

1. Agenda

Documents: [JUNE 29 SCWS AGENDA.PDF](#)

2. Agenda Item III

Documents: [7 DOWNTOWN CONCEPTS.PDF](#)

3. Agenda Item IV

Documents: [DDA PRESENTATION OUTLINE.PDF](#)



**BOARD OF MAYOR AND COMMISSIONERS  
DOWNTOWN DEVELOPMENT AUTHORITY  
SPECIAL CALLED WORK SESSION**

**June 29, 2016**

*(Immediately following the Special Called Meeting)*

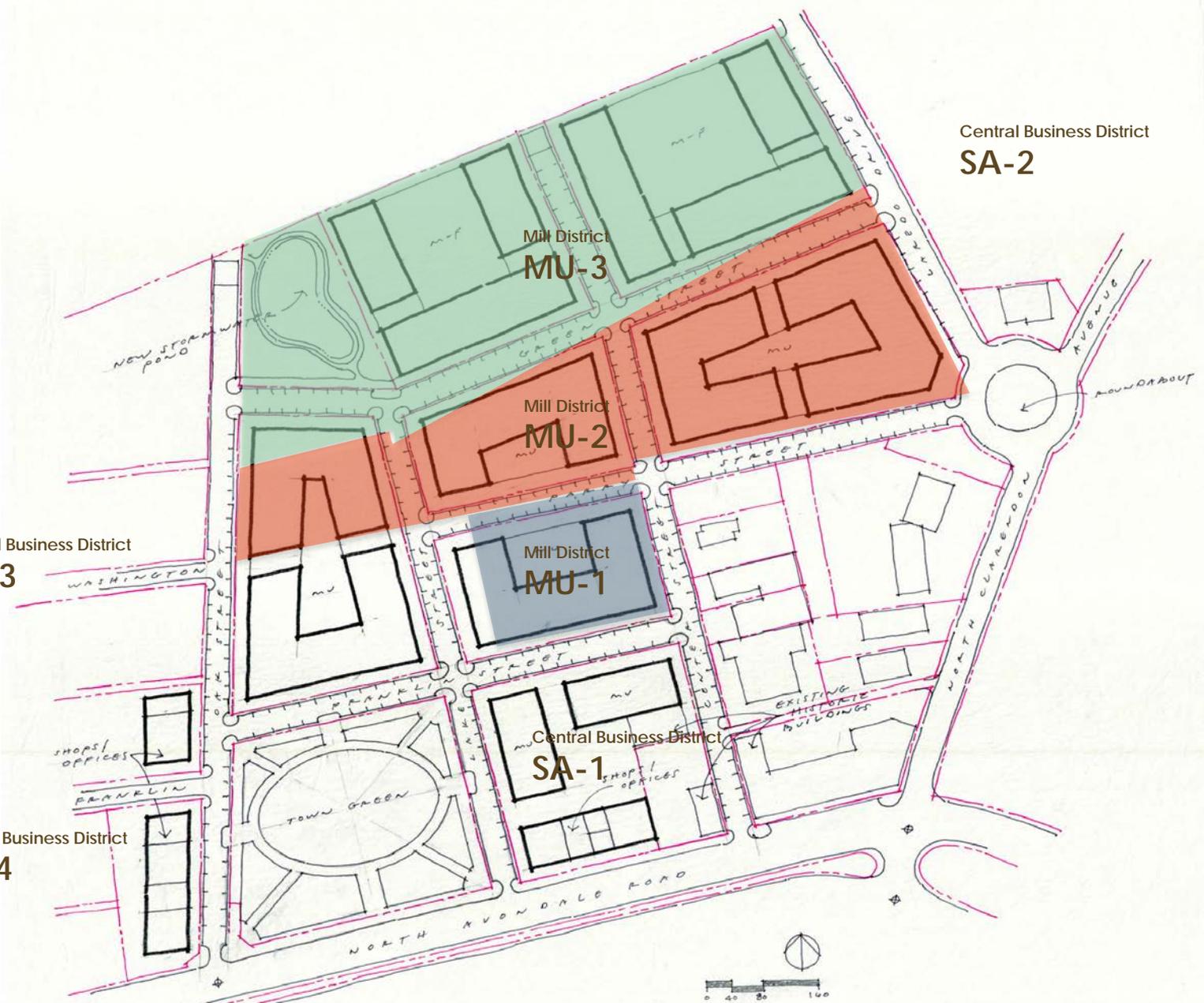
**AGENDA**

- Item No. 1            Meeting Called to Order
- Item No. 2            Adoption of Agenda
- Item No. 3            Discussion of Downtown Development Concepts
- Item No. 4            Preliminary Downtown Development Authority (DDA) Budget
- Item No. 5            Department of Juvenile Justice (DJJ) Building
- Item No. 6            Discussion of Intergovernmental Agreement Between BOMC and DDA
- Item No. 7            Public Comment
- Item No. 8            Adjournment

