

SidewalkTalk Newsletter



Stephanie Aylworth and Joel Cordle Receive Georgia Downtown Development Professional Designation



Stephanie Aylworth and Joel Cordle

Roswell, GA – Douglasville Main Street Manager Stephanie Aylworth and Dahlonega Downtown Development Authority / Better Hometown Director Joel Cordle have successfully completed the Georgia Downtown Association's Professional certificate level one review, and as a result have received the designation of *Georgia Downtown Development Professional*. The Georgia Downtown Development Professional certificate review was recently held in conjunction with the 2009 Annual Georgia Downtown Conference in Roswell, Georgia.

In order to be eligible for the level one review, a candidate must have: at least two years of experience in the field of downtown development; fifty hours of documented training class time; and two letters of recommendation. The review consists of an oral presentation in which the candidate must document his/her downtown organizational and management success, and a written exam covering downtown development issues, tools and resources.

"The Georgia Downtown Development Professional has demonstrated a thorough working knowledge in the professional practice of downtown development in Georgia", says Monica Callahan, Immediate Past President of the Georgia Downtown Association. "The Georgia Downtown Professional Designation Program distinguishes downtown managers who have reached a milestone of professional success in Georgia and who are committed to continuing professional growth."

The professional development program designates three levels of professional success, each requiring and recognizing more professional success than the preceding level. The program has been endorsed by the Georgia Department of Community Affairs, the Georgia Department of Economic Development and the University of Georgia's Fanning Institute.

Georgia Downtown Award Winners Recognized at 2009 Statewide Downtown Conference

GDA and the Georgia Department of Community Affairs (DCA) announced the winners of the annual outstanding revitalization awards. Presentations took place during the annual Georgia Downtown Conference October 7-9, 2009 in Roswell.

As the premier conference on downtown revitalization in the state, this event promotes downtown and economic development through public awareness, governmental relations and education. The conference provides an opportunity for downtown and community development professionals and state and local leaders to grow their knowledge regarding programs, activities and tools to aid in revitalization efforts.

The conference theme this year was “*Find It All Downtown*” which focused on the very reasons tourists and locals alike are drawn to their historic downtown districts... shopping, dining, art, music and more.

The event brought nearly 200 of Georgia’s downtown professionals together to develop strategies for bettering their downtown business district. 2009 marked the 29th anniversary of the nationally acclaimed Main Street Program as developed by the National Trust for Historic Preservation’s Main Street Center. Georgia was one of the original 6 states selected for the Main Street pilot program in 1980.

According to Billy Parrish, Director of DCA’s Office of Downtown Development, “Since the inception of the Georgia Main Street program in 1980 and the Better Hometown Program in 1997, over \$2.25 billion dollars has been invested in more than 100 designated Georgia Main



GDA’s Award of Excellence in Downtown Development: City of Madison

Street and Better Hometowns with nearly 44,000 net new jobs added and nearly 9,400 net new businesses opened in designated Main Street and Better Hometowns.”



DCA’s Annual Outstanding Leadership Award: Greg Schultz, Toccoa

The Georgia Downtown Awards were established to recognize individuals, downtown programs and/or businesses that have demonstrated unique efforts in making a difference in their downtowns. The award categories are based on the 4-Point Approach™ of downtown revitalization as developed by the National Trust’s Main Street Center and focus on Organization, Promotion, Design, and Economic Restructuring.

DCA also presents an Outstanding Leadership Award and GDA selects one city to be honored for Overall Excellence in Downtown Development each year.

Congratulations to the following:

Community	Award	Project	Organization/Individual
<i>Leadership Awards</i>			
Madison	Georgia Downtown Association’s Award of Excellence in Downtown Development		City of Madison
Toccoa	Georgia Dept. of Community Affairs Annual Outstanding Leadership Award		Greg Schultz
<i>Organization Category</i>			
Swainsboro	Outstanding Organizational Outreach	Creative Marketplace Competition	City of Swainsboro / Downtown Development Authority
Cleveland	Most Valuable Volunteer	Cleveland Better Hometown	Tyler Dorsey
Sylvania	Most Valuable Volunteer	Sylvania Better Hometown	Dee Gurka
<i>Design Category</i>			
Senoia	Outstanding New Construction / Infill	Seavy Street Parking Lot 42 and 48 Main Street	Historic Development Ventures
Roswell	Sensitive Rehabilitation / Restoration	Diesel Pizza & Pub	Jim and Tara Cameron
Commerce	Design Improvement Program	Façade Grant Program	Commerce Downtown Development Authority / Main Street

