

2022  
**GEORGIA  
DOWNTOWN**  
• • • ★ • • •  
**CONFERENCE**  
MACON, GA

**EDUCATION SESSION  
SUBMIT A PROPOSAL**





## 2022 KEY DATES

**MONDAY  
MAY 9**

Submissions Open

**WEDNESDAY  
JUNE 15**

Submissions Due

**THURSDAY  
JULY 7**

Acceptance  
Notification

**MON-THURS  
AUG 22-25**

2022 Conference



**GEORGIA  
DOWNTOWN  
ASSOCIATION**

5202022

# CALL FOR EDUCATION SESSION PROPOSAL

## 2022 Georgia Downtown Conference

**AUGUST 22-25, 2022 | DOWNTOWN MACON**

### CALLING ALL PRESENTERS

The 2022 Georgia Downtown Conference will be held in Downtown Macon, Georgia, August 22-25. We welcome session proposals that explore successful strategies in downtown development. Proposals should focus on strong educational components ranging from beginner to advanced levels. Presenters should keep in mind that those in attendance hail from communities of varying sizes.

This statewide conference attracts nearly 200 professionals in downtown development fields, including new and experienced downtown directors, board members, architects, historic preservationists, entrepreneurs, planners, economic development professionals, public officials, volunteers, and consultants.

### 2022 CONFERENCE GENERAL TOPICS

We are seeking presentations on general commercial district revitalization topics including, but not limited to:

- Sustaining a viable organization
- Parking strategies
- Retail support
- Small business assistance and development
- Volunteer recruitment
- Fundraising
- Vacant storefront strategies
- Creating façade improvement programs
- Window displays
- Cutting edge practices
- Program advocacy/lobbying
- Time management
- Historic preservation
- Preservation planning
- Working with your local government
- Printed vs electronic marketing
- Updating zoning to allow your vision
- Building a stronger board of directors
- Leadership development
- Developing design guidelines
- Social media
- Using new technologies to manage your program
- Small business trends
- Entrepreneurship
- Real estate development
- Sustainable development
- Heritage tourism
- Creative deal-making
- Master plan basics
- Urban planning



**SUBMIT YOUR APPLICATION TO:**  
[rcoakley@gacities.com](mailto:rcoakley@gacities.com)



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## SUBMITTING A PROPOSAL

### 2022 Georgia Downtown Conference

**AUGUST 22-25, 2022 | DOWNTOWN MACON**

**EDUCATION SESSIONS** cover a variety of topics ranging from the basics of the Main Street Four-Point Approach™ to advanced discussions of issues in the revitalization and preservation fields. All proposals will be reviewed by a selection committee. These 60 minute sessions should be interactive and feature no more than three presenters. A screen, LCD projector, and other reasonable audio-visual equipment will be provided, however presenters are required to provide their own laptops.

**PROPOSAL REVIEW CRITERIA:** We are looking for sessions that highlight strategies and models that conference attendees can apply to their own communities. Sessions that include multiple case studies, strategies, and solutions are of special interest.

#### *The following will be reviewed for all proposals:*

- Overall quality of the proposed session content
- Timeliness and relevance to an important programmatic, technical, policy, or philosophical issue in the preservation-based revitalization field
- Title that is engaging and appropriate
- Description that is a clear and accurate reflection of the proposed content
- Clarity and completeness of the proposal
- Well-defined focus of the topic and presentation
- Presentation skills and knowledge level of the suggested speakers
- Applicability and appeal to a statewide audience
- Format and length appropriate to topic
- Creative session design that allows for interaction among participants

#### **DESIGNING YOUR EDUCATION SESSION**

**Have in mind specific learning objectives for the session.** What will the participants learn? How can the program and processes be applied in other communities?

**Describe at which "level" your session will be conducted.** The beginner/intermediate session is aimed primarily at participants who need information about basic downtown, preservation, and revitalization tools. The intermediate/advanced designation assumes a high degree of participant knowledge and experience in downtown development.

