



DDA ITEM AGENDA REQUEST FORM

Meeting Date: 02/18/2026

Staff Contact: Phillip Trocquet

Agenda Section: New Bus.

Department: DDA

Staff Report:

Item Description:

DDA Strategic Plan & Mission Discussion

Background/History:

As the DDA enters its fourth year of operation, it is a good time to review where we have been and look ahead to future planning for the DDA's activities and opportunities.

Findings/Current Activity:

The DDA's current mission statement is: *The mission of the Downtown Development Authority of Tyrone is revitalization and redevelopment of the Town Center District by promoting and stimulating economic development leading to a sustainable and vibrant downtown.*

We do have a logo and brand guide, but no strategic plan or vision has been created. The last few years have been instead focused specifically on transforming the 945 Senoia Road Property (Old Fire Station) as a dedicated project.

Some Discussion Topics:

- Development of a more defined strategic plan
- Review of surrounding peers (Fayetteville)
- Branding/Logo/Public Facing Presence (Website/Social Media/etc. . .)

Is this a budgeted item? _____ If so, include budget line number: _____

Actions/Options/Recommendations:

Requested discussion and questions regarding these topics, studies, and plans.