

Georgia Downtown Association 2022 Annual Conference Schedule of Events

Day & Time	Event	Location	Description
MONDAY, AUGUST 22			
7:30 – 3:30 pm	DDA Basic Training (incl. breakfast & lunch)	Georgia Sports Hall of Fame Theater	
7:30 – 3:30 pm	DDA Advanced Training (incl. breakfast & lunch)	Georgia Sports Hall of Fame GA Room	
1:00 – 5:00 pm	Main Street 101	Visit Macon Theater	
5:00 – 7:00 pm	Registration	Fall Line Brewing Company	
5:30 – 7:00 pm	Welcome Reception (Hosted by Visit Macon and NewTown Macon)	Fall Line Brewing Company	
Open	Dinner on your own	OFF-SITE	
TUESDAY, AUGUST 23			
8:00 – 4:00 pm	Registration	Terminal Station	
8:00 – 4:00 pm	Silent Auction Open	Terminal Station	
8:00 – 9:30 am	Breakfast with Exhibitors	Terminal Station	
9:30 – 10:45 am	Opening General Session	Terminal Station	
10:45 – 11:00 am	Refreshment Break with Exhibitors	Terminal Station	
11:00 am – 12:00 pm	Concurrent Session #1: Social Media in the Downtown World	Georgia Sports Hall of Fame Theater	Having a presence on social platforms is integral for communication and connecting with your community. This presentation will cover the types of social media platforms, from Facebook to TikTok, determining which best suits your community, and how to grow these platforms.
11:00 am – 12:00 pm	Concurrent Session #2: A New Downtown Square: Hinesville's Vision, Design, and Build	Georgia Sports Hall of Fame GA Room	Best laid plans are just that – plans. The Bradwell Park (Hinesville's Downtown Square) planning and design effort had multiple iterations to ensure the largest downtown public investment in years would be a generation-defining project that reinvigorated downtown. The final design was envisioned as an active central square that will serve as a catalyst for downtown redevelopment. Learn the expectations and realities (the good and the bad lessons learned) from the designers and the city firsthand.
11:00 am – 12:00 pm	Concurrent Session #3: Fox Theatre Institute: Presenters & Preservationists Connect Here	Tubman Museum Conference Room 1 st floor	This session will explore FTI program success stories, an update and forecast of preservation and arts funding opportunities as well as a focus on our partnership with the Southface Institute through the GoodUse Program. Attendees will learn different options to support the arts in their community including funding opportunities for historic preservation and arts.
12:00 – 1:30 pm	Lunch & Board Meeting with Membership	Terminal Station	
1:30 – 1:45 pm	Visit with Exhibitors	Terminal Station	
1:45 – 3:00 pm	Mobile Workshop #1: Tourism and Hotel Development	OFF-SITE	Learn how Macon partners made the case for a downtown hotel and how they're preparing for more rooms to draw tourists to enjoy downtown Macon's vibrant nightlife, music scene, and locally-owned businesses.

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1:45 – 3:00 pm	Mobile Workshop #2: Building a Healthy Entrepreneurial Ecosystem for Local Entrepreneurs and Developers	OFF-SITE	98% of businesses in downtown Macon are locally-owned and operated, and can only be found in Macon's urban core. During this tour, meet the business owners and property owners who are shaping downtown Macon's authentic city experience and learn about the ways NewTown Macon supports and cultivates local entrepreneurs.
1:45 – 3:00 pm	Mobile Workshop #3: Fostering a Creative Economy	OFF-SITE	Fostering artists and creatives takes a village. Learn how partners in Macon are cultivating musicians, performers, and visual artists through creative and inclusive spaces.
1:45 – 3:00 pm	Mobile Workshop #4: Unexpected Uses for Vacant Spaces	OFF-SITE	Most downtowns have one –a vacant shell of a building, an empty lot, or an unused second floor. What seems like a challenge and eyesore can become an opportunity and asset for your community with the right partners and entrepreneurs. On this tour, you'll visit Macon Rocks Climbing Gym, Maniaxe Axe Throwing, and the future site of the Otis Redding Foundation to see creative uses for once empty spaces.
3:00 – 4:00 pm	Refreshment Break with Exhibitors	Terminal Station	
Open	Dinner on your own	OFF-SITE	
7:30 pm & 8:00 pm	Rock Candy Tour	Rookery	Learn more about the legacy of Otis Redding, Little Richard, the Allman Brothers Band, and other American music legends on a Rock Candy Tour! This guided walking tour of downtown Macon showcases the spirit and legacy of Macon's rich music history.
WEDNESDAY, AUGUST 24			
8:00 – 10:00 am	Silent Auction Open	Terminal Station	
8:30 – 10:00 am	Breakfast and Roundtable Sessions with partners	Terminal Station	Various topics related to downtown development will be discussed at each table with subject matter experts.
10:00 – 10:15 am	Refreshment Break with Exhibitors & Silent Auction item pick up	Terminal Station	
10:15 – 11:30 am	Mobile Workshop #1 & Lunch on your own: Fostering a Creative Economy	OFF-SITE	Fostering artists and creatives takes a village. Learn how partners in Macon are cultivating musicians, performers, and visual artists through creative and inclusive spaces.
10:15 – 11:30 am	Mobile Workshop #2 & Lunch on your own: Make Housing Part of Your Downtown Revitalization Strategy	OFF-SITE	The adage "retail follows rooftops" rings true in downtown Macon. Josh Rogers highlights downtown housing projects that have increased the number of residents in downtown Macon and provides a blueprint for how your organization can invest in and increase the number of housing units in your district.
10:15 – 11:15 am	Concurrent Session #1: Leveraging your Community's Events to Strengthen Brand Recognition	Georgia Sports Hall of Fame Theater	Your community's events can offer insight into the collective identity and the values people hold dear. Having a strong community brand incorporates event branding and marketing that reflect the character of a place. Learn how to create a comprehensive and authentic brand strategy and hear about two recent community and event branding initiatives completed by UGA's Carl Vinson Institute of Government in Monroe and Vidalia.

