



DDA Agenda Item
Meeting Date: April 27, 2026

SUBJECT: Discussion Item / DDA Projects

Item: Discussion / Action Item

Department: DDA

1. "Tunes by the Tracks" Event: Main Street Inc. will submit a proposal/agreement for DDA review.
2. Art Walk Initiative
3. Shared Business Space
4. Depot Incubator Program
5. Targeted Business Outreach
6. Museum Retail (Swag) Items
7. Criterium Event (2026)
8. "Movies Under the Stars" Series
9. Development Opportunities at the Lawn / MARTA Lot
10. Main Street Revitalization Efforts
11. "Carnival Day at the Lawn" Event
12. Strategic Property Acquisition
13. Bourbon Festival
14. Public Art / Murals Program
15. Volunteer Coordination and Business Activation During Events
16. City Branding Strategy
17. City Landmark / Gateway Feature
18. Tax Allocation District (TAD) Initiatives