

Avondale Estates Downtown Development Authority March 2017 Report to Board of Mayor & Commissioners

Summary of Activities

- I. ROLES & RESPONSIBILITIES
 - a. New Chair: Sam Collier, new DJJ Liaison: Matt Delicate
 - b. RACI Matrix: Near completion
 - c. Consultant Selection complete, Contract & Action Plan under development

- II. EVENTS
 - a. CPP program: Grants allocated, 7 events, 2 of them brand new AEBA initiatives
 - b. now adapting contracts & packets for distributing funds
 - c. ArtLot is providing ongoing Saturday programming
 - d. AutumnFest: Considering hiatus, due to other events

- III. MARKETING & BRANDING

See Draft marketing plan (attached) by Wade Thompson

- IV. BUSINESS RECRUITMENT OUTREACH

See report by Parke Kallenberg

- V. REAL ESTATE
 - a. South City Groundbreaking
 - b. DJJ Joint Task Force

Respectfully Submitted,



Sam Collier,
Chair

DAVID B. BURT

918 Margaret Street
Hapeville, Georgia 30354

dbburt100@msn.com
(770) 314-6374

SUMMARY

Urban planning professional with almost twenty years of experience in matters related to real estate, economic development, arts administration, design, and community development. Diverse experience in both the public and private sectors. Instrumental in the redevelopment and revitalization of the City of Hapeville, Georgia.

SELECTED EMPLOYMENT

Village Green Consulting and Development, Atlanta, Georgia 2010 – present
Principal – Provide economic development and grant writing services for local governments and non-profits. Projects completed include:

- *Hapeville Economic Development Consultant* – tasked with creating the Blueprint 2020 economic development plan and implementing its goals and strategic initiatives. Achievements include the creation of a downtown arts district; coordination of neighborhood revitalization projects such as a community garden; and recruitment of downtown businesses including restaurants, a coffee shop, and a professional theatre company.
- *The Hapeville Arts Initiative* – creation and implementation of a plan to coordinate the efforts of three non-profit groups to transform the City of Hapeville into an arts destination. Duties include organizing and managing city-wide arts events and creating a public art plan.
- *Grant Writing* – writing and administering arts and healthcare related grants for municipal and non-profit clients. Successful grant applications include the Atlanta Regional Commission public art grant, the Georgia Council for the Arts Tourism Product Development grant, the Fulton County Arts Council project grant, and the Community Foundation Neighborhood Fund grant.

Market + Main, Atlanta, Georgia 2006 – present
Urban Planning Associate – Research and write economic development, market, and planning studies for local governments located throughout the southeastern United States. Projects completed include:

- *Huntsville, Alabama Market Study* - real estate market study for the City of Huntsville along with economic development, land use, and zoning recommendations for inclusion in the City's updated comprehensive plan.
- *Macon, Georgia Downtown Master Plan* - a study of the retail market in Macon's historic downtown along with market-based recommendations for economic development in the downtown.
- *Decatur, Georgia LCI Study* – real estate market study for the City of Decatur along with economic development, land use, and zoning recommendations for the downtown LCI Study Area.
- *Fountain Inn, South Carolina Downtown Redevelopment Plan* – a study of the retail market in Fountain Inn's historic downtown along with a detailed plan for economic development in the downtown.

- *West Point, Georgia Tenth Street Corridor Redevelopment Plan* – real estate market study for a designated redevelopment area along with recommendations for economic development and land use.
- *Madison, Alabama Comprehensive Plan* – real estate market study for the City of Madison along with economic development, land use, and zoning recommendations for inclusion in the City's updated comprehensive plan.
- *North Fulton County Comprehensive Transportation Plan* - market study, including growth projections, for use in the creation of a plan for future transportation improvements.
- *Social Circle, Georgia Downtown Market Study* - a study of the retail market in Social Circle's historic downtown along with a plan for economic development in the downtown.
- *Lilburn, Georgia LCI Corridor Study* - real estate market study for the Lawrenceville Highway corridor within the City of Lilburn, including existing market conditions and forecasted demand for future development.

Village Green Properties, Atlanta, Georgia 2003 – 2013

Partner/Owner – Founded and co-managed Village Green Properties, specializing in the development and construction of commercial and residential projects. Management responsibilities included site acquisition, due diligence, coordination of architectural design, permitting, and sales/marketing. Projects included the renovation of historic homes for resale, the construction of new homes, the construction of loft-style townhomes, and the renovation of historic retail buildings into loft office and retail spaces.

Winter Properties, Atlanta, Georgia 2000-2003

Development Manager - Analyzed submarkets in Atlanta and other cities for potential residential and commercial developments; created financial pro formas and investor packages; managed the design-build and development process for several adaptive re-use projects including:

- *Lovejoy Lofts* - adaptive re-use of a 100 year-old elementary school in Washington, DC into 54 loft condominiums
- *Highland Mill* - conversion of a former textile mill in Charlotte, North Carolina into 91 loft apartments
- *600 Means Street* - adaptive re-use of a former fish warehouse in Atlanta, Georgia into 40,000 square feet of loft office space

Bullock, Terrell & Mannelly, Atlanta, Georgia 1999-2000

Director of Research - Wrote market studies for investment sales packages; maintained a contact database; provided information for brokers including property ownership, zoning, and demographics; created GIS maps; purchased and administered research software; created and maintained a research library.

Ackerman & Co., Atlanta, Georgia 1998-1999

Research Manager - Provided information for commercial real estate brokers including property ownership, zoning, and demographics; created property marketing materials.

