Crow Stroll*, *Downtown Trick or Treat* and *Holiday Open House*
- Coordinate at least two Sidewalk Sale events in partnership with other activities
- Coordinate *Streets Alive* Event, partnering with CVB's Clocktower Classic and Bike Walk NW Ga
- Develop downtown website and seek advertising opportunities that promote the district
- Produce annual Directory of goods and services in partnership with Convention & Visitors Bureau
- Coordinate October Block Party in partnership with Parks and Recreation Dept 5K Run.

MEETINGS: Third Thursday of each month, 8:30am, Carnegie Building

Jay Shell, Chair

DESIGN COMMITTEE *seeks to enhance the attractiveness of the overall business district by promoting and guiding physical improvements. Building rehabilitation, attractive landscaping, and clean streets all improve the physical image of the district, contributing to the reinvestment of public and private dollars.*

- Develop and promote *Design Information Package* to encourage property improvement
- Market and monitor *Facade Grant Program*
- Seek 30 properties for participation in the *Historic Plaque Program*
- Develop lighting program for median and Holiday lighting
- Seek opportunities to improve the streetscape
- Develop and implement vacant storefront improvement program
- Work with Historic Preservation Commission to create positive environment for development

MEETINGS: Fourth Thursday of each month, 8:30am, Carnegie Building

Ann Pullen, Chair

BUSINESS DEVELOPMENT *encourages mixed-use development and investment opportunities by understanding the economic condition of the district and recruiting new businesses, assisting existing businesses, and converting unused space for new uses.*

- Identify Incentives and marketing strategy to promote to bankers and realtors (loans, tax credits)
- Develop partnership with realtors to implement a sale/lease sign program
- Maintain Inventory data to provide vacancy and sales information on downtown property
- Seek opportunities to increase upper story residential living
- Seek opportunities and build partnerships to increase the number of hotel rooms within the district
- Review and streamline process for opening a business
- Develop strategies to target opportunities in recruiting new businesses

MEETINGS: Third Wednesday of each month, 8:30am, Carnegie Bldg

Steve White, Chair