



DDA Agenda Item

Meeting Date: July 27, 2026

SUBJECT : Discussion Item - DDA Projects:

Discussion Item: 2026/2027 DDA Projects.

The DDA approved the following initiatives:

- “Tunes by the Tracks” Event: Main Street Inc. will submit a proposal/agreement for DDA review.
- Art Walk Initiative
- Shared Business Space
- Depot Incubator Program
- Targeted Business Outreach
- Museum Retail (Swag) Items
- Criterium Event (2026)
- “Movies Under the Stars” Series
- Development Opportunities at the Lawn / MARTA Lot
- Main Street Revitalization Efforts
- “Carnival Day at the Lawn” Event
- Strategic Property Acquisition
- Bourbon Festival
- Public Art / Murals Program
- Volunteer Coordination and Business Activation During Events
- City Branding Strategy
- City Landmark / Gateway Feature
- Tax Allocation District (TAD) Initiatives

