

Loganville Downtown Development Authority

2024-2025 Workplan

Year	Completion Date	Objective	Tasks	Priority (L,M,H)	Responsibility
2024-2025	ongoing	Increase DDA board members' knowledge of downtown development processes, methodologies, approaches, strategies, and tactics.	Take advantage of all appropriate individual and group training opportunities	H	All
2025	December 31		Visit at least three cities with strong downtown development programs and active DDAs in the next year	H	Jamie
2024	November 30	Make the DDA a community liaison for economic development initiatives throughout the city	Complete 2024-2025 strategic plan	H	Dana
2025	January 31		Investigate the costs and benefits of pursuing "Georgia Main Street" designation for the City of Loganville	M	Dana
2025	March 31		Describe and document liaison roles	H	Jamie
2025	January 31		Identify and document resources for business consulting and financing	H	Dana
2025	Jun 30		Develop a fundraising plan	H	Michael
2025	Jun 30		Secure full or part time staff	H	Michael
2025	August 31		Host a Morning Mingle	M	Brax/Mike
2025	April 30	Ensure business owners and aspiring business owners are aware of DDA mission	Define the "value proposition" of the DDA	H	Jamie
2025	December 31		Redevelop website	M	Jamie
2025	April 30		Produce DDA information/contact card	M	Jamie
2024	Oct 31		Purchase business cards and name badges	H	Jamie
2025	May 31		Plan and carry out after hours event for business owners	M	Dana
2025	March 31		Develop and produce a downtown newsletter	L	Tara
2025	Jan 31		Develop a social media presence	H	Tara
2024	December 31	Ensure business owners and aspiring business owners are aware of available loan and grant programs	Add loan information to website	H	Jamie
2025	April 30		Add loan information to information/contact card	M	Dana
2025	May 31		Communicate at after hours event	H	Dana
2024	ongoing	Assist the City in redeveloping properties within the district in accordance with City designs and vision	Prepare the Authority to support the City in redevelopment of City owned property	H	Dana
2025	July 31	Sell the 254 Main Street parcels to a developer for redevelopment		H	Dana
2025	March 31		Review the possibility of acquiring privately owned property within the district for redevelopment	M	Dana
2025	March 31		Prepare a FY 2026 budget request to the City of Loganville	H	Dana
2025	January 31	Improve attractiveness of existing downtown buildings and infrastructure	Develop a mainstreet lighting grant program	M	Michael
2025	June 30		Review downtown public parking and develop wayfinding signage	H	Iranetta?
2025	January 31		Develop a mainstreet artwork grant program	M	Michael
2025	March 31	Increase downtown business traffic	Develop a marketing and engagement plan	H	Jamie
2025	March 31		Prepare and implement a social media plan	H	Tara