

2025 GDA Annual Conference Hotels & Schedule of Events

Contracted Hotels

Courtyard Gainesville

124 EE Butler Parkway
Gainesville, GA 30501

Fairfield by Marriott

1755 Browns Bridge Road
Gainesville, GA 30501

TownePlace Suites

1745 Browns Bridge Road
Gainesville, GA 30501

Hilton Garden Inn

1735 Browns Bridge Road
Gainesville, GA 30501

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Day & Time	Event	Location
MONDAY, AUGUST 25, 2025		
8:30 am – 4:30 pm	DDA Basic Training <i>(breakfast & lunch included)</i>	The Vault Ballroom A
8:30 am – 3:30 pm	DDA Advanced Training <i>(breakfast & lunch included)</i>	The Vault Ballroom B
8:30 am – 4:00 pm	CDP Training: Planning & Land Use for Downtowns <i>(breakfast on own & lunch included)</i>	Brenau University Meeting Room A
8:30 am – 4:00 pm	CDP Training: Funding, Resources, and Tools II <i>(breakfast on own & lunch included)</i>	Brenau University Meeting Room B
8:30 pm – 4:30 pm	Main Street 101 <i>(breakfast & lunch on own)</i>	Brenau University Meeting Room C
9:00 am – Noon	Georgia Economic Placemaking Collaborative Alumni Event <i>(invitation only)</i>	Carroll Daniel Rooftop Training Room
9:00 am – 4:30 pm	Historic Preservation Training <i>(breakfast & lunch on own)</i>	City Hall Gallery Room 3
Noon – 5:00 pm	Registration & Swag Sales	Gainesville Civic Center
4:30 pm – 5:30 pm	Mentor/Mentee Happy Hour	The Boathouse
5:30 pm – 7:00 pm	Welcome Reception hosted by City of Gainesville	The Boathouse

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TUESDAY, AUGUST 26, 2025		
8:00 am – 4:00 pm	Registration & Swag Sales	Gainesville Civic Center
8:00 am – 9:00 am	Breakfast	Gainesville Civic Center
9:00 am – 10:30 am	Opening General Session	Gainesville Civic Center
11:00 am – 12:00 pm	Weathering the Storm: Disaster Preparedness and Recovery for Georgia Downtowns	Brenau University Meeting Room A
11:00 am – 12:00 pm	Financing and Incentives for your Downtown	Brenau University Meeting Room B
11:00 am – 12:00 pm	Mindset Matters: Cultivating Growth in Yourself and Others	Brenau University Meeting Room C
11:00 am – 12:00 pm	Main Street to Main Feed: How Social Media Revitalized Downtown Lavonia	Gainesville Civic Center
Noon – 4:00 pm	Silent Auction Open	Gainesville Civic Center
12:30 pm – 1:30 pm	Lunch & GDA Annual Meeting	Gainesville Civic Center
2:00 pm – 3:00 pm	Unlocking Growth: Understanding and Leveraging Tax Allocation Districts (TADs)	Brenau University Meeting Room A
2:00 pm – 3:00 pm	Working the Plan: (re)Development Strategies for Successful Implementation	Brenau University Meeting Room B
2:00 pm – 3:00 pm	Place Branding & Marketing as a Catalyst for Small Business Growth and Downtown Revitalization	Brenau University Meeting Room C
2:00 pm – 3:00 pm	Using Your Local History	Gainesville Civic Center
3:00 pm – 5:00 pm	Explore downtown Gainesville on your own	downtown Gainesville
3:30 pm – 4:30 pm	Mobile Workshop: The Power of Public Art: Shaping Vibrant Communities	Brenau University Meeting Room A
5:00 pm – 6:30 pm	Sponsor Showcase Mixer	Gainesville Civic Center
6:30 pm	Dinner on your own	downtown Gainesville

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WEDNESDAY, AUGUST 27, 2025		
8:00 am – 9:00 am	Breakfast & Silent Auction Open	Gainesville Civic Center
9:00 am – 10:00 am	Roundtable Sessions with Partners & Sponsors	Gainesville Civic Center
10:15 am – 11:15 am	30 Little Ways in 60 Minutes: Big Ideas to Take Your Downtown to the Next Level	Brenau University Meeting Room A
10:15 am – 11:15 am	Leveraging your zoning ordinance in favor of downtown revitalization	Brenau University Meeting Room B
10:15 am – 11:15 am	BID 101: Demystifying Business Improvement Districts	Brenau University Meeting Room C
10:15 am – 11:15 am	How Co-working & Remote Work is Transforming Small Towns	Gainesville Civic Center
11:15 am – 1:30 pm	Free Time/Lunch on your own	downtown Gainesville
2:00 pm – 3:00 pm	How the DDA & MSAB Can Guide Development without being the Developer – Creating a Small Area Plan	Gainesville Civic Center
2:00 pm – 3:00 pm	Mobile Workshop 1: The Power of Public Art: Shaping Vibrant Communities	Brenau University Meeting Room A
2:00 pm – 3:00 pm	Mobile Workshop 2: Downtown Revitalized: A Trolley Tour of Gainesville’s Master Plan in Action	Brenau University Meeting Room B
2:00 pm – 3:00 pm	Mobile Workshop 3: The Downtown Classroom: Hands-On Learning Through Local Business Collaboration	Brenau University Meeting Room C
3:00 pm – 5:00 pm	Explore downtown Gainesville on your own	downtown Gainesville
3:30 pm – 4:30 pm	Mobile Workshop 4: Downtown Revitalized: A Trolley Tour of Gainesville’s Master Plan in Action	Brenau University Meeting Room A
5:00 pm – 6:00 pm	Cocktail Hour	Burd Center for the Performing Arts
6:00 pm – 7:30 pm	Awards Ceremony	Burd Center for the Performing Arts
7:30 pm – 9:00 pm	Dinner on your own	downtown Gainesville
9:00 pm	After Party	Big Daddy’s

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THURSDAY, AUGUST 28, 2025		
10:00 am – 11:00 am	Building Bridges: Advocacy Strategies for Communities and Leaders at Every Level <i>(brunch included)</i>	The Vault
11:30 am – 1:30 pm	Dragon Boat Experience: Gainesville's History on Lake Lanier	The Vault
END		