

ATHENS DOWNTOWN DEVELOPMENT AUTHORITY

MISSION

The mission of the Athens Downtown Development Authority (ADDA) is to promote, to maintain, and to enhance a safe and economically viable central business district by focusing both public and private resources on the fulfillment of downtown's potential to benefit the entire community.

To achieve this mission, ADDA focuses on several objectives. These include:

1. To acquire, construct, improve, alter, repair, and maintain properties within the Downtown Athens Area as set forth in the enabling legislation and to promote for the public good and general welfare, trade, commerce, industry, and employment opportunities.
2. To undertake and oversee the revitalization and redevelopment of the urban, central city areas located within the Downtown Athens Area and to use those powers as prescribed by law and as requested by the Unified Government of Athens-Clarke County, Georgia.

The ADDA is also part of the Georgia Main Street Program which is based on a comprehensive strategy of work, tailored to local needs and opportunities, in four broad areas, called the Main Street Four Point Approach:

1. Design: Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning.
2. Organization: Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process.
3. Promotion: Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors.
4. Economic Restructuring: Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities -- and challenges from outlying development.