Central Business District  
**SA-3**

Central Business District  
**SA-4**

Central Business District  
**SA-2**



CONCEPT 'A'

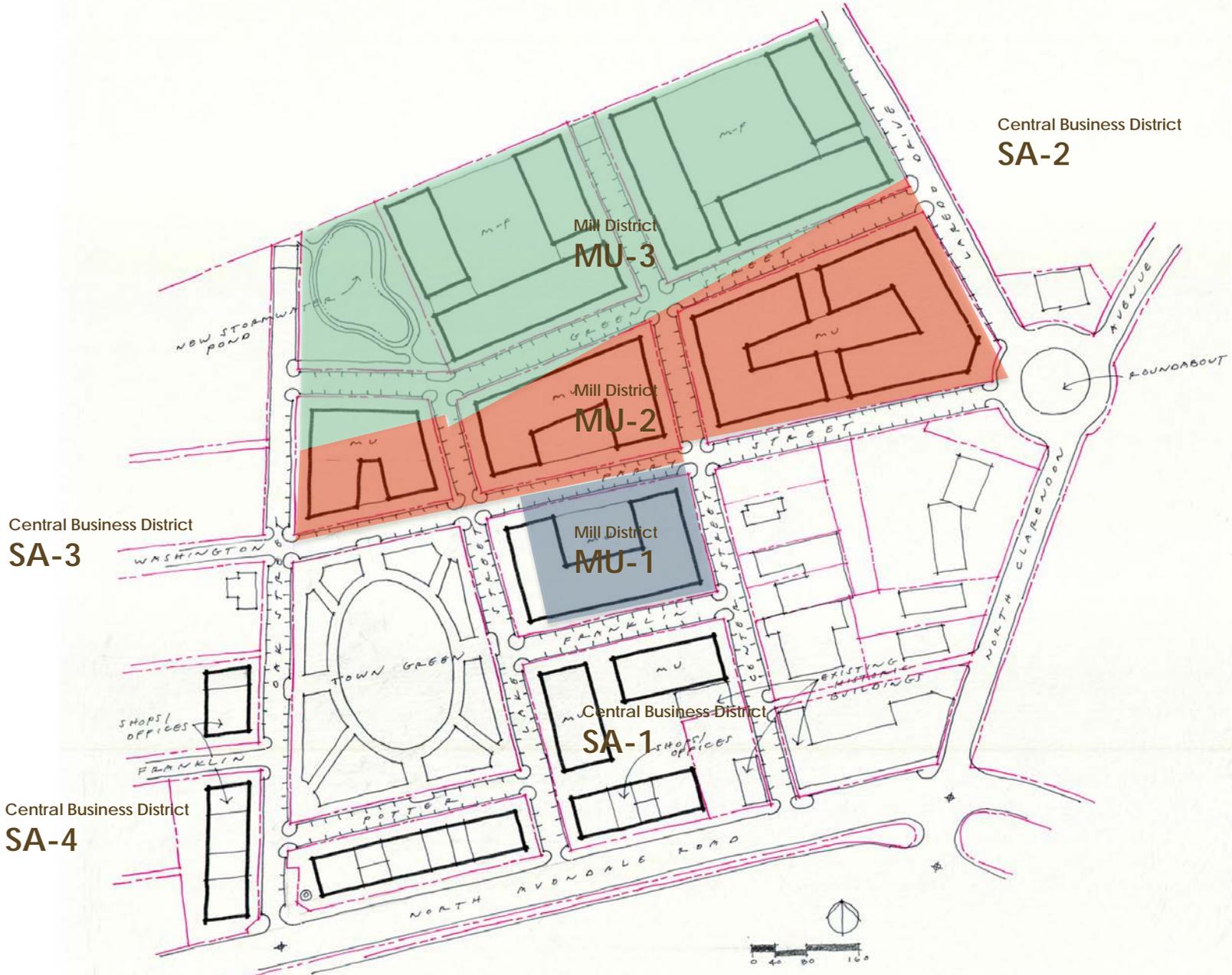
Central Business District  
**SA-3**

Central Business District  
**SA-4**

Central Business District  
