



**DOWNTOWN DEVELOPMENT AUTHORITY MEETING AGENDA**  
**MONDAY, SEPTEMBER 8, 2025 - 10:00 AM**  
**736 PARK NORTH BOULEVARD, SUITE 120 ♦ CLARKSTON, GEORGIA 30021**  
**(404) 296-6489 ♦ [WWW.CLARKSTONGA.GOV](http://WWW.CLARKSTONGA.GOV)**

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**Note:** The Board of Directors may go into Closed/Executive Session to deliberate any item on this agenda as authorized by the Georgia Open Meetings Act, Georgia Government Code Chapter O.C.G.A. S 50-14-1.

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**I. MEETING CALLED TO ORDER**

**II. ROLL CALL**

**III. APPROVAL OF THE 9/8/2025, AGENDA**

**IV. APPROVAL OF THE 8/11/2025, MEETING MINUTES**

- a) 8/11/25 Meeting Minutes

**V. PUBLIC COMMENTS**

Any member of the public may address the Board during the time allotted for public comment. Each attendee will be allowed 3 minutes for comments at the discretion of the Presiding Officer. The public comment period will be limited to 40 minutes, and it is not a time for dialogue. If your public comment contains a series of questions, please submit those to the Planning & Economic Development Director in writing. This will facilitate follow-up by the council or staff. The DDA desires to allow an opportunity for public comment; however, the business of the DDA must proceed in an orderly, timely manner.

**VI. OLD BUSINESS**

- a) Update on Business Survey Findings
- b) Continued Discussion: Digital Coupon Book Project
- c) Continued Discussion: Policy Procedure Manual

**VII. NEW BUSINESS**

- a) Evaluation and Adoption of Mission and Vision Statement — Georgia Tech Center for Economic Development Research

**VIII. ADJOURNMENT**





# Downtown Development Authority

Regular Board Meeting

August 11, 2025

10:00 A.M

3921 Church Street, Clarkston, GA 30021

## MEETING MINUTES

**Note:** Jacob Bouie of the Planning and Economic Development Department transcribed this summary of the meeting. The summary is an overview of the meeting and not intended to be a verbatim transcription of the meeting.

The meeting was called to order at 10:00 A.M by Chairperson Johnny Garcia.

The following board members were present: Chairperson Johnny Garcia, Vice Chairperson Rezwan Ahmad, Secretary Adria Marshall, Director John Gagne, Director Beverly Burks, Director Akber Lassi, and Treasurer Nebiyu Ermiyas.

### I. Old Business

#### a. Update on Business Survey Submissions

- i. The DDA agreed to extend the Downtown Business Survey beyond its initial closing date in order to increase participation. Board members requested printed copies of the survey packets to distribute to additional business owners as the process continues. To further encourage responses, the Board approved the implementation of an incentive program. A drawing for the first incentive prize will be held on September 7, with the winner announced at the September 8 Open House and Regular Scheduled Meeting.

#### b. Continued Discussion: Digital Coupon Book

- i. There was general consensus from the Board to move forward with this project. Staff were directed to develop a guidance sheet for participating business owners, to be reviewed by the Board prior to distribution. Additionally, staff were tasked with creating an application, establishing guidelines and goals, outlining anticipated return on investment, and developing pricing structures for the Digital Coupon Book. The Board also instructed staff to connect with BeSpoke to discuss their experience in implementing similar coupon book projects with other organizations.

#### c. Continued Discussion: Policy Procedure Manual

- i. No formal update was provided. However, the Board held a brief discussion regarding obtaining state-level documentation to inform the development of the framework for the DDA's Policy and Procedures Manual.

#### d. Continued Discussion: Gateway Monument Project

- i. No formal update was provided. However, staff anticipates receiving project examples from Chairman Garcia for review.




**II. New Business**

- a. No new business was presented.

**III. Adjournment**

- a. The meeting was adjourned at 10:58 a.m. following a motion by Director Beverly B., seconded by Director John G.

