

2024 DDA Review



Fostering a downtown where **businesses thrive**, and residents experience an **outstanding quality of life.**



DDA's Purpose: Downtown Revitalization

Promote redevelopment and revitalization of the community's downtown by...

- Investing in **infrastructure projects** in the Central Business District (CBD)
- Promoting our downtown to **attract new businesses and patrons**
- Supporting our existing businesses with **marketing programs and events**
- Investing in **strategic “placemaking”** in key properties to achieve desired outcomes based on our Downtown Master Plan

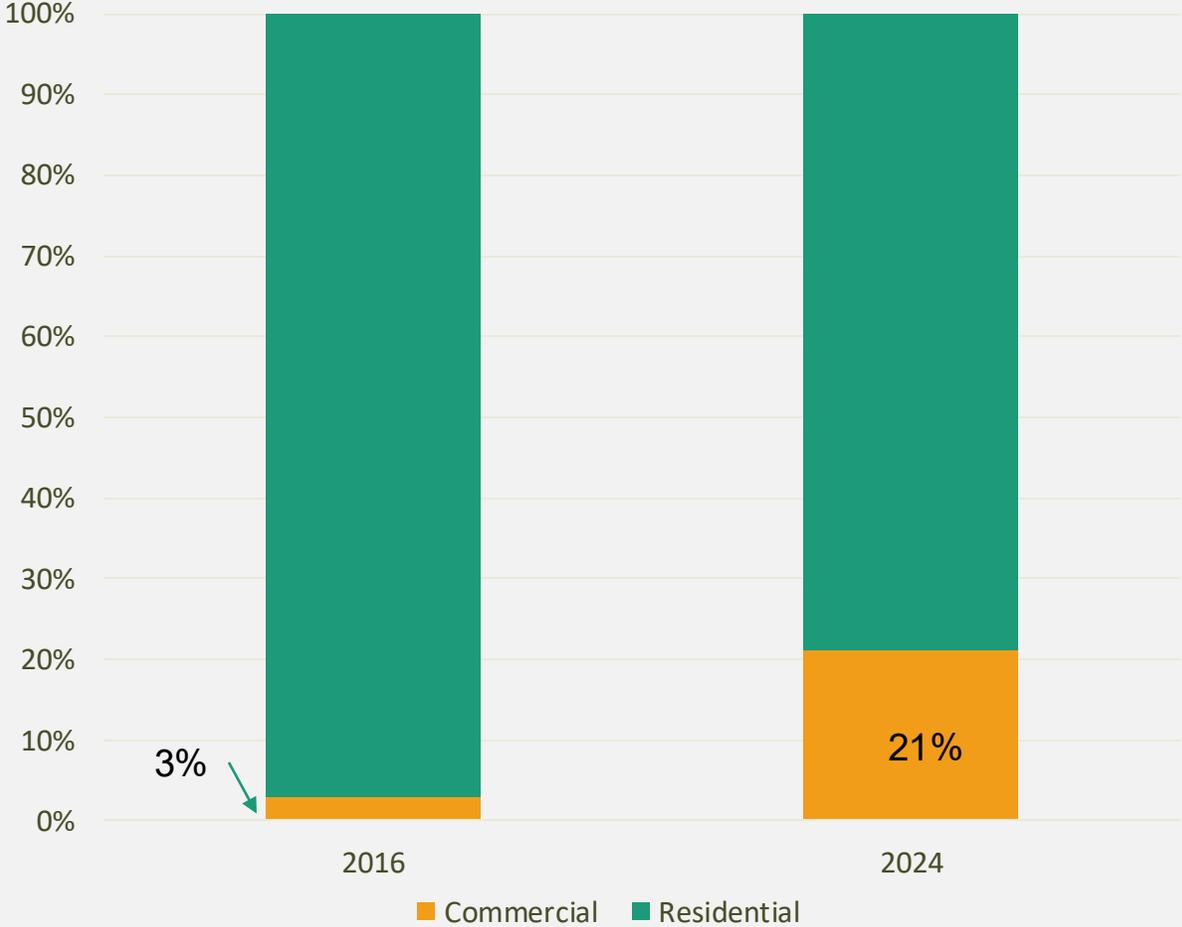


Metrics of Success

Business Growing

- ✓ **30** new business opened in 2023 and 2024 (15 each year)
- ✓ **3** low interest state loans awarded
- ✓ **\$683k** spent by businesses on property renovations in 2024
- ✓ **\$38k** was invested in public improvement, beautification and streetscape projects in 2024

Tax Digest Distribution between Commercial and Residential



Commercial % of Digest Growing

Metrics of Success

Number of Visits Remains Steady



- ✓ **1.6M** visits in 2024, same as 2023
- ✓ **+20K** increase in unique visitors 23-24
- ✓ **2.5** hours: Average visit length in 2024



