

Downtown Development Authority of the City of Hahira
Board of Directors
April 18, 2016
Training Session Agenda
Hahira Courthouse

Presenter:
Bruce Green

- 8:30 AM – 9:30 AM Organization and Policy**
- Origin and Purpose of a DDA
 - Responsibilities of a DDA
 - Georgia DDA Law
 - Successful Organizational Structure of a Downtown Program
 - The Four Point Approach
- 9:30 AM – 10:15 AM Economic Restructuring**
- The Four Point Approach: Economic Redevelopment.
 - The Downtown Tax Base
 - Economic Impacts of Successful Downtown Revitalization Programs
- 10:15 AM – 10:30 AM BREAK**
- 10:30 AM – 11:30 AM Design**
- Architecture and Style of Downtown Buildings
 - Downtown Design Elements –
 - (a) Keeping Up Appearances
 - (b) Main Street Design Guidelines
 - (c) Secrets to good design
 - Successful Storefront Design
 - Bottom Line – The Economics of Good Design
- 11:30 AM – 12 PM Design and Policy**
- Design Review and Design Guidelines
 - Historic Preservation and Adaptive Reuse
 - Local and National Designations
 - Georgia’s Alternative Fire Code for Historic Buildings
- 12:00 PM – 1:00 PM LUNCH: El Carrisal**

1:00 PM – 2:00 PM

The Four Points & Economic Redevelopment

- The Four Point Approach & Economic Redevelopment
- Finance Tools & the Local Tax Base: BIDs, CIDs, & TADs

2:00 PM – 2:15 PM

Show Me The Money!

- Assistance Programs Available to the DDA: Georgia Department of Natural Resources, Georgia Community Affairs, Georgia Department of Economic Development, and the Georgia Municipal Association
- The Ongoing Strategy for your Downtown Development Program

2:15 PM – 2:30 PM

BREAK

2:30 PM – 3:00 PM

Promotion – Marketing – Positioning

- The Elements of Good Promotion
- Know Your Market
- Capitalizing on Your Investment Portfolio

3:00 PM – 3:30 PM

Opportunity Knocks

- Design – Design experiment - Working with Developers and Investors
- The Economics of Design Review and Design Guidelines

3:30 PM – 4:00 PM

Economic Opportunity – Investment Opportunities

4:00 PM – until

Questions & Adjourn