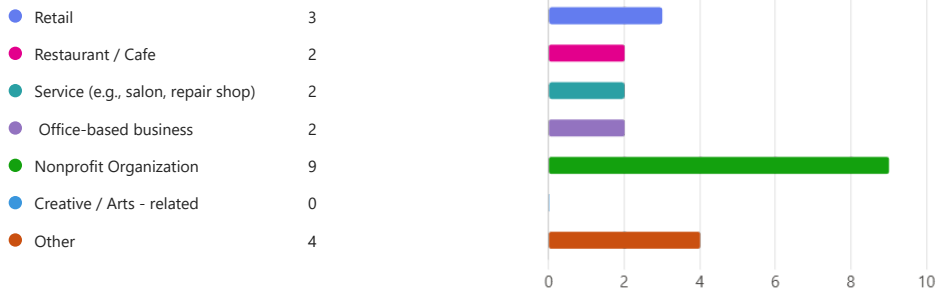
**Responses Overview** Active

Responses <b>20</b> 	Average Time <b>35:14</b> 	Duration <b>207</b> Days 
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**1. How long have you operated your business in Downtown Clarkston?**



**2. What type of business do you operate? (Check all that apply)**

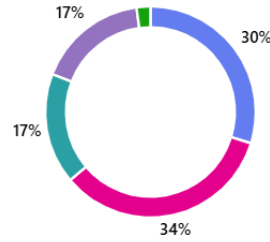


**3. How many employees (including yourself) does your business have in Downtown Clarkston?**



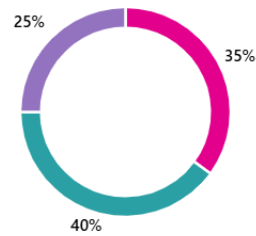
4. Does your business have any of the following plans in place? (Check all that apply)

● Marketing plan	14
● Operating plan	16
● Advertising plan	8
● Product Strategy	8
● None of the above	1



5. How would you rate the overall business environment in Downtown Clarkston?

● Excellent	0
● Good	7
● Fair	8
● Poor	5



6. What are the biggest advantages of being a business owner in Downtown Clarkston?

20  
Responses

Latest Responses

- "Strong, diverse community. Good location."
- "I am unaware of advantages at this time."
- "I'm virtual mainly working from my laptop."
- ...

4 respondents (20%) answered city for this question.

Working Safely Diverse population grate advantage transportation/walkability  
 welcoming city community culture immigrant communities diverse environment  
 client diversity diverse community city Clarkston profit community  
 unique community Proximity feeling of community refugees Close proximity  
 proximity to my home nice people

7. What are the biggest disadvantages or challenges of being a business owner in Downtown Clarkston?

20  
Responses

Latest Responses

"n/a"

"Unified Marketing of the businesses by the city. Little to no spotlight of business ... "

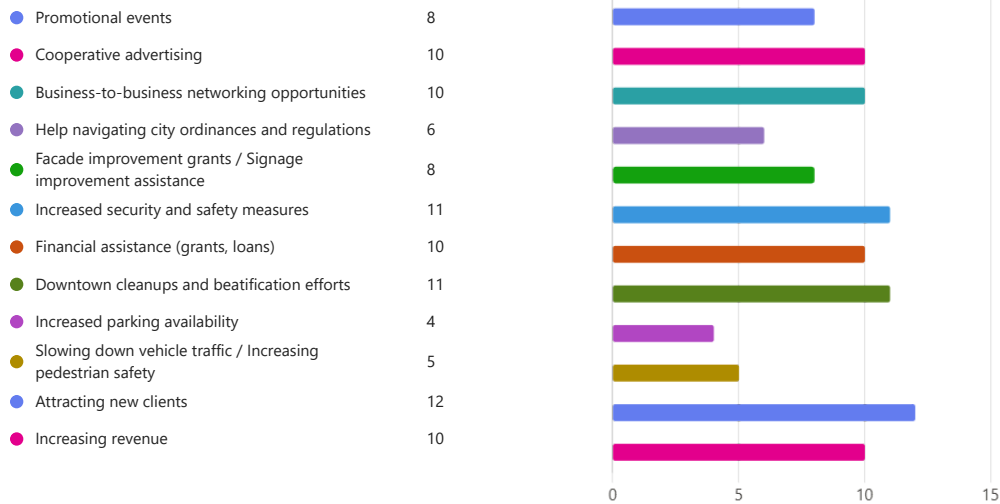
"There's not very many spacious places to get out my home office and co-work ot..."

...

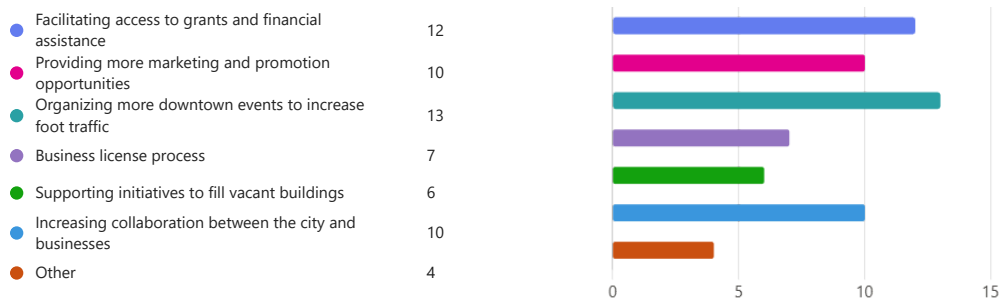
3 respondents (15%) answered businesses for this question.