**SA-2**



**CONCEPT 'B'**



Central Business District  
SA-2

Mill District  
MU-3

Mill District  
MU-2

Mill District  
MU-1

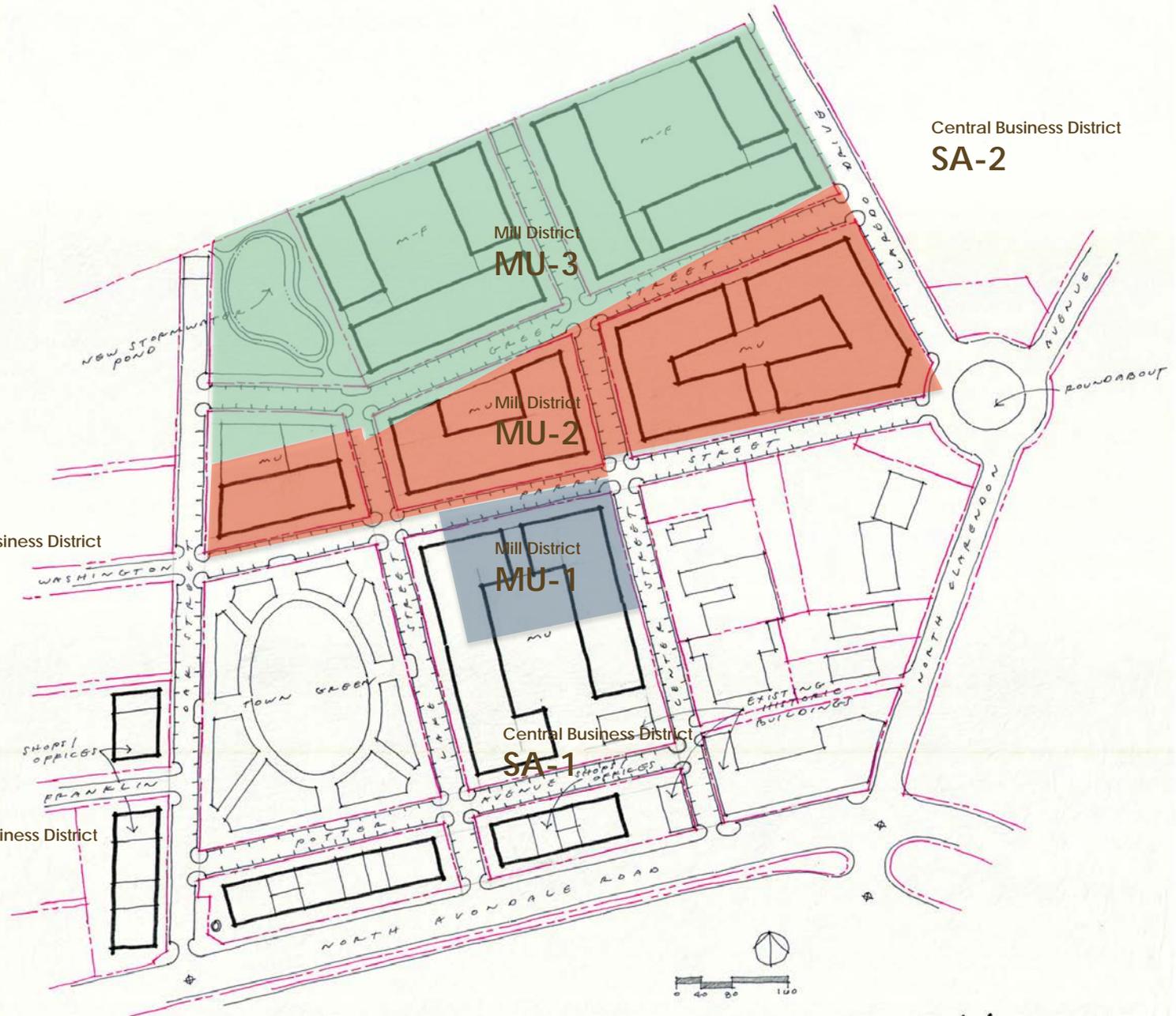
Central Business District  
SA-3

Central Business District  
SA-1

Central Business District  
SA-4

CONCEPT 'C'

