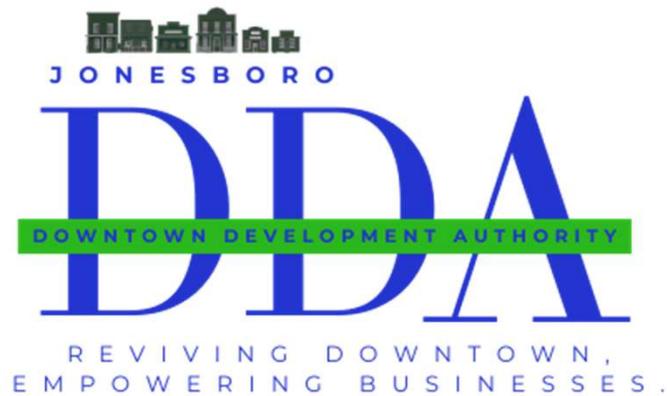


POSITIONING DOWNTOWN JONESBORO FOR GROWTH, VISIBILITY & INVESTMENT





WHY REBRANDING MATTERS FOR THE JONESBORO DDA

Key Points:

- A strong brand clarifies who we are and why we exist
- Rebranding signals a new era of leadership, energy, and execution
- Aligns the DDA with modern economic development standards
- Builds trust with business owners, investors, and the community
- Positions Jonesboro competitively among surrounding cities and districts



PROPOSED UPDATED LOGO FOR THE DDA





BRANDING IDEAS FOR THE JONESBORO DDA

Tagline:

Reviving Downtown. Empowering Businesses.

Brand Pillars:

Community-Centered Growth

Small Business Empowerment

Historic Preservation + Modern Innovation

Accessible, Accountable Leadership

Visual Direction:

City of Jonesboro color palette

Stylized Main Street or historic façade icon



DDA MARKETING MATERIALS

Why It Matters:

- Builds visibility and professionalism
- Creates public recognition and legitimacy
- Makes board members identifiable at events
- Strengthens unity and pride in the organization

Proposed Items:

- DDA polos for board members and staff
- Branded jackets for public appearances
- Event shirts for volunteers
- Branded banners, tablecloths, flyers, business cards, and welcome packets



DDA HEADQUARTERS

166 S Main street, Jonesboro, GA 30236

Strategic Location = Strategic Impact

Why This Address Works:

- Anchors the DDA physically in downtown
- Increases accessibility for business owners and residents
- Signals long-term commitment to Main Street revitalization
- Provides a visible home for economic development

Brand Impact:

A headquarters transforms the DDA from a board into a presence.



PROPOSED LAYOUT & BENEFITS OF THE DDA HEADQUARTERS

Proposed Spaces:

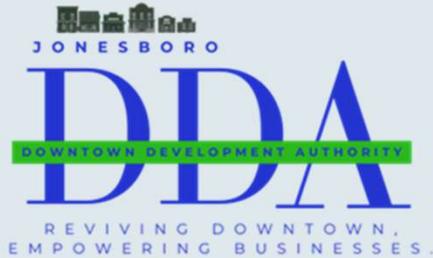
Conference Room: developers, investors, committees

Training Room: workshops, grants, business education

Chair's Office: executive leadership and stakeholder meetings

Community Meeting Space: forums, town halls, partnerships





DOWNTOWN LEADERSHIP LAB (POTENTIAL FLAGSHIP PROGRAM)



Purpose:

Position the DDA as the business and leadership engine of downtown.

Program Focus:

Scaling brick-and-mortar businesses

Grants, capital, and financial readiness

Leasing, zoning, and compliance

Branding, marketing, and operations

Key Initiatives:

Business Health Check Program

Expansion Readiness Coaching

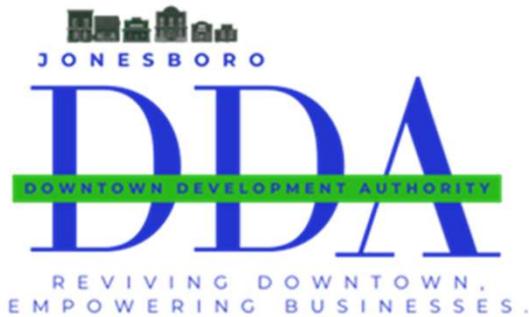
Early Intervention & Retention Alerts

Developer & Property Owner Roundtables

Adaptive reuse and mixed-use planning

Outcome:

Moves the DDA from support to strategy and scale.



WHY THE DDA NEEDS A MARKETING COMMITTEE

Purpose:

Ensure clear, professional, and consistent communication.

Committee Role:

Manage DDA social media and messaging

Develop a strategic content calendar

Communicate programs, resources, and policy updates

Maintain brand consistency and transparency

Key Benefit:

Controls the DDA narrative and reduces confusion post–Main Street separation proposal.





MAINTENANCE MANAGER (VOLUNTEER / NON-OFFICER ROLE)

Why This Role Is Needed:

Maintenance impacts perception, safety, and investment

Early identification prevents costly issues

Creates accountability without budget impact

Role Overview:

Conduct routine DDA asset walk-throughs

Document and report maintenance concerns

Coordinate with proper departments or POC.