Central Atlanta Progress, Atlanta, Georgia 1996-1997

Planning Intern - Provided assistance with Olympics-related events; created marketing materials for the Centennial Olympic Park Area (COPA) economic development initiative; managed the downtown Atlanta mapping and building inventory.

EDUCATION

Master of City Planning

Georgia Institute of Technology, Atlanta, Georgia
Graduation Date: 1997

Bachelor of Science in Building Construction

Georgia Institute of Technology, Atlanta, Georgia
Graduation Date: 1995

Certificate in Grant Writing

Emory University, Atlanta, Georgia
August 2009

Certificate in Real Estate

Georgia State University, Atlanta, Georgia
September 1995 - June 1997

HONORS AND ACTIVITIES

Arts Leaders of Metro Atlanta (ALMA) (2016)

Atlanta Regional Commission (ARC) Educated Workforce Subcommittee (2015-2016)

Hapeville Main Street

Board of Directors (2008 – 2012)

President (2010 – 2012)

The Hapeville Arts Alliance, Inc.

Founder and Executive Director (2010 – present)

Norton Arts Center –

Planning and Construction - Project Manager (2011)

Recommendation

CPP Applications/Funds March 14th, 2017

DATE	Event	Asking	Awarded
April 1st	RAD (Rail Arts District)	\$5,000	\$5,000 (Awarded on Feb 21)
April-October	The Avondale Estates Farmers Market	\$6,500	\$5,500 (Awarded \$2,500 Feb 21)
April 15th	Shakespeare in Avondale Estates	\$4,800.00	\$4,800 (Awarded on Feb 21)
May 6th	Avondale MayHam	\$7,000.00	\$5,500 (Awarded \$3,500 Feb 21)
August 19th	ElvisFest in Avondale	\$5,750.00	\$5,750
September 16th	Southern Surf StompFest	\$3,000.00	\$3,000
December 13th	A Tudor Christmas	\$4,450.00	\$3,000

Total \$32,550

Little Tree Area 14,000/Tudor Area
13,550

DDA / ARTLOT oversight and approval discussion

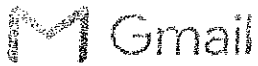
Jen Singh and I had a very productive discussion regarding the ARTLOT and events scheduled over next couple of weeks. I provided verbal approval for those events.

We are currently working out a “before the fact” review and approval process. Jen will email brief descriptions of artist and events, listing any costs or specific information that we need to know before an agreement is reached or anything scheduled. For those events and artist that are clearly within the scope I will provide approval by email. If there are any artist or events that might need more discussion Jen and I will discuss. If further clarification is needed I will bring it to the DDA for discussion and approval.

Respectfully submitted,

Parke Kallenberg

03/10/17



Sam Collier <scollierdda@gmail.com>

marketing and brand for DDA

Wade Thompson <wthompsondda@gmail.com>

Mon, Mar 13, 2017 at 4:23 PM

To: Dave Deiters <ddeitersdda@gmail.com>, Sam Collier <scollierdda@gmail.com>

Sam & Dave,

Here are my thoughts for an aggressive 8-12 weeks on DDA marketing.
I'm snowed out of NYC, so I'll be at tomorrow's meeting for sure.

Wade

This work is going to shape the next century for Avondale, not just downtown Avondale. Can we think about this holistically? Midtown is just Midtown. It's not broken down into downtown and the residential.

1. Strengthen online presence

Optimize business and downtown content for avondaleestates.org

Fix broken links to Downtown Revolving Loan and Georgia Cities Foundation.

Owner: Wade Thompson

Initial recommendations complete by April 11

Provide a rolling carousel of images on AE.org homepage featuring residential and commercial images.

Owner: Wade Thompson

Completed by April 11 (If application is feasible)

Design and publish an interactive map focused on restaurant/retail and commercial properties.

Completed by May 09 (If application is feasible)

2. Support city's social community

Develop social media strategy and provide content to AE social media feeds — twitter, facebook and Instagram.

Owner: Wade Thompson

Completed by April 11

Create content to be published by AE emails and press releases

Owner: Wade Thompson

Contributions begin by April 11

+ Craft consistent messaging platform for developers, investors, retail tenants and residents

Owner: Wade Thompson

Initial recommendations shared by April 11

+ Develop content and publish AE vision document for developers, investors, retail tenants and residents

Owner: Wade Thompson

Completed by June 13

3. Activate construction sites

Design construction banners that explain the new developments

Create pedestrian signs that explain the new developments

Can we do this? If so, I'll boogie...

4. Long-term investments

+ Invest in AE brand

+ Invest in AE website

Business Outreach Summary

Spoken with 4 restaurants over last couple of weeks that have an interest in coming to Avondale.

JR Crickets

Crunchy Chicken (owner of franchise already has business in Avondale)

Existing restaurant looking to relocate to Avondale (confidential on name since relo)

Wings in the Cut, LLC investigating locations in Avondale

Spoke with 1 auto repair and paint business owner currently seeking space

Also have had several interested parties in renting or purchasing the space that MoBetta used to occupy.

Report on New Business

Edwin Jarvis (Allen Kim) is doing a good business and is developing a strong reputation for excellent service. We need to help promote him and all new business as much as possible.

Request for discussion for Business Outreach

We need to work on a small package extolling the opportunities in Avondale based on:

Current successful businesses

Development that has begun

Opportunity for development in future

Flier/package should include short check list for businesses:

1. Who to contact for specific items
 - a. Ordinances and Zoning
 - b. Business Association
 - c. Key Business Leaders
2. Map of business district
3. Quick marketing blurb on "now and the future"

Respectfully submitted,

Parke Kallenberg