

ATHENS DOWNTOWN DEVELOPMENT AUTHORITY
FY19 -FY20 WORK PLAN

The ADDA Exists to:

- *create an economically sustainable, vibrant, and viable downtown
- *create an environment that attracts people and investments
- *be an advocacy group for downtown constituents
- *promote downtown to residents, businesses, and visitors

PRIORITIES

Priority 1: Expand the economic impact of downtown

Priority 2: Establish ADDA as a resource for businesses and property owners

Priority 3: Elevate the downtown Athens environment so that it reflects downtown Athens as a creative and business hub

STRATEGIES

Priority 1: Expand the economic impact of downtown

Strategy 1 - Use incentive programs to encourage economic development

Strategy 2 - Support business incubation efforts that create professional and creative class jobs

Strategy 3 - Expand opportunities for mixed use and mixed income development in downtown

Strategy 4: Develop public spaces that will draw people downtown

Priority 2: Establish ADDA as a resource for business and property owners

Strategy 1 - Host/sponsor workshops and events downtown

Strategy 2 - Communicate ADDA activities to stakeholders

Strategy 3 - Promote grants and other incentives available through the ADDA

Priority 3: Elevate the downtown Athens environment so that it reflects downtown Athens as a creative and business hub

Strategy 1 - Enhance the physical environment

Strategy 2 - Implement a wayfinding system in downtown Athens

Strategy 3 - Market downtown to new users of downtown Athens

Overarching Strategy: Explore additional funding sources for ADDA and downtown

PRIORITY 1: EXPAND THE ECONOMIC IMPACT OF DOWNTOWN

Strategy 1: Use incentive programs to encourage economic development downtown

- Publicize local and state incentive programs to current and prospective business and property owners

Strategy 2: Support business incubation efforts that create professional and creative class jobs

- Continue strategies to support entrepreneurship and start-up companies.
- Facilitate the development of downtown spaces that could be used for incubators such as culinary, creative, business, technology based

Strategy 3 : Expand opportunities for mixed use and mixed income development in downtown

- Support creation of a TAD in northeastern downtown
- Develop RFP/RFI for mixed-use development on government-owned properties
- Partner with stakeholders to develop a strategy to mitigate homelessness.

Strategy 4: Develop public spaces that will draw people downtown

- Obtain rough cost estimate for public spaces: Wall Street, Dudley Park, Stormwater Park
- Explore funding options for public spaces
- Activate small public spaces, such as alleys

PRIORITY 2: ESTABLISH ADDA AS A RESOURCE FOR BUSINESS AND PROPERTY OWNERS

Strategy 1: Host/sponsor workshops and events downtown

- Host workshops for downtown stakeholders
- Allocate ADDA funds to assist first-time events

Strategy 2: Communicate ADDA activities to stakeholders

- Send weekly e-newsletter that communicates downtown news and events
- Distribute monthly calendar

Strategy 3: Promote façade grants, microloan and other incentives available through the ADDA

- Distribute information to existing and potential business and property owners

PRIORITY 3: ELEVATE THE DOWNTOWN ATHENS ENVIRONMENT SO THAT IT REFLECTS DOWNTOWN ATHENS AS A CREATIVE AND BUSINESS HUB

Strategy 1: Enhance the physical environment

- Establish plantings and flowers
- Partner with Solid Waste Department to ensure cleanliness
- Increase public art installations
- Explore alternative transportation in downtown, such as vans, park & ride, “golf” carts, etc.

Strategy 2: Implement a wayfinding system in downtown Athens

- Establish a downtown pedestrian count program
- Designate locations for pedestrian wayfinding and vehicular wayfinding
- Design and install wayfinding signs
- Develop and implement strategies to encourage visitors to park in decks

Strategy 3: Market downtown to families & people who do not traditionally come downtown

- Develop a regional marketing program that targets NE Georgia and neighboring states
- Assist groups that are interested in holding downtown events that attract the target audience
- Streamline the permitting process
- Continue the “Experience Downtown” program to bring the target audience downtown

EXPLORE ADDITIONAL FUNDING SOURCES FOR ADDA AND DOWNTOWN ATHENS

- Submit Washington Street/College Avenue Streetscape project for SPLOST funding
- Implement Foundation or “Invest Downtown” group to raise funds for beautification
- Apply for, and assist stake holders in applying for, grant funding
- Explore possible use of TSPLOST intersection improvement funds for North Avenue Traffic Circle