



2018 WORK PLAN

VISION

Our vision for downtown is a charming and prosperous district that connects our community through the preservation of our history, responding to the present and planning for the future.

MISSION

The mission of the Downtown Development Authority is to enhance the downtown district by valuing our heritage, combining our creativity and resources to provide a sense of belonging for our citizens and visitors to enjoy our charm and prosperity.

The Downtown Development Authority shall develop a work plan of desired goals each year. The plan serves as a benchmark for progress. The goals for 2018 were developed by the DDA board, staff, and committee members. The board is charged with implementing the plan, with secondary support from committees, to carry out the purpose, function and management of the DDA.

The organizational structure of the DDA consists of four committees with seven to nine intended members per committee, and the Executive Committee consisting of the Board Officers. The committees are based on the four point approach to downtown revitalization as outlined by the National Main Street Program including Outreach, Promotion, Design and Economic Development.

Many items in the 2018 Work Plan evolved from the completion and approval of the Downtown Master Plan, approved by Cartersville City Council in November 2013. The 2018 Work Plan looks to capitalize upon the many accomplishments of the past few years, while also striving to grow each committee's volunteer base, and further improve downtown events and activities.

DDA 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 Council to four year terms and meetings are held the third Thursday of each month at 8:30 a.m. in the Cartersville Welcome Center, 1 Friendship Plaza.

Maureen Kirkland, Chair Hotel Meeting Match 10 Neel Street	770 337-4923	maureen@hotelmeetingmatch.com
Earline Burke Georgia Museums, Inc. 406 Old Mill Road	770-367-4980	earline.burke@cartersvillega.gov
Mary Ann Henry Cartersville Artist in You 21 East Main Street	770-843-0887	maryannhenryart@gmail.com
Nancy Jackson Jax Supply 19 S. Gilmer Street	770-606-1996	nancy.jackson@cartersvillega.gov
Michael Chitwood Love June Boutique 24 East Church Street	678 719-8891	emaillovejune@gmail.com
Dan Kramer It's About Time Boutique 9 East Main Street	678-719-8167	dan.kramer@cartersvillega.gov
Pam Wilson Reinhardt College 320 West Avenue	678-371-6865	PSW@reinhardt.edu

Committee Goals & Programs

Executive Committee consists of the Officers of the Board. They oversee the Work Plan implementation and the internal operations for efficient management of the Downtown Development Authority. Officers are elected by the board annually. Responsibilities of the Executive Committee:

- Monitor compliance of mandated training and encourage ongoing board and staff education
- Support and assist with the coordination of all programs and committees
- Coordinate leadership nomination and recruitment
- Conduct orientation of new Board Members
- Oversee annual Main Street Recertification Assessment

Outreach Committee works to promote the programs and services of the Authority, and grows participation through effective communication and viable public-private partnerships. The 2018 Outreach tasks include:

- Hold networking meetings with downtown business and property owners
- Improve communication with property owners

Promotion Committee creates excitement downtown through the coordination and marketing of special events and image development campaigns that entice shoppers, investors and visitors to the downtown district. The 2018 Promotions tasks include:

- Create Black Friday/Small Business Saturday/Holiday Gift Guide newspaper insert
- Work on improvements to the Cartersville Bluegrass & Folk Festival
- Create educational flyers for business development
- Utilize social media platforms to widen the reach of downtown promotional efforts
- Update and reprint the See, Shop, and Dine guides

Design Committee enhances the attractiveness of the 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. The 2018 Design tasks include:

- Develop more green space downtown via pocket parks, pocket gardens, and planter boxes
- Work on sculpture walk/public art for downtown
- Work with the downtown merchants and City to install parking and directional signage

Economic Development Committee analyzes the economic condition of the downtown district and works to recruit new business, creatively convert unused space for new uses, and sharpens the competitiveness of Main Street's traditional merchants. The 2018 Economic Development tasks include:

- Maintain Business Improvement District
- Develop and maintain comprehensive vacancy inventory
- Targeted recruitment to vacant sites/buildings
- Build support for downtown train quiet zone
- Bring additional housing to downtown area