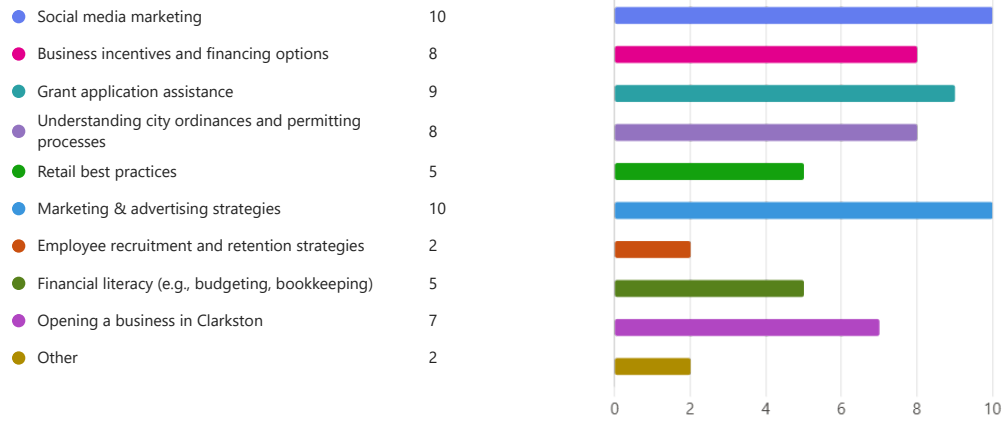
8. What specific services, resources, or programs would help strengthen your business? (Check all that apply)



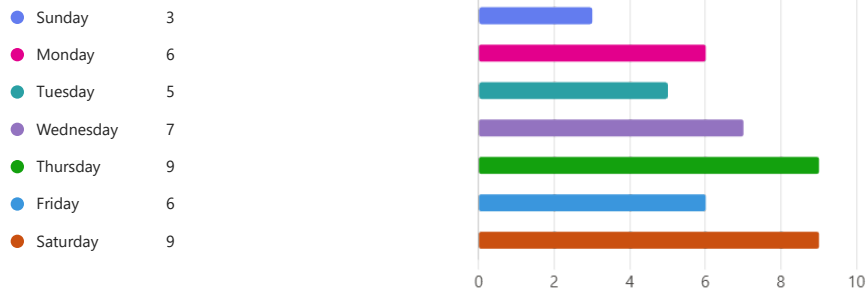
9. How can the Clarkston DDA better support your business? (Check all that apply)