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10:15 – 11:15 am	Concurrent Session #2: Existing Buildings as Your Economic Catalyst	Georgia Sports Hall of Fame GA Room	Georgia communities are often failing to make the most of their existing buildings. Part of our challenge is overcoming current building code language that lacks the necessary flexibility for communities and businesses. Join us to learn about a building code solution that you can use to unlock the potential of spaces in existing buildings or maximize the use of entire buildings.
10:15 – 11:15 am	Concurrent Session #3: How do you Become a Georgia Grown Community?	Tubman Museum Conference Room 1 st floor	Georgia Grown is the economic development arm for the Georgia Department of Agriculture. The program identifies opportunities for businesses through state programs, partners, branding, provides technical industry expertise, collaborative research, and partnerships to help the businesses connect, compete, and grow. The City of Metter is the first "Georgia Grown Community" in the state, and Metter's experience of fully incorporating Georgia Grown into its economic development strategy will be discussed.
11:15 – 1:30 pm	FREE TIME & Lunch on your own	OFF SITE	
12:00 – 1:15 pm	Mentor/Mentee Luncheon	TBD	
1:30 – 2:30 pm	Concurrent Session #1: Open Containers: Big Impact on a Small Town	Georgia Sports Hall of Fame Theater	Open container was voted on in Rome twice before and was overwhelmingly turned down. After extensive studies and work through the downtown development office to rework the proposition, the third time was the charm! Learn how they finally accomplished the task and the impact it has had on downtown Rome. Learn how to tackle emotional topics through data and measurable impact.
1:30 – 2:30 pm	Concurrent Session #2: Rural Roadmap-Steps to Make it Happen in a Small Town	Georgia Sports Hall of Fame GA Room	Running a Main Street program in a small town presents a unique set of challenges. Let's review some ways to overcome those issues and supercharge your program. We'll review the four key areas that have brought Warrenton to another level - telling our story, asking for what we need, creative solutions, and leveraging our volunteers. Get ideas to take back to your community and run with!
1:30 – 2:30 pm	Concurrent Session #3: Engaging & Inspiring Historic Ethic	Tubman Museum Conference Room 1 st floor	Many communities are under resourced for historic preservation work. Historic Preservation board members and volunteers need ideas to help raise awareness of the local historic inventory. We will talk through innovative ideas for public education programs, marketing and human resources that are likely to be in most communities; but might be untapped. Set an annual calendar that provides board members and volunteers with work that can make a substantial impact on your community.
2:30 – 2:45 pm	Refreshment Break with Exhibitors	Terminal Station	
2:45 – 3:45 pm	Concurrent Session #1: How We Turned a Sad Lot into a Hot Spot	Georgia Sports Hall of Fame Theater	Many years ago, the City of Cordele Downtown Development Authority identified a need for a Tourism product for Downtown Cordele. A Rail Diamond ended up being the key project. The area was terribly blighted, but eventually became the Cordele Railway Park. Learn

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			how they utilized multiple funding partners and community organizations to make the project a success.
2:45 – 3:45 pm	Concurrent Session #2: Grass Roots Visioning & Goal Setting	Georgia Sports Hall of Fame GA Room	The Community Heart and Soul program is a comprehensive community visioning and goal setting process, focused on and led by the residents. This proven program will help empower locals to become visionaries and problem solvers through banding together and consensus building. Learn more about the program and its \$10,000 seed grant to maximize public interaction and input before conducting downtown or community planning exercises. The City of Thomaston will also share their experience with the program.
2:45 – 3:45 pm	Concurrent Session #3: Mobile Location Data for Retail & Downtown	Tubman Museum Conference Room 1 st floor	The purpose of this session is to provide an overview of Placer.ai, a location intelligence & foot traffic analytics company, and to provide tips on using this information to maximize potential growth and development of a community. It will also cover using this data for advocacy and marketing purposes. Downtown Tybee Island will share specific examples of how they have used this data for tourism and economic development.
5:00 – 6:00 pm	Cocktail Hour	Douglass Theater	
6:00 – 7:30 pm	Awards Ceremony Reception	Douglass Theater	
OPEN	Dinner on your own	OFF SITE	
9:00 pm –until	Karaoke After Party	Reboot Retrocade & Bar	
THURSDAY, AUGUST 25			
8:30 – 10:30 am	Coffee Continental and Conversation LIVE	Hotel Forty-Five	
10:30 am onward	Explore on your own!	OFF SITE	
END			