

DDA Goals and Objectives

- Goals

- Stimulate and sustain responsible economic development within Downtown Loganville
- Collaborate with businesses, citizens, and civic entities in order to brand, revitalize and promote the downtown district as a destination for both healthy business and residential use- a place to live, work, shop, invest, and play
- Assist the City in redeveloping properties within the district in accordance with City designs and vision
- Make the DDA a community liaison for economic development initiatives throughout the downtown district
- Ensure business owners and aspiring business owners are aware of the DDA mission (technical support for local business development)
- Ensure business owners and aspiring business owners are aware of available loan and grant programs (technical support for local business development)
- Improve attractiveness of existing downtown buildings and infrastructure (programmatic community improvement projects)

- Objectives and Tasks

- 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
- 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
 - Review possibility of acquiring privately owned property within the district for redevelopment
 - Prepare a FY 2026 budget request to the City of Loganville

- Make the DDA a community liaison for economic development initiatives within the district
 - Complete 2025 strategic plan
 - Investigate the costs and benefits of pursuing "Georgia Main Street" designation for the City of Loganville
 - Describe and document liaison roles
 - Host a Morning Mingle
 - Identify and document resources for business consulting and financing
 - Develop a fundraising plan
 - Hire full or part time staff

- Ensure business owners and aspiring business owners are aware of the DDA mission
 - Define the "value proposition" of the DDA
 - Redevelop website
 - Produce DDA information/contact card
 - Plan and carry out after hours event for business owners within the district
 - Develop and produce a downtown newsletter
 - Develop a social media presence
 - Purchase business cards and name badges

- Ensure business owners and aspiring business owners are aware of available loan and grant programs
 - Add loan information to website
 - Add loan information to information/contact card
 - Communicate at after hours event

- Improve attractiveness of existing downtown buildings and infrastructure
 - Develop a mainstreet lighting grant program
 - Develop a mainstreet artwork grant program

- Increase downtown business traffic
 - Develop a marketing and engagement plan