10. What types of training or seminars would you be interested in attending? (Check all that apply)

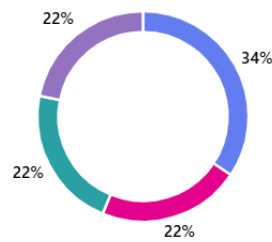


11. What day(s) of the week work best for attending workshops or training sessions? (Check all that apply)

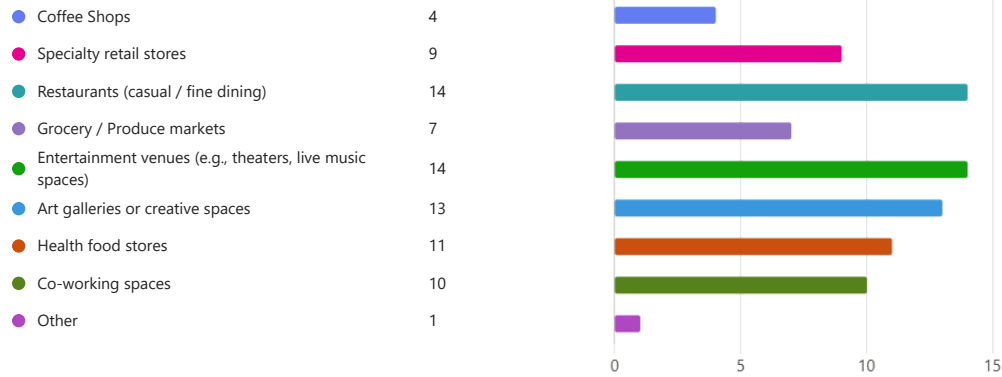


12. What time of day works best for attending workshops? (Check all that apply)

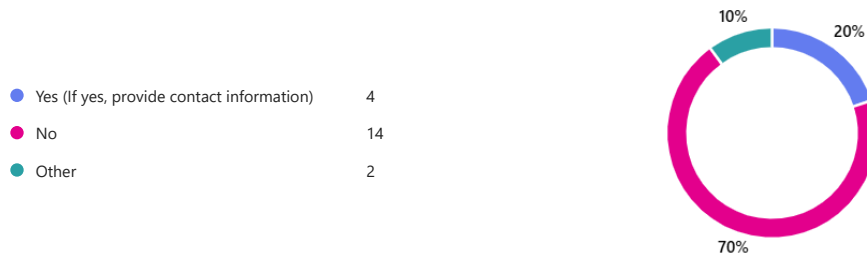
Mornings	11
Afternoons	7
Evenings	7
Virtually	7



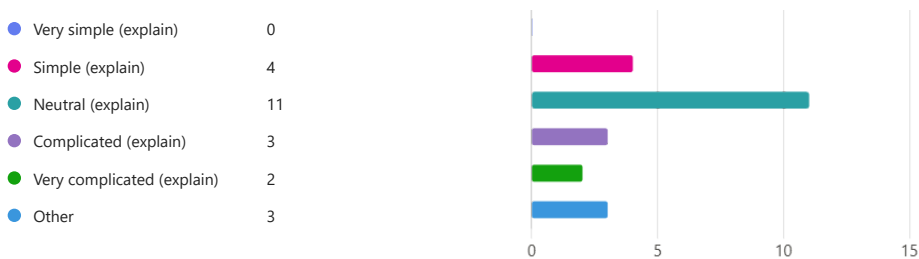
13. What types of new businesses would you like to see in Downtown Clarkston? (Check all that apply)



14. Do you know anyone who owns a business elsewhere who may be interested in opening a second location or relocating to Downtown Clarkston?



15. How would you rate the process of opening your business in Downtown Clarkston (e.g., permits, inspections, approvals)?



16. Do you feel the current permitting process (application, fees) is fair and transparent?



17. What were the top 5 challenges you faced when opening or operating your business in Downtown Clarkston?

20  
Responses

Latest Responses  
 "clarity around zoning"  
 "Advertising, Attracting New Clients, Signage Approval"  
 "N/A"  
 ...

3 respondents (15%) answered new for this question.



18. What do you see as the biggest opportunity for Downtown Clarkston in the next 3-5 years?

20  
Responses

Latest Responses  
 "n/a"  
 "Unifying the downtown businesses. Identify a day/way to spotlight all downtown ..."  
 "To embrace and intentionally incorporate all of the lived experiences, knowledge, ..."  
 ...

9 respondents (45%) answered business for this question.



19. Please provide any additional feedback or suggestions on how the DDA can improve the downtown business environment.

20  
Responses

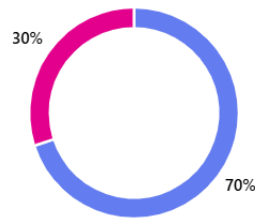
Latest Responses  
 "n/a"  
 "NA"  
 "Nothing additional."  
 ...

4 respondents (20%) answered help for this question.



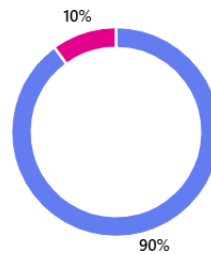
20. Would you like to be more involved with the Clarkston Downtown Development Authority (DDA)?

● Yes 14  
 ● No 6



21. Would you like to receive updates on downtown initiatives, events, and grant opportunities?

● Yes 18  
 ● No 2



22. Please provide the information below.

14  
Responses

Latest Responses

"Nick Johnson, Liminal Health and Fitness "CrossFit Liminal", 678-592-6131, nickjo... "  
"NA"  
"Tonya Menefee-Parker, tonyamparker@gmail.com, 503-799-4741 personal cell, Q... "  
...

4 respondents (29%) answered GA for this question.

A word cloud visualization of responses for the question 'GA'. The words are arranged in a roughly circular pattern. The most prominent words are 'GA', 'Clarkston', 'Ponce', 'Leon', 'Ave', 'Menefee-Parker', 'John', 'CrossFit Liminal', 'personal cell', 'Phone Number', 'Doris Mukangu', 'Liminal Health', 'Community Lending3919', 'Business Addre', 'IssacOasis Daycare', 'Safety and Security', 'Community', and 'Communications LLC'. The word 'GA' is the largest and most central.