**Determine the format of your session,** and include time for a question-and-answer period at the end of the session.

#### **WHAT YOU NEED TO SUBMIT A PROPOSAL (DUE JUNE 15, 2022):**

- |   |  |
|---|--|
| <input type="checkbox"/> Title of session                                   | <input type="checkbox"/> One-page session outline  |
| <input type="checkbox"/> Target audience (beginner, intermediate, advanced) | <input type="checkbox"/> Contact information and brief bio for submitter/session manager and all presenters. At least one presenter must be a GDA member, or a sponsor/exhibitor at the Conference |
| <input type="checkbox"/> Session format (panel, roundtable, etc.)           | <input type="checkbox"/> Submit your application to: <a href="mailto:rcoakley@gacities.com">rcoakley@gacities.com</a>  |
| <input type="checkbox"/> Learning objectives of the session                 |  |
| <input type="checkbox"/> 50-75 word description                             |  |



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## SUBMITTER RESPONSIBILITIES

Design and develop content for the session that matches the proposed title and description.

- If additional presenters are included in the presentation, the submitter is responsible for obtaining their agreement, contact information from each proposed speaker, and all relevant details pertaining to their session.
- If the session is selected, the submitter will work with the conference staff to finalize educational content and other details.
- Presenters must prepare a handout for distribution during the session and to be made available online after the conference.

***If you are including other presenters in your proposal, please remember:***

There is a limit of three (3) speakers per session.

- You are responsible for contacting all potential presenters to determine if they are willing to present on your proposed topic before submitting this proposal. All presenters should be familiar with and agree to all terms and conditions of presenting at the Georgia Downtown Conference.
- Choose speakers that you know are knowledgeable presenters who can effectively communicate their message to a variety of audiences.

## TERMS & CONDITIONS

### ***Please Note:***

- Presenters must agree to all terms and conditions for participation.
- Session submitter will serve as primary contact for Georgia Downtown Conference staff and must have a valid e-mail address.
- For all accepted submissions, the Georgia Downtown Conference staff reserves the right to edit title, description, outcomes, or reassign identified topic areas for promotional purposes.
- Education sessions are non-commercial. Presenters may not promote a product, service, or anything else representing monetary self-interest.
- Presenters agree to share PDF version of their presentation to be hosted on conference website.
- Presenters agree to be audio taped for podcasting which may be available via the conference website.

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## PROPOSAL APPLICATION

### 2022 Georgia Downtown Conference

**AUGUST 22-25, 2022 | DOWNTOWN MACON**

**NAME:** \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

#### TARGET AUDIENCE:

- |                                     |  |  |
|-------------------------------------|--|--|
| <input type="checkbox"/> Beginner   | <input type="checkbox"/> Intermediate    | <input type="checkbox"/> Advanced        |
| <input type="checkbox"/> Small Town | <input type="checkbox"/> Urban Districts | <input type="checkbox"/> All Communities |

#### SESSION FORMAT:

- ☐ Single Presenter
- ☐ Panel of Experts (Attach brief bios for each)

PANELIST #1 NAME: \_\_\_\_\_

PANELIST #2 NAME: \_\_\_\_\_

PANELIST #3 NAME: \_\_\_\_\_

**TO ALLOW MORE PEOPLE TO ATTEND, WOULD YOU BE WILLING TO OFFER THIS SESSION DURING TWO TIME SLOTS?**

- ☐ Yes
- ☐ No

**LEARNING OBJECTIVES FOR THIS SESSION:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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**[rcoakley@gacities.com](mailto:rcoakley@gacities.com)**



The Georgia Downtown Conference is the one gathering in Georgia each year that brings together people who understand exactly what kind of work you do, the kinds of opportunities specifically available to a community like yours, the types of challenges you face, and the creative ways to overcome them. Each year a variety of session topics, tours, and networking events are offered to assure you an enlightening conference experience.

The Georgia Downtown Conference is designed to further educate individuals on issues affecting downtown development on a national and statewide level, reinforce existing downtown development efforts, and help plan for future initiatives. It is a conduit to promote downtown and economic development through public awareness, governmental relations, and education. The highlight of the conference will be the Georgia Downtown Awards Ceremony where the accomplishments of those organizations and individuals who have demonstrated outstanding achievement and improvement in Georgia's traditional downtowns will be celebrated.