Central Business District  
**SA-2**



Central Business District  
**SA-4**

Central Business District  
**SA-3**

**CONCEPT 'D'**

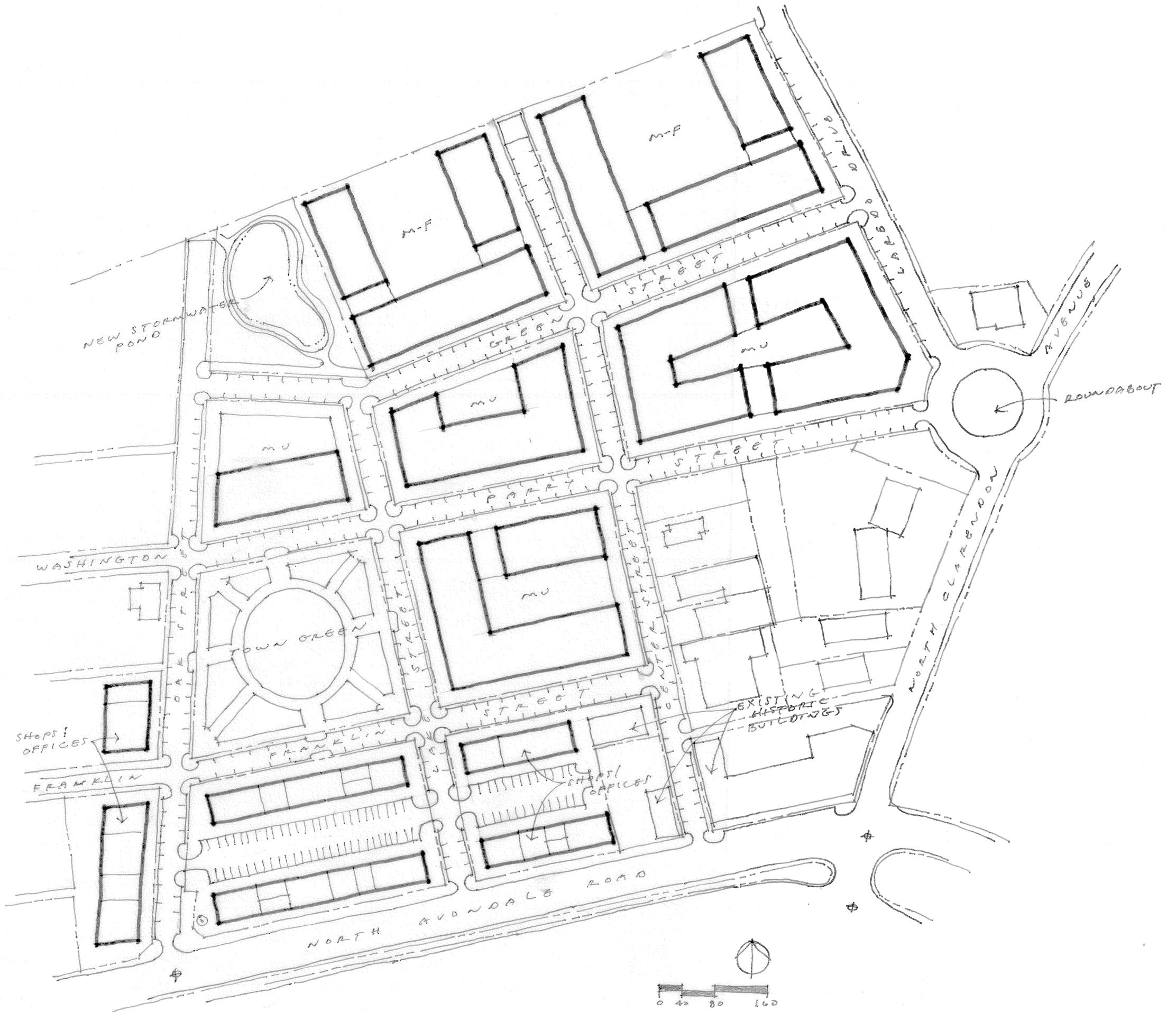
Central Business District  
**SA-3**

Central Business District  
**SA-4**

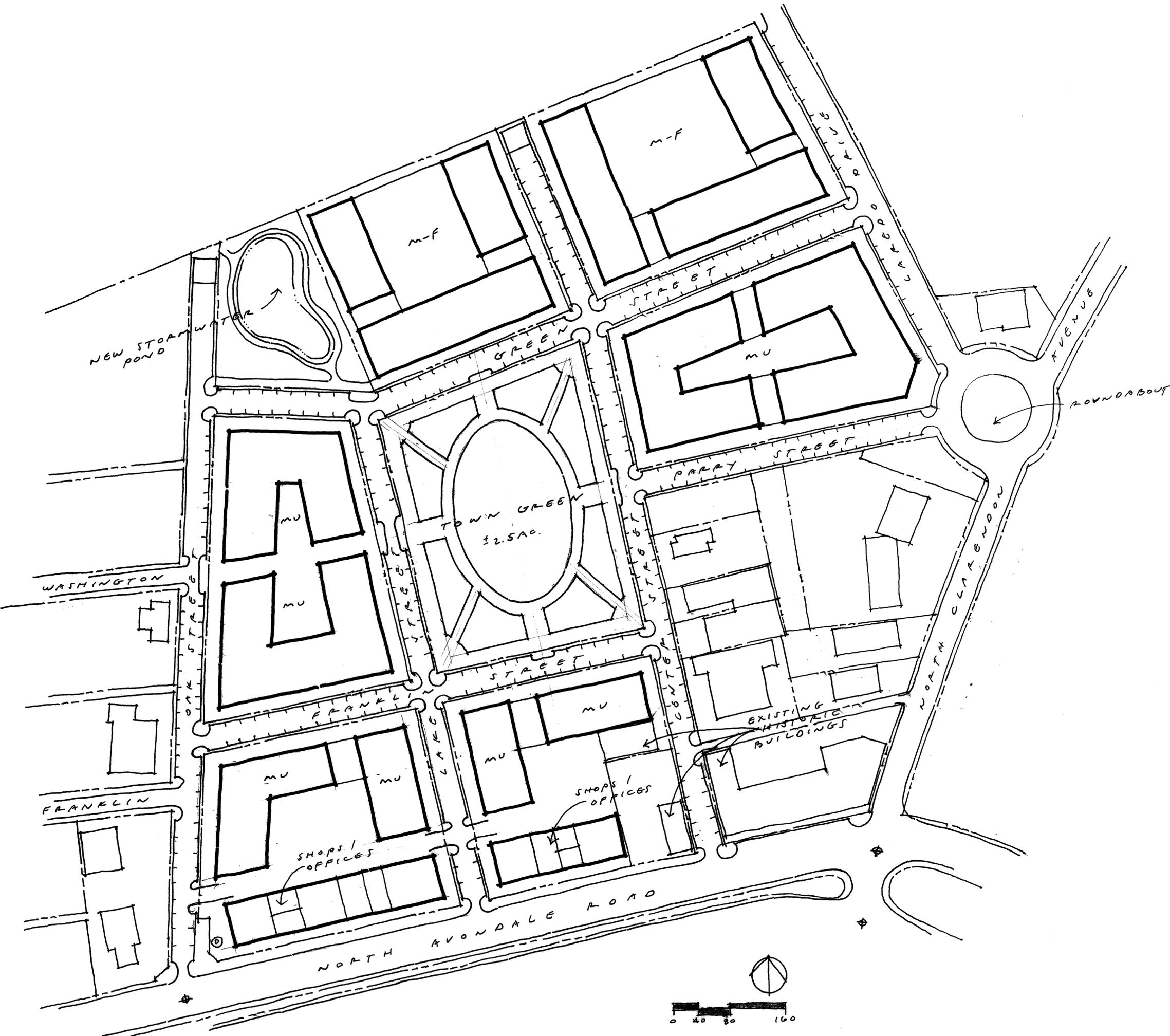
Central Business District  
**SA-2**



CONCEPT 'E'



CONCEPT 'C.1'



CONCEPT 'F'

**City of Avondale Estates  
Downtown Development Authority  
Goals, Mission, Budget and Staffing Needs**

**DRAFT OUTLINE FOR PRESENTATION TO BOMC**

**I. Mission**

The DDA’s mission is to encourage redevelopment activities and provide assistance to private and public partners for the purpose of improving the downtown area.

**II. Goals**

1. To increase foot traffic in the downtown area.
2. To be a valuable resource for downtown area businesses, both existing and new.
3. To support existing businesses through marketing and branding.
4. To maintain close relationships with business owners and tenants.
5. To utilize all DDA capabilities to foster new development in the downtown area.