## Clarkston DDA Digital Coupon Book – Business Application (Draft)

This draft application is intended for review by the Clarkston Downtown Development Authority. It is designed to collect consistent information from participating businesses to support the creation of the Digital Coupon Book. The application will also provide sufficient detail for coordination with a marketing company that may require extensive information for layout and design. Upon review and modification, an online version of this application can also be developed.

### 1) Business Information

Legal Business Name: \_\_\_\_\_

DBA/Brand Name (if different): \_\_\_\_\_

Business Type (retail/restaurant/service/other): \_\_\_\_\_

Street Address: \_\_\_\_\_

City/ZIP: \_\_\_\_\_

Website: \_\_\_\_\_

Primary Phone: \_\_\_\_\_

General Email: \_\_\_\_\_

Point of Contact (POC) Name/Title: \_\_\_\_\_

POC Email: \_\_\_\_\_

POC Phone: \_\_\_\_\_

### 2) Social & Digital

Instagram: \_\_\_\_\_

Facebook: \_\_\_\_\_

TikTok: \_\_\_\_\_

LinkedIn: \_\_\_\_\_

### 3) Offer / Coupon Details

Description of Offer (exact wording as you want it shown):

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Offer Type (circle one): % off / \$ off / BOGO / Free item with purchase / Bundle/Package / Service discount / Other

Eligible Products/Services:

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Exclusions:

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Minimum Spend (if any): \_\_\_\_\_

New Customers Only? Yes / No

In-Store Only? Yes / No    Online Allowed? Yes / No

Online Redemption URL (if applicable): \_\_\_\_\_

Promo Code text (if applicable): \_\_\_\_\_

Validity Window: Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Blackout Dates (if any): \_\_\_\_\_

Redemption Mechanics: Show coupon on phone / Printed / Unique code entry / QR / Online checkout code

Per-Customer Limits: \_\_\_\_\_

### 4) Creative & Branding

Logo upload provided? Yes / No

Brand colors/hex (optional): \_\_\_\_\_

Ad photo or product image provided? Yes / No

Allow DDA to edit copy lightly for clarity/length? Yes / No

Allow DDA to crop/resize images for layout? Yes / No

### 5) Tracking & Reporting

POS system used: \_\_\_\_\_

Can you track promo code usage? Yes / No

Preferred reporting cadence: Weekly / Mid-campaign / End-of-campaign

## 6) Pricing & Placement (DDA will invoice)

Ad Size/Tier (select): Standard Listing / Standard + Logo / Half-Card / Full-Card / Premium / Cover Placement

Nonprofit/Minority/Refugee/Veteran-Owned status: \_\_\_\_\_

## 7) Accessibility & Language

Languages preferred for listing: English / Amharic / Arabic / Burmese / Nepali / Somali / Other

Short translation of offer provided? Yes / No

## 8) Permissions & Acknowledgements

By signing, you acknowledge:

- You have rights to publish submitted logos/images and grant Clarkston's DDA use rights.
- The offer complies with laws and store policies.
- You will honor the offer during the validity window.
- You will provide redemption metrics with DDA if available.

Authorized Signer Name/Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## 9) Optional Impact Goals

Primary goal (choose up to two): New customers / Off-peak traffic / Product launch / Awareness / Inventory / Other

How did you hear about this program? \_\_\_\_\_

## Submission Checklist

- Completed application
- Logo file (SVG/PNG preferred)
- One product/service photo
- Any translation text
- Confirmed validity dates & exclusions
- Promo code/QR code (if applicable)
- Payment details (upon invoice process)

Submit to: [JBouie@cityofclarkston.com](mailto:JBouie@cityofclarkston.com)



## **Clarkston DDA Digital Coupon Book – ROI Guidance Document (Draft)**

This document is intended to guide DDA board members in understanding, analyzing, and applying Return on Investment concepts for the Digital Coupon Book project. It is designed to make ROI calculations digestible, highlight both financial and non-financial impacts, and ensure that pricing and revenue strategies align with Clarkston’s community context.

### **1) Identifying Costs**

To determine ROI, the DDA must first identify all costs associated with producing the Digital Coupon Book. Some of these costs are direct outlays, while others are in-kind contributions approved by City leadership.

Key cost categories include:

- Staff Time – In-kind, per approval of the Planning & Economic Development Director and City Manager.
- Marketing – Promotion through city social media, Constant Contact, website, etc. (currently supported by city).
- Printing – If physical copies or flyers are needed (supported by city).
- Technology – Website integration, online form creation, digital tools (supported by city).
- Miscellaneous – Design adjustments, translation support, or external contractor fees if required. (supported by city and marketing vendor)

### **2) Identifying Revenue Streams**

Potential revenue sources for the project include:

- Coupon Book Sales – Purchases made by residents, visitors, and external audiences.
- Business Participation Fees – Advertising space purchased by local businesses.
- Sponsorships – Contributions from community partners, regional organizations, or anchor institutions.