Visits to Central Business District Annual Visits Jan. 1 - Dec. 31

Metrics	2019	2022	2023	2024
<i>Metric Name</i>	<div style="background-color: #0056b3; width: 10px; height: 10px; margin-bottom: 5px;"></div> Avondale Estates Central Business District Franklin Street, Avondale Estates, GA	<div style="background-color: #e31a1c; width: 10px; height: 10px; margin-bottom: 5px;"></div> Avondale Estates Central Business District Franklin Street, Avondale Estates, GA	<div style="background-color: #008080; width: 10px; height: 10px; margin-bottom: 5px;"></div> Avondale Estates Central Business District Franklin Street, Avondale Estates, GA	<div style="background-color: #ff9900; width: 10px; height: 10px; margin-bottom: 5px;"></div> Avondale Estates Central Business District Franklin Street, Avondale Estates, GA
Visits	1.4M	1.4M	1.6M	1.6M
Visitors	293.2K	323.1K	366.4K	386.1K

Downtown Master Plan: A Vision to Spark Revitalization

Policy Results

A revised **zoning code** that gives the plan strength.

Codified **street grid designed** to incentivize developers to build the streets

Specialty studies, including parking and stormwater analysis



Downtown Master Plan: A Vision to Spark Revitalization

Physical Results

Refurbished industrial buildings that now house a variety of creative ventures, including artists, bakeries, eateries, and more.

A vibrant new **Town Green** offering a central space for community gatherings, celebrations, and entertainment.

Newly planned and **constructed streets** for areas once lacking infrastructure.

Added **multi-family residences**, crucial to our downtown businesses.



Call to Action

2025 Update to Downtown Master Plan



Define the next chapter for downtown



Get Involved



Coming Fall of 2025 – Workshop, Surveys, Focus Groups

Transforming North Avondale into a True Main Street



DDA Role

Regular Newsletter Updates:
Keeping businesses informed and help them prepare.

“We’re Open” Campaign:
Reminding customers that downtown remains open for business despite ongoing construction.

Shop Local Throw Down:
Encouraging residents to support local businesses during this critical time.

Strategic Placemaking

"Without the support of the DDA, projects like the Dale would not be possible. The Dale was intended to leverage the City's investment in the Town Green toward its goal of creating a vibrant downtown. We have every expectation it will achieve that goal and more."

Jerry Miller, Fabric Developers, LLC, owner and The Dale developer



Financial Assistance for New and Established Businesses

"Starting a small business is challenging, and the unknown can be intimidating. We began our journey at the Avondale Estates Farmer's Market and were ready to take the next step with a permanent brick and mortar location.

Among other things, we appreciated the DDA's assistance in identifying low-interest loans."

Ashley Thomas & Morgan Perkins, Galette, Owners



DDA Advancing Development

- ✓ **Low-Interest loan** for catalytic development
- ✓ Providing **low-cost rent** and support to re-launch the Avondale Arts Alliance
- ✓ Supporting the Avondale Historic Theater to preserve it as a performance venue
- ✓ **Advancing plans** for DDA-owned properties and 90 North Avondale – a city-owned building

Supporting Arts as Placemaking Strategy



“The Avondale Arts Alliance is deeply grateful for the DDA’s support in providing an affordable space to create the Avondale Arts Alliance. This has become a cherished hub for local artist, art lovers, and community members.”

Isadora Pennington, Avondale Arts Alliance Executive Director

DDA Role

Reduce Rent Lease for Avondale Arts Alliance: DDA allows the AAA to annual lease 84 N Avondale for \$250 a month. The Arts Alliance hosts art exhibits and other community art events.

Sponsorship of The Verge: a new arts and business publication produced by the Avondale Business Association and the Avondale Arts Alliance

Latin Artists Exhibit: Collaborated with Avondale Arts Alliance to feature local Latin artists at the Town Green

Other Wine and Art Walk, Downtown Holiday Lights

Leveraging Events to Spotlight Downtown Businesses

Launched **Shop Local Throw Down Competition** – 1300 receipts Q1

Executed 2 Flagship Events

- **4th Annual Avondale Ale Day** – one of the highest grossing days of the year for Avondale breweries
- **Wine and Art Walk**: 300 attendees. In 2024 the DDA re-launched the Wine and Art Walk to celebrate local artist and encourage visitation at Avondale businesses

Sponsored Winter Wanderland and WigWag

“We greatly appreciate the Avondale Estates DDA’s consistent efforts to create energy and foot traffic with special citywide events that are usually among our best days of the year, making a real difference to our bottom line.”

