



Downtown Development Authority Board Member Training – “Basic Training” Topical Outline

**Presented by University of Georgia in Partnership with Georgia Cities Foundation & Georgia Municipal Association
Co-sponsored by Georgia Downtown Association & Georgia Economic Developers Association**

Morning session

I. What is a Downtown Development Authority

- A. Why Create a DDA
 - 1. Access to grants
 - 2. Funding entity for business revitalization, infrastructure
 - 3. Revenue bond conduit
- B. Developing Your Agenda & Implementing it
 - 1. Main Street & Better Hometown Programs
 - 2. Historic preservation
 - 3. Asset inventory & management
 - 4. Asset acquisition & improvement
 - 5. Marketing
- C. Funding & Project Incentives
 - 1. Operational funding
 - 2. Project & deal-making incentives

II. DDA Law & Legal Issues

- A. Establishment & Legal Structure
- B. Membership
- C. DDA Powers
 - 1. Inherent & granted
 - 2. Eminent domain
 - 3. Additional taxing powers
- D. Ethics & Conflicts of Interest
 - 1. Open meetings & Open records
 - 2. Fiduciary responsibilities
- E. Public-Private Partnerships

Networking Lunch

III. Motivational Speaker

- A. Stewardship
- B. Long term perspective
- C. Fun & Rewarding

Afternoon session

IV. What Every DDA Board Member Should Know

- A. What Makes an Effective Board
- B. How to be a More Effective Board Member

V. Municipal Official’s Perspective on Downtown Development

- A. Gaining & Keeping Public Support
- B. Communication – to & from officials, to & from public
- C. Collaboration & partnering
- D. Getting the job done

VI. Practitioners Panel, with Facilitated Q&A

- A. Real Life Experiences
 - 1. Success stories
 - 2. Challenges
 - 3. Partnering
- B. Advice
 - 1. Tips – best practices and lessons learned
 - 2. Patterns for success
 - 3. Managing the “downtown development process”
 - 4. Resources & Assistance

VII. Wrap-up & Evaluation

VIII. Adjourn