### **3) Calculating ROI**

ROI is calculated as the ratio of net profit to total costs. In formula form:

$$\text{ROI (\%)} = (\text{Total Revenue} - \text{Total Costs}) \div \text{Total Costs} \times 100$$

To make this digestible for board members, ROI can be framed as:

**- For every \$1 invested (time, money, resources), the DDA generated \$X in return.**

Note: ROI should consider both direct cash revenues and in-kind contributions but be clear about which figures are actual cash vs. estimated value.

#### 4) Pricing Considerations

Pricing must balance affordability for Clarkston's diverse community with financial sustainability of the project.

Considerations include:

- Resident Affordability – Price point should remain low enough for broad local participation.
- Visitor Appeal – Visitors may tolerate a slightly higher price, but should see strong value.
- Sponsorships – Local organizations can offset costs and keep book prices lower for the community.
- Ad Pricing Tiers – Different business participation tiers should align with exposure levels.
- Book Sales Model – Physical vs. digital versions may have different price sensitivities. (This verification must be done with selected Marketing Vendor)

#### 5) Exposure & Non-Financial ROI

Not all ROI is measured in dollars. Key non-financial benefits include:

- Increased business visibility and community awareness.
- Strengthened relationships between DDA and local businesses.
- Enhanced perception of Clarkston as a supportive environment for entrepreneurs.
- Community pride and cohesion through joint marketing efforts.
- Data collection on local business participation and customer engagement.

#### 6) Profitable “What If” Scenarios

Board members may benefit from reviewing multiple scenarios at different price points. These can help illustrate potential outcomes.

Example scenarios:

- **Book Price = \$5.00 → 200 books sold → \$1,000 revenue.**
- **Book Price = \$10.00 → 200 books sold → \$2,000 revenue.**
- **Sponsorship = \$500 from 3 local partners → \$1,500 additional revenue.**
- Ad Pricing Tiers EXAMPLES–
  - Standard Listing: \$50
  - Half-Card: \$100
  - Full-Card: \$200.**→ If 20 businesses participate, \$1,000–\$4,000 revenue at listing price points.**

By combining book sales, business participation, and sponsorships, the DDA can project conservative, moderate, and ambitious outcomes.

## **7) Next Steps for the DDA**

To move forward effectively, the following steps are recommended:

- Set a Target Revenue Goal – Define financial success for the project.
- Approve Ad Pricing Tiers – Finalize costs for business participation levels.
- Set Book Sales Price – Determine resident/visitor-friendly pricing.
- Confirm Sponsorships – Identify and secure commitments.
- Confirm Project Timeline – Establish milestones for launch and marketing.
- Submit Application Data to Marketing Team – Ensure content is well-prepared for design.
- Define Longevity – Decide whether the book is annual, seasonal, or ongoing.
- Establish Result Tracking – Redemption counts, sales reports, and community feedback.

DRAFT



## DDA Digital Coupon Book: Guidance for Business Owners

### What is the Digital Coupon Book?

The Digital Coupon Book is a new initiative from the Clarkston Downtown Development Authority (DDA) designed to showcase local businesses and attract more customers into our downtown area. Participating businesses will have the opportunity to feature special offers, discounts, or promotions in a convenient digital format that residents and visitors can easily access on their phones or computers.

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### Purpose of the Coupon Book

- **Increase Foot Traffic:** Encourage more customers to visit your businesses.
  - **Promote Local Vendors:** Provide marketing and visibility to local shops, restaurants, and service providers.
  - **Support Economic Growth:** Strengthen Clarkston’s economy by keeping dollars local.
  - **Community Engagement:** Create a sense of excitement around supporting small businesses.
- 

### How Does it Work?

#### 1. Business Participation

- Each participating business submits offer(s), coupon(s), or promotion(s).
- Coupons may include a percentage discount, “buy one, get one free,” or other creative deals.

#### 2. Distribution

- The DDA will compile all offers into a digital coupon book available online and promoted through the city, DDA, and community partner channels.
- Customers can download or view the coupon book on their phones, making it easy to redeem offers in-store.

### 3. Redemption Process

- Customers will present the digital coupon on their phone (or a printed copy) when visiting your business.
- Businesses will honor the promotion during the specified time frame.

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### What Do Businesses Need to Do?