<i>Promotions Category</i>			
Toccoa	Best Downtown Special Event	Mission Toccoa	Main Street Toccoa
Savannah	Best Image Building Campaign	Downtown Savannah Brand and Marketing Campaign	Savannah Development and Renewal Authority
Carrollton	Most Creative Marketing Piece	Dr. Adamson's Educational Placemats	Carrollton Main Street
Carrollton	Best Retail Booster	Break Away from the Chains	Carrollton Main Street
<i>Economic Restructuring Category</i>			
Thomasville	Best Commercial Re-Development Activity	Mitchell House	Community Development Partners, Inc.
Cartersville	Most Innovative Business Anchor	Young Brothers Pharmacy - Cartersville	Young Brothers Pharmacy
Douglasville	Best Problem Solving	Downtown Solid Waste Project	Greg Roberts, City of Douglasville

Board of Directors News

The GDA membership recently voted to accept the Nominating Committee's Slate of Board members to serve a two-year term beginning in 2010 and concluding at the end of 2011. New Board Members include: Jay Markwater, Lawrenceville; Pat Merritt, Georgia Electric Membership Corporation; Connie Tabor, Toccoa; and Steve Wells, Stone Mountain. Odessa Archibald, Joel Cordle, Lequrica Gaskins, Marcia Hampton, Liz Hood, Billy Peppers, and Karen Smith were elected to serve second terms. The four new Board Members were selected from a pool of thirteen nominations that were submitted by the membership at large during the nomination solicitation process.



Those rolling off of the Board include: Richard Bishop, Monica Callahan, Heather Holder and Bridget Lidy. As Immediate Past President, Monica Callahan will continue to serve on the Board in an ex-officio capacity. The GDA Board thanks Richard, Heather and Bridget for their service.

New Officers Elected

During the November 16, 2009 GDA Board of Directors meeting, the Board voted to elect the following Officers for 2010:

- Marcia Hampton, President
- Joel Cordle, Vice President
- Billy Peppers, Secretary
- Liz Hood, Treasurer

The new Officers assumed their positions on January 1, 2010. Congratulations Marcia, Joel, Billy and Liz!



Downtown Augusta

Mark Your Calendars

The 2010 Annual Georgia Downtown Conference will be held in Augusta, Georgia September 29 – October 1, 2010.

Georgia Downtown Professional Development Day will take place in Augusta on September 28, 2010 and will include Georgia Downtown Development Professional Program exams and Basic DDA Training.

Stay tuned for more details.

Georgia Main Street Program Turns 30!

Downtown development has proven to be an essential part of a community's overall economic development strategy. It can be argued that a healthy and vibrant city or town center is one of the most important elements of an effective economic development program.

In 1980, Georgia was one of six pilot states to begin a statewide program of downtown economic development called Main Street. The Georgia Main Street Program is based on the simple but effective 4-Point Approach™ originated by the National Trust for Historic Preservation. Main Street is a comprehensive revitalization process that improves all aspects of a commercial district. It successfully integrates the practical management strategy with the physical improvement of buildings and public spaces, aggressive promotion and image building, and the economic development of the area. Essential to the successful Main Street is a professional program manager to coordinate the downtown revitalization program. Of the five original cities designated in 1980, Athens, LaGrange and Waycross are still active in the program. Currently, Georgia has 101 Better Hometown and Main Street cities that operate under the Georgia Main Street Program umbrella.

The Georgia Main Street Program will celebrate 30 years of developing Georgia's downtowns in 2010. A year-long anniversary celebration is being planned, beginning with a Main Street Successes Celebration in January, a Day at the Capitol in late winter, statewide events in conjunction with Preservation Month in May, and a birthday party in late September 2010 (September 29-October 1) at the Georgia Downtown Conference to be held in Augusta.

The statistics compiled from Main Street and Better Hometown cities across Georgia show the success of the program. Investments and jobs are important tools in measuring the economic impact of a Main Street program. In an effort to measure the economic vitality of Main Street/Better Hometown cities, our program managers submit online reports on a monthly basis to let us know of progress being made in their communities. The cumulative figures represent some well-earned successes our communities have had since the programs inception.

Public/Private Dollars Invested: \$2.6 Billion
Net New Jobs: 47,070
Net New Business: 9,841

We are committed to revitalizing Georgia, one Main Street at a time! For more information on the Main Street Program, visit our website at www.mainstreetgeorgia.org.

Upcoming Events in Downtown Development and Historic Preservation

Date	Description	Location
January 23, 2010	Downtown Development Authority Training www.gmanet.com	Atlanta
January 25, 2010	30 Years of Success Main Street Luncheon	Atlanta
March 17-19, 2010	Main Street Institute	St. Marys
March 25-26, 2010	Preserve America Conference: Discovering Georgia's Community Landmarks www.gashpo.org	Warm Springs
March 26, 2010	Downtown Development Authority Training www.gmanet.com	St. Simons Island
May 2-5, 2010	National Main Streets Conference www.mainstreet.org	Oklahoma City, Oklahoma
June 26, 2010	Downtown Development Authority Training www.gmanet.com	Savannah
September 28, 2010	Downtown Development Authority Training www.gmanet.com	Augusta
September 29 – October 1, 2010	Georgia Downtown Conference	Augusta

Unless otherwise noted, contact Kimberly Carter (kim.carter@dca.ga.gov) for more details.

