

Loganville Downtown Development Authority

2024-2025 Workplan

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