- Submit your coupon details by the deadline (offer, expiration date, and any restrictions).
- Display a small DDA s flyer at your location letting customers know you are a participant.
- Train staff to recognize and redeem the coupons.
- Share the Digital Coupon Book on your own social media or with your customers to spread the word.

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### Benefits for Your Business

- **Marketing:** Gain visibility through DDA promotion across websites, social media, and newsletters.
- **New Customers:** Attract shoppers who may not have visited your business otherwise.
- **Community Support:** Be seen as part of a city-wide effort to strengthen Clarkston Businesses.
- **Flexibility:** You control the type of offer and can set reasonable limits.

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### Tips for Creating a Strong Offer

- Keep it simple (easy for customers to understand).
  - Offer something valuable that encourages first-time visits.
  - Add an expiration date to create urgency.
  - Make sure your staff is informed and ready.
- 

### **Questions or Assistance**

The DDA team is here to help! If you have questions about creating your coupon or need ideas for promotions, please reach out to:

**Appointed DDA Board Member**

**Clarkston Downtown Development Authority**

**City of Clarkston**

**Board Member Email & [JBouie@cityofclarkston.com](mailto:JBouie@cityofclarkston.com)**

**Appointed Board Member Phone Number**

DRAFT



## Digital Coupon Book – Pricing Framework

### Purpose

This sheet provides a clear overview of pricing options for both **participating business owners** and **coupon book buyers**. The goal is to balance affordability for the community with profitability for the DDA.

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### Business Owner Pricing (Ad Participation)

Business owners will purchase an ad slot to feature their coupon in the book.

### Recommended Pricing Tiers:

- **Basic Ad (Small Businesses / Entry-Level):**
  - Price: **\$25 – \$50**
  - Includes one (1) coupon listing with business name and promotion.
  - Designed for smaller shops with limited budgets.
- **Standard Ad (Most Businesses):**
  - Price: **\$75 – \$100**
  - Includes coupon listing + small logo/graphic.
  - More visibility in the coupon book.
- **Premium Ad (Larger Businesses / Sponsors):**
  - Price: **\$150 – \$250**
  - Includes coupon listing + logo + featured placement (front/middle page).
  - Option for highlighted promotion or business spotlight.

These tiers allow flexibility so all businesses, regardless of size, can participate while giving the DDA additional revenue opportunities.

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## Buyer Pricing (Residents & Visitors)

The coupon book must remain affordable to ensure sales in a lower-income demographic while still generating funds.

### Possible Pricing Ranges:

- **Low-Access Option: \$5 per book**
  - Highly affordable for most residents.
  - Lower profit margin, relies on more volume and strong ad sales.
- **Standard Option: \$10 per book**
  - Reasonable price point while maintaining profitability.
  - Balances affordability and DDA revenue.
- **Premium Option: \$15 per book**
  - Best suited if book includes **higher-value coupons** (e.g., BOGO meals, 20%+ off deals).
  - May be less accessible to some Clarkston residents, so consider this if sponsors offset costs.

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### Key Notes for Decision-Making

- **Affordability First:** Keep residents' income levels in mind. \$5–\$10 is likely the most realistic sweet spot for buyers.
- **Revenue Drivers:** Most profitability should come from **business ads and sponsorships**, not residents alone.
- **Balance Participation:** Lower ad costs encourage more businesses to join, which increases book value and attractiveness to buyers.
- **Test & Adjust:** Start with moderate pricing and adjust in future editions based on sales data and community feedback.



# CITY OF CLARKSTON DDA VISIONING SESSION #3

Grace Barrett & Betsy McGriff  
September 2<sup>nd</sup> 2025



Georgia Tech Enterprise Innovation Institute  
Center for Economic  
Development Research



# Today's Agenda

## City of Clarkston DDA Visioning Session #3: "How Do We Get There?"

- Introductions (5 mins)
- Review Scope and Visioning Sessions (5 mins)
- Visioning Session #2 Results (15 mins)
- Review Draft Vision and Mission (45 mins)
- Strategies and Implementation (15 min)
- Next Steps (20 mins)
- Questions + Wrap Up (10 min)



# The Visioning Process

**Objective:** To create a shared vision for the City of Clarkston Downtown Development Authority so that they can effectively communicate their role and responsibilities to the community and be an effective organization moving forward.

- The first of 3 sessions
- Can be stand-alone or part of a strategic plan
- Answers the key question...

