



## VISION

Downtown Watkinsville is a vibrant center for Oconee County, with a mixture of businesses, services, parks, residences, restaurants, and venues for the arts. A place where people can truly come, connect, and create.

## MISSION

The Mission of the Watkinsville Downtown Development Authority (DDA) is to serve as an advocate for economic growth and vitality, while engaging community members and guests to come, connect and create.

## PURPOSE

Promote quality development within the Downtown District

- Work with potential new business owners to find and secure appropriate business space downtown
- Provide support for existing business owners to aid in retention and expansion opportunities
- Maintain database of key information regarding downtown properties
- Collaborate with the City to ensure ordinances are fair to business owners and promote preservation of Watkinsville's history and heritage
- Partner with city government to represent the interests of all stakeholders

Plan and implement events to draw visitors to downtown Watkinsville to promote economic vitality and community

- Support the Oconee County Chamber of Commerce to host a successful annual Fall Festival in downtown Watkinsville
- Organize annual events, such as Trick or Treat on Main, Christmas Parade and Tree Lighting Ceremony
- Partner with Visit Oconee and other organizations to promote events held in downtown Watkinsville

Promote downtown Watkinsville as a great place, to live, work, play, and pray.

- Create and maintain dynamic channels to promote downtown Watkinsville
  - Downtown Development Authority Engagement
  - Social Media
  - Website
  - Collateral Material

Ensure downtown Watkinsville is inviting, by maintaining historic and small-town aesthetic:

- Streetscape projects, to include historic lamp posts, landscaping, banners, way-finding signs, other signage, etc.
- Maintain community gathering spaces
- Support creation of a Historic Preservation Committee

Ensure diversity in funding sources to achieve long term goals

- Needs assessments
- Research options for grants
- Events/Fundraisers
- Consider other programs

# DOWNTOWN WATKINSVILLE



**It is the desire and mission of the Watkinsville Downtown Development Authority to serve as an advocate for economic growth and vitality, while engaging members and guests to come, connect, and create.**

**We would like every building in our Downtown District to be filled with a vibrant retail store, restaurant, office or residence; each drawing people to come downtown to shop, dine, conduct business or live.**

**We would like to see Downtown Watkinsville restored to the community hub of our area with pedestrian friendly streets, gathering spots, and compelling businesses that make Watkinsville the hub of our community.**

## HOW CAN WE HELP?

CHAMPION LOCAL SMALL BUSINESS DEVELOPMENT AND PROMOTE POLICIES THAT CREATE A DIVERSE ECONOMIC ENVIRONMENT AND A VIBRANT DOWNTOWN WATKINSVILLE.

PROVIDE OPPORTUNITIES FOR DOWNTOWN PROFESSIONALS TO SHARE INSIGHTS AND BUILD A STRONG COMMUNITY NETWORK. BY FACILITATING MEANINGFUL CONNECTIONS, WE WILL EMPOWER WATKINSVILLE WITH VALUABLE RESOURCES THAT PRESERVE OUR DOWNTOWN DISTRICT.

OPTIMIZE OUTREACH EFFORTS AND COMMUNICATE THE VALUE WE BRING TO OUR COMMUNITY. THROUGH INNOVATIVE MARKETING AND BRANDING STRATEGIES AND PROVIDING VALUABLE RESOURCES, WE WILL DRIVE SUSTAINABLE ECONOMIC DEVELOPMENT IN OUR DOWNTOWN.

## WATKINSVILLE DOWNTOWN DEVELOPMENT AUTHORITY:

MELLONY ADKINS ~ CRISTI DONAHUE ~ DAN ELDER ~ ROBERT GRIFFITH ~  
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