**III. Path to Reaching Our Goals**

1. Creation of DDA “Initiatives” which are spear-headed by individual DDA members. Each Initiative assists in reaching one or more goals and allows us to divide and conquer:

**IV. Needs Going Forward**

No.	Initiative	DDA Lead (s)	Primary Task	Result
1	Events Planning	Rachel Herzog/ Laura Haas	<ol style="list-style-type: none"> <li>1. Event planning coordination.</li> <li>2. Oversight of event personnel.</li> <li>3. Oversight of possible event planning employee.</li> </ol>	<ol style="list-style-type: none"> <li>1. Streamlines events planning process.</li> <li>2. Narrows focus to only holding well-attended events.</li> <li>3. Increases foot traffic to downtown area.</li> </ol>
2	Marketing/ Branding	Jessica Covington/ Dave Deiters	<ol style="list-style-type: none"> <li>1. Coordinate marketing efforts which promote downtown AE.</li> <li>2. Oversight of any outside marketing/ branding consultant (s).</li> <li>3. Point of contact for all marketing/ branding-related issues and requests.</li> </ol>	<ol style="list-style-type: none"> <li>1. Standardizes marketing efforts.</li> <li>2. Fosters a better use of marketing funds.</li> <li>3. Increases local/ regional awareness of AE.</li> <li>4. Increases local/ regional awareness of AE events.</li> <li>5. Increases foot traffic in downtown area.</li> </ol>
3	Business Recruitment/ Outreach	Parke Kallenberg (Point)/ All DDA Members	<ol style="list-style-type: none"> <li>1. Identifying and contacting regional businesses that would fill a need in the downtown area.</li> <li>2. Acting as the point person for new businesses looking to relocate to the downtown area.</li> <li>3. Point person for existing businesses regarding DDA resources.</li> <li>4. Point person for maintaining open communication between DDA and local business associations.</li> </ol>	<ol style="list-style-type: none"> <li>1. Provides the community with a point person who handles new business inquiries.</li> <li>2. Transforms recruiting efforts from passive to active.</li> <li>3. Fills vacant retail spaces.</li> </ol>
4	Real Estate- related	<ol style="list-style-type: none"> <li>1. DJJ Building - Sam Collier/ Matt Delicata</li> <li>2. New Opportunities - Dave Deiters/ Matt Delicata</li> </ol>	<p><b>DJJ</b></p> <ol style="list-style-type: none"> <li>1. Point person for communication between DDA and DJJ.</li> <li>2. Tasked with ensuring the DJJ's needs are met.</li> </ol> <p><b>Other</b></p> <ol style="list-style-type: none"> <li>1. Lead effort to acquire, lease, sell real estate in the downtown area that would benefit the local community.</li> <li>2. Primary point persons for real estate-related matters that the DDA can help with.</li> </ol>	<ol style="list-style-type: none"> <li>1. Provides leadership and expertise on real estate-related matters.</li> <li>2. Provides tenants/ partners with a point person who can address all concerns.</li> <li>3. Assists in the creation of a well-planned downtown area that will attract more visitors.</li> </ol>

1. Each initiative requires something different to be most effective. Depending on the initiative, the DDA may need additional funding, human resources or assistance from The City.
2. We have attempted to breakdown each initiative to determine what the DDA needs:

No.	Initiative	Potential Needs	Projected Costs
1	Events Planning	New Hire/ DDA Employee - 4-6 years of experience	\$80,000 - \$100,000/ year
2	Marketing/ Branding	1. Engagement with outside consultant to provide marketing/ branding expertise. 2. Events Planning employee can assist with marketing material creation.	1. \$55,000 - \$75,000 Up-front 2. \$25,000 - \$35,000/ year going forward
3	Business Recruitment/ Outreach	N/A	\$1,000 - \$2,000/ year for misc expenses
4	Real Estate-related	1. Potential engagement with outside consultants/ brokers. 2. Legal assistance as needed.	As needed for each transaction

V. True Ask/ Request for Funding

1. Recurring funds replenished annually until the DDA is self-sufficient.
2. Enough funding to cover the basic “needs” outlined above.
3. Commitment to additional funds on an ad-hoc basis.

No.	Initiative	Up-Front Costs	Annual Costs Going Forward
1	Events Planning	\$0	\$100,000
2	Marketing/ Branding	\$75,000	\$35,000
3	Business Recruitment/ Outreach	\$5,000	\$5,000
4	Real Estate- related	\$50,000	TBD
	TOTAL	\$130,000	\$140,000