#### PREVIOUS GEORGIA DOWNTOWN CONFERENCE LOCATIONS

2021 Brasstown Valley  
2020 Virtual  
2019 Jekyll Island  
2018 Braselton  
2017 Columbus  
2016 Athens  
2015 National Main Street Conference in Atlanta  
2014 Decatur  
2013 Savannah  
2012 LaGrange



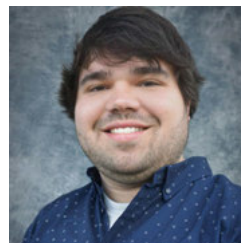
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## BOARD OF DIRECTORS

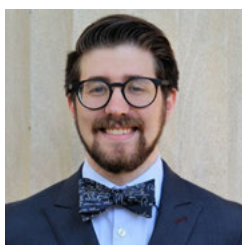
### 2022 Georgia Downtown Conference



**Ms. April O. Norton**  
*President*  
Managing Director  
of Marketing &  
Communications  
City of Thomasville  
District 10



**Mr. Jeffrey Fowler**  
*Vice President*  
Executive Director  
Hometown Warrenton Inc  
District 7



**Mr. Christian Hamilton**  
*Secretary/Treasurer*  
Main Street Manager  
City of Toccoa  
District 2

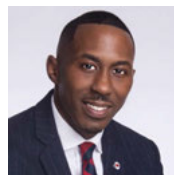


**Mr. Mathew Hill**  
*Immediate Past President*  
DDA Executive Director  
City of Brunswick  
District 12

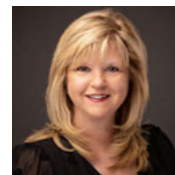
## BOARD MEMBERS



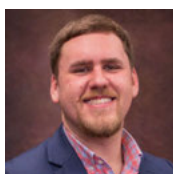
**Ms. Aundi Lesley**  
*Board Member*  
DDA Director  
City of Rome  
District 1



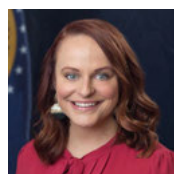
**Mr. Ricky Clark**  
*Board Member*  
City Manager  
City of Jonesboro  
District 3



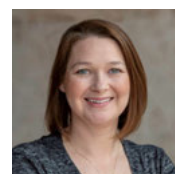
**Ms. Velinda W. Hardy**  
*Board Member*  
Downtown Dev. Manager  
City of Canton  
District 3



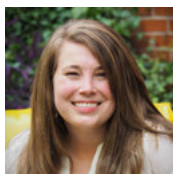
**Mr. Taylor J. Smith**  
*Board Member*  
Economic Dev. Coordinator  
City of Thomaston  
District 4



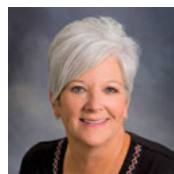
**Ms. Abigail Strickland**  
*Board Member*  
Main Street Manager  
Newnan DDA & Main Street  
District 4



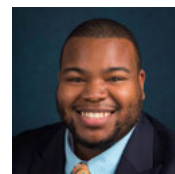
**Mrs. Kendrick Ward**  
*Board Member*  
Main Street Manager  
City of Greensboro  
District 5



**Ms. Emily Hopkins**  
*Board Member*  
Director of Place  
NewTown Macon  
District 6



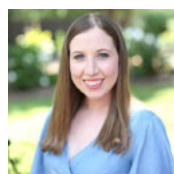
**Ms. Monica Rentfrow**  
*Board Member*  
Main Street Director  
City of Cordele  
District 8



**Mr. Qaijuan Willis**  
*Board Member*  
Main Street Director  
City of Americus  
District 8



**Ms. Tonya Parker**  
*Board Member*  
DDA / Main Street Director  
City of Vidalia  
District 9



**Mrs. Abbey McLaren**  
*Board Member*  
Director of Economic Development  
City of Tifton  
District 11



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