

Downtown Development Authority of Bainbridge

Program of Work 2017

Board of Directors meet third Thursday of month 8:00am City Hall

Vision: To actively pursue, support, facilitate and welcome initiatives that aid and encourage private development, and promote and coordinate public development within the Downtown Development District of Bainbridge, GA.

Mission: Stimulate revitalization of downtown Bainbridge through initiatives that enhance business growth, strengthen arts and culture, promote residential development, and preserve downtown's unique inventory of historic properties. Recognizing that our broad range of architectural styles is a major asset for downtown Bainbridge, the Downtown Development Authority seeks to initiate and support creative ventures and adaptive redevelopment efforts that enhance public awareness and utilization of this inventory.

Organization	Promotion	Design	Economic Vitality
Committee Vision	Committee Vision	Committee Vision	Committee Vision
Committed to obtaining consensus, clarity, and cooperation between all who are affiliated with Main Street Bainbridge.	The Downtown Brand will become a well-recognized marketing tool and downtown will become the center of activity.	Downtown's physical environment while capitalizing on its best assets such as historic buildings and traditional downtown layout. Supporting existing stakeholders and visitors.	Downtown will be positioned to become the location of choice for mixed use development, creating a sustainable and diverse economy.
Strives 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 to market our historic downtown district's unique characteristics as 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.	Position downtown for targeted new investment and business retention and expansion that supports the overall vision, by understanding the economic conditions of the district.

OBJECTIVES

Activities	Activities	Activities	Activities
<ul style="list-style-type: none"> Maintain downtown website and social media. Distribute Business Welcome Packets Build volunteer base Implement additional activities for Yuletide Jubilee New sound system for Willis Park Discuss artist for Christmas ornaments Update & print Recruitment packet Print Living History Tour scripts Preservation Month: tram tour (coordinate with Historical Society) 	<ul style="list-style-type: none"> Discover Bainbridge: digital brochure Parking campaign to change people's perception. Install signage for each block that displays business names Market local, state, and federal incentives for rehabilitating historic structures. Partner with Chamber of Commerce on "Marketing for Christmas Sales & How to incorporate social media." <p>Living History Tour, Touch-a-Truck, Downtown Block Party, Munchkin Masquerade, Yuletide Jubilee, Christmas Parade, Bainbridge Farmers' Market, Sidewalk Sale, Holiday Open House</p>	<ul style="list-style-type: none"> Market & monitor Facade Grant program. Way-finding signage: implement "You Are Here" sign @ Mega Ramps (work w/CVB) Design signs to display historical information around each block of Willis Park (Athens, AL) Coordinate with the city to expose brick streets. Continue Planting for the Future campaign through marketing and implementation. Implement alley plans behind Reeves. Continue placement of For Sale/Artwork in vacant storefronts. Design and order new Downtown banners Oak City Cemetery road signage 	<ul style="list-style-type: none"> Maintain & manage statistical data Maintain inventory of all properties and database of available properties. Continue partnership with Bainbridge State College and Post Searchlight by continuing "Shop Local" campaign. Seek funding opportunities for child and family draws: playground @ Farmers' Market site. Create green space in center of West Street. Vacant spaces: code enforcement, vacant storefront text amendment. Begin construction on public restrooms/apartment @ Rich's Building