Nick Purdy, Wild Heaven Beer, Owner



Ramping Up Communications

- ✓ Published quarterly **business newsletters**
- ✓ Provide **monthly updates** at Avondale Estates Business Association (AEBA) monthly meetings
- ✓ Ongoing Complete Street **construction schedule**
- ✓ Executed four **downtown business promotions.**
- ✓ Implemented **Explore Avondale Digital Pass** – 226 users, 32 businesses

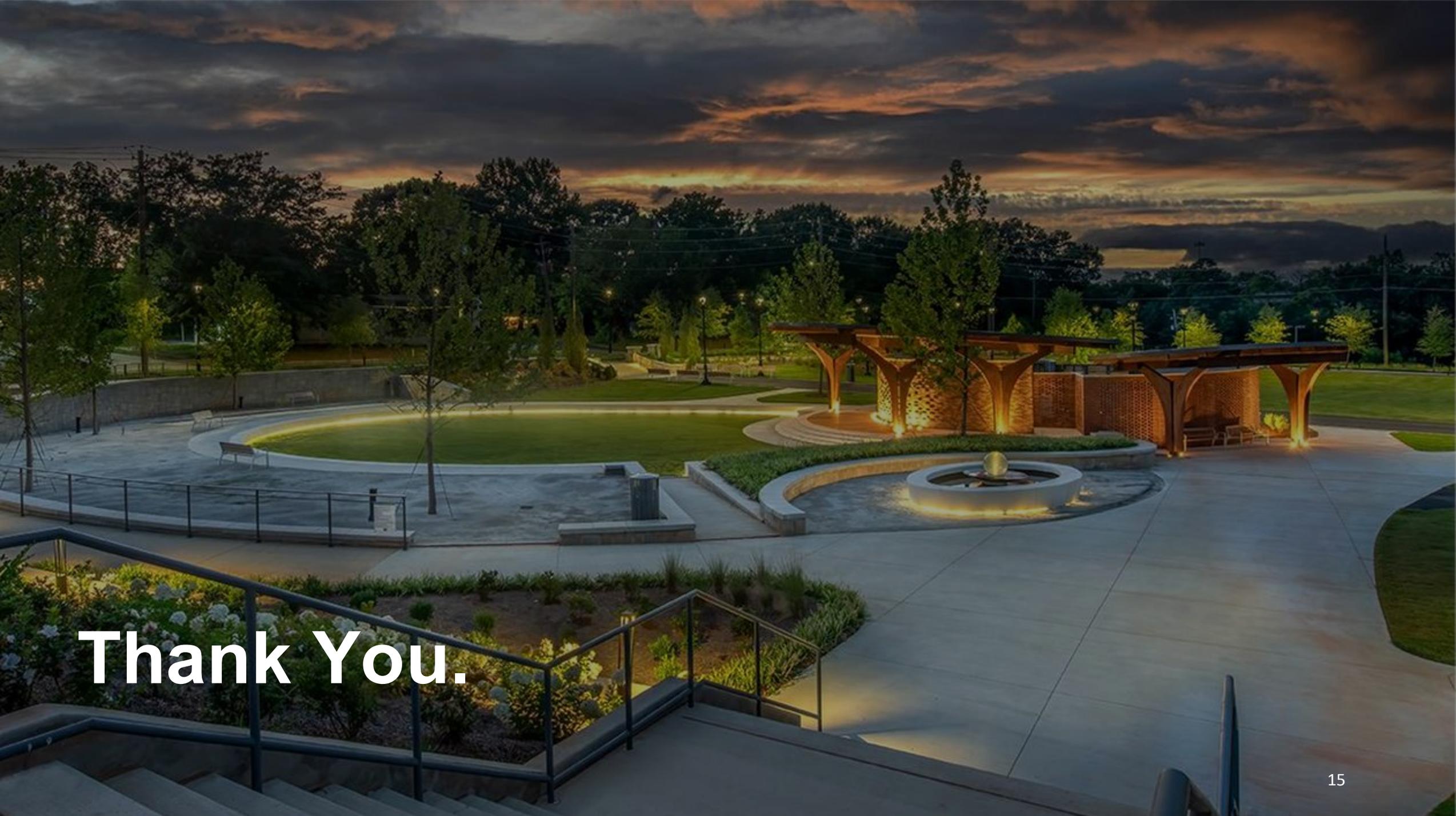
“I love and appreciate the DDA’s initiatives to get local residents more involved within the community with programs like the Shop Local Throwdown and the Great Gingerbread Chase.”

Vivian Lee, Leftie Lee’s, Owner



Call to Action: Support Your Home-Grown Businesses





Thank You.