*“Who do we want to be and how do we get there?”*





# Session #2 Results



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Center for Economic  
Development Research

# People Opportunities

- **Music and cultural events**
- **Restaurant week**
- **Seasonal/Holiday Events**
- **Bike festival**
- **Retail markets**
- **Arts festival**

## EVENTS

That highlight the culture and  
diversity of Clarkston



# Place Opportunities

- **Market Street**
- **Brockett Road Corridor**
- **Vaughan Street**
- **Clarkston Industrial Boulevard**
- **Main Street properties**
- **Old City Hall**
- **1055 Rowland**
- **Parc 1000**
- **40 Oaks**

- **Improved facades**
- **Gateway improvements**
- **Street greening**

## Market Street

Mentioned most frequently as a great place opportunity



# Plan Opportunities

- **DDA field trips**
- **Quarterly meetings with local leaders**
- **Workshops with City Council, HPC, P&Z**
- **Stakeholder engagement**
- **Local business engagement**
- **LCI update**
- **Comprehensive Plan update**

## DDA Field Trips

Understanding lessons learned from other DDA's





# Draft Vision and Mission



Georgia Tech Enterprise Innovation Institute  
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Development Research

# Draft Vision Statement #1

## **Clarkston: A Welcoming City for All**

Celebrating our vibrant diversity, Clarkston is a family-friendly, inclusive community where sustainability, and kindness support economic growth and cultural connection.



# Draft Vision Statement #2

## **Clarkston: A Place for Everyone**

Family-friendly, business-ready, and built on kindness and connection.



# Draft Vision Statement #3

## **Clarkston: Where Global Cultures Build Local Success**

To build a vibrant, inclusive city where diverse businesses thrive, and community and culture drive sustainable growth.



# Draft Vision Statement #4

## **Clarkston: Growing Business, Honoring Community**

We support and grow local businesses through inclusive development, cultural celebration, and sustainable investment—ensuring long-term success for entrepreneurs and families alike.



# Final Vision Statement

## **Clarkston: Where Global Cultures Build Local Success**

The Clarkston DDA is dedicated to building a vibrant, connected downtown by celebrating the city's cultural fabric through dynamic experiences, enhanced public spaces, and promoting partnerships, civic engagement, and regional collaboration.



# Example Mission Statement

## **Mission:**

The Clarkston Downtown Development Authority is committed to fostering a vibrant, inclusive, and resilient downtown by embracing the unique culture and diversity of our community. We champion **People Opportunities** through dynamic events that celebrate Clarkston's rich heritage and multicultural identity. We invest in **Place Opportunities** by enhancing the physical environment that reflect the pride and potential of our city. We advance **Plan Opportunities** by cultivating strategic partnerships with other DDAs, engaging regularly with city officials, and actively participating in local and regional planning efforts to ensure sustainable growth and shared prosperity.



# Final Mission Statement

## **Mission:**

The Clarkston DDA is dedicated to building a vibrant, connected downtown by celebrating the city's cultural fabric through dynamic experiences, enhanced public spaces, and promoting partnerships, civic engagement, and regional collaboration.





# How Do You Get There?



Georgia Tech Enterprise Innovation Institute  
Center for Economic  
Development Research

# Next Steps

- **Schedule a workshop session with other city partners to establish consensus on prioritized activities and executions**
  - Discuss potential projects to collaborate on
- **Compile and report out business survey results**
- **Participate in the LCI and Comprehensive Update**



# Next Steps

- **Schedule site visits with neighboring DDA's**
  - Their programs
  - What worked/what has not
  - What they would do differently
- **Develop a 5-year work plan**
  - Identify potential funding sources
  - Have council adopt the work plan



# Potential DDA Activities

- **Gateway Signage – especially from the Stone Mountain Path to downtown**
- **Create a "starting a business guide"**
- **Schedule reoccurring touchpoints with existing businesses**
- **Property inventory and mapping**
- **Evaluate the need for a façade improvement program**
- **Events- who, what, when, where, how?**
  - **Start small and attend/support already existing events**
  - **Kickoff event with local businesses to introduce the DDA, their role + finalized vision statement**



# Goals, Objectives, Strategies

Plan Component	Alias	What does it do?	Plan Example
<b>GOALS</b>	The North Star	Sets the long-term direction for a community's economic development.	G1. Champion People Opportunities
<b>OBJECTIVES</b>	The Milestones	Broken into manageable steps (SMART)	O1.1. Increase the number DDA hosted/co-hosted/sponsored events.
<b>STRATEGIES</b>	The Roadmap	Specific actions to achieve the objectives. A clear path for implementation.	S1.1.1 Host a Clarkston Restaurant week highlighting the City's diverse cuisines. Provide attendees with participation guides and cards to track attendance.



# Next Steps

- **Final Report**
  - **End of September**



# Thank You

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