Georgia Cities Foundation and Department of Community Affairs Assist with Downtown Project in McDonough

The Georgia Department of Community Affairs (DCA), through its Downtown Development Revolving Loan Fund Program, and the Georgia Cities Foundation (GCF) recently provided low-interest loans to the Downtown Development Authority of the City of McDonough (DDA) to assist with the rehabilitation of the Hamilton Building located at 19 Griffin Street in downtown McDonough. The DDA provided simultaneous loans to the project's owner/developer, 34 Macon Street, LLC. The completed project houses commercial office space. The total project cost is \$795,450. GCF and DCA each provided loans of \$90,625 for the project.



Before Construction

During Construction

After Construction

City of Valdosta Welcomes New Main Street Manager

The City of Valdosta is pleased to announce that Rebecca Shirley joined the city as its new Main Street Manager, on November 30, 2009.

As the Valdosta Main Street Manager, Shirley will work to develop a strong and productive working relationship with the downtown businesses and property owners, the Central Valdosta Development Authority (CVDA), public officials and with other public and private agencies at the local, state and national levels. Shirley will also assist downtown tenants and property owners with physical improvement projects, as part of the overall continuing redevelopment of the 26-block downtown district.



Rebecca Shirley

One of Shirley's first critical tasks will be coordinating the development of a comprehensive strategic plan that will analyze and plan for future development in the downtown area.

"The City of Valdosta welcomes Rebecca and looks forward to her continuing the city's commitment to our historic downtown district," said Valdosta City Manager Larry Hanson. "We are confident that she will build upon the significant progress that has been made through our downtown revitalization program and will be instrumental in furthering economic development opportunities that benefit and celebrate the unique and treasured assets of our downtown district."

Shirley comes to the Valdosta Main Street Program from the City of Dahlonega Downtown Development Authority's Better Hometown Program where she was instrumental in maintaining effective communication with downtown organizations and businesses and in establishing successful strategies for downtown economic development through historic preservation. She has a Bachelors of Arts in International Affairs and Political Science from the University of Georgia and a Masters of Public Administration from the North Georgia College and State University.

"We were pleased to utilize the team approach in filling this position," said Mara Register, Assistant to the City Manager. "It was a privilege to serve on a committee of downtown stakeholders that recommended her hiring."

Downtown Development Authority Basic Training

The next Georgia Municipal Association sponsored Downtown Development Authority Basic Training class will be held on Saturday, January 23, 2010 from 8:30 am to 4:30 pm in Atlanta, Georgia. The training session will be held in conjunction with the Georgia Municipal Association's Mayors' Day Conference. To register, visit the Georgia Municipal Association's website at www.gmanet.com.

Dues Notices

GDA Membership Renewal Invoices will be mailed out to current members the 2nd week in January. If you do not receive a renewal notice, please contact GDA at (678) 686-6296.

Not Currently a GDA Member?

If you are interested in becoming a member of GDA for the first time, please complete the following form and return along with payment to:

Georgia Downtown Association, P.O. Box 105377, Atlanta, GA 30348.

2010 Membership Dues are \$125.

Name: _____ Organization: _____

Address: _____

City/State/Zip Code: _____ Phone: _____

Email: _____



Georgia Downtown Association Board Members

Marcia Hampton - President, Douglasville

Joel Cordle - Vice President, Dahlonega

Billy Peppers - Secretary, Woodstock

Liz Hood - Treasurer, Cartersville

Monica Callahan - Immediate Past President, Madison

Odessa Archibald - Georgia Power

Monica Coffin - Conyers

Hasco Craver - NEGA Regional Commission

Maria Jurado-Flynn - Cleveland

Lequrica Gaskins - Tifton

Josephine Kelly - Covington

Jay Markwalter - Lawrenceville

Pat Merritt - Georgia EMC

Karen Smith - Thomasville

Connie Tabor - Toccoa

Steve Wells - Stone Mountain

Georgia Downtown Association Partners

Brenda Hayes - UGA's Fanning Institute

Perry Hiott - Georgia Municipal Association

Jim Lenahan - Georgia Economic Developers Association

Billy Parrish - Georgia Department of Community Affairs

Jordan Poole - Georgia Trust for Historic Preservation

*Sidewalk Talk is a publication of the Georgia Downtown Association.
Articles can be e-mailed to gda@gmanet.com. You may contact GDA at (678) 686-6296.*