Bottom Line:

Protects downtown assets and reinforces DDA stewardship.





“DOWNTOWN DIALOGUES” A DDA SIGNATURE QUARTERLY EVENT

Mission Statement

Downtown Dialogues is a strategic networking and thought-leadership forum hosted by the Downtown Development Authority to convene business owners, developers, entrepreneurs, city partners, and community leaders. The mission is to foster meaningful dialogue, strengthen cross-sector relationships, and position downtown as a collaborative, investment-ready ecosystem for sustainable growth.



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)

Purpose:

A premier strategy and networking event for:

- Business owners
- Developers
- Entrepreneurs
- City partners
- Community leaders

Why It Matters:

- Positions the DDA as a connector and convener
- Strengthens stakeholder relationships
- Attracts investment interest



DOWNTOWN DIALOGUES BUDGET

**Estimated Event Cost
(Not to Exceed \$500)**

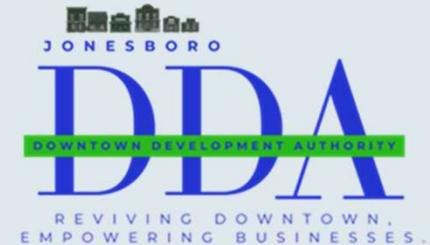


This Photo by Unknown Author
is licensed under [CC BY](#)

Category	Estimated Cost
Light refreshments (coffee, water, pastries)	\$200
Printed materials (agendas, signage)	\$75
Marketing & digital promotion	\$75
Event supplies (name tags, table set up, pens)	\$50
Contingency buffer	\$100
Total Estimated Cost	\$500

DONUTS WITH THE DDA

A Monthly Downtown Engagement Series



Donuts with the DDA is a monthly morning engagement event spearheaded by Madam Vice Chair of the DDA, designed to create consistent, accessible touchpoints between the Downtown Development Authority, local businesses, property owners, developers, and community stakeholders.

Unlike traditional “happy hour” networking events, this initiative is **daytime, inclusive, family-friendly, and business-focused**, making it accessible to a broader audience while reinforcing the DDA’s leadership and transparency.

Purpose

Strengthen relationships with downtown stakeholders

Increase visibility and approachability of the DDA

Provide informal updates on downtown initiatives

Create a consistent forum for feedback, ideas, and collaboration

Reinforce the DDA’s role as an active economic development authority





Event Format

- **Frequency:** Monthly (e.g., first or second Friday of each month)
- **Time:** 8:30 AM – 10:00 AM
- **Location:** Rotating downtown locations
 - DDA Headquarters (once established)
 - Local cafés, bakeries, or storefronts
 - Outdoor public spaces (weather permitting)

Target Audience

- Downtown business owners
- Property owners and developers
- Entrepreneurs and aspiring business owners
- City staff and elected officials
- Community leaders and residents

Event Structure

8:30 – 8:45 AM | Welcome & Networking

- Coffee and donuts provided
- Informal mingling

8:45 – 9:15 AM | DDA Updates

- Brief update from the Chair or designated Board member
- Highlights on:
 - Business resources
 - Upcoming programs or events
 - Development activity
 - Policy or city updates affecting downtown

9:15 – 9:45 AM | Open Dialogue

- Q&A
- Feedback from business owners
- Community ideas and concerns

9:45 – 10:00 AM | Spotlight Moment

- Featured business, developer, or initiative
- Announcements and next-month preview





This Photo by Unknown Author is licensed under [CC BY](#)

Estimated Budget

- Donuts & coffee: \$50–\$150 per event (or sponsored)
- Printing/signage: Minimal (reusable materials)
- Staff/volunteer time: In-kind
- **Total Estimated Cost:** Low to no budget impact

Expected Outcomes

- Increased trust and transparency
- Stronger business retention and engagement
- Early identification of challenges facing downtown businesses
- Improved communication between the DDA and the public
- Enhanced perception of the DDA as accessible, proactive, and professional



Why This Event Works

- **Low barrier to entry:** Morning, short, and informal
- **Cost-effective:** Minimal food and setup costs
- **Relationship-driven:** Encourages authentic conversation
- **Consistent presence:** Reinforces DDA visibility every month
- **Scalable:** Can grow into themed sessions or sponsorship opportunities
- **Branding & Presentation**
 - Branded signage: *Donuts with the DDA*
 - DDA tablecloth, banner, or pop-up signage
 - Board members wear DDA polos or branded attire
 - Flyers and digital graphics consistent with DDA branding
- **Sponsorship & Partnership Opportunities**
 - Local bakeries or cafés provide donuts/coffee in exchange for recognition
 - Sponsored by banks, developers, or business service providers
 - “Business Spotlight Sponsor” option for featured companies.

THANK YOU

Tierra Turner, DDA Chairwoman
404-822-6771
support@shopuniformedbeauty.com

