DOWNTOWN ALPHARETTA ECONOMIC DEVELOPMENT INITIATIVE

PROPOSAL

Core Purpose:

To drive economic development activity through the creation, management, promotion, and execution of events and experiences that attract visitors and residents while strengthening the retention and recruitment of business in Downtown Alpharetta.

The Future is Now:

The dream of building a vibrant downtown Alpharetta is now a reality and requires everyone working together for its success. The Alpharetta Chamber of Commerce is positioned well to be the organization that leads downtown businesses forward. We understand that a thriving downtown requires 1) unity in purpose and mission 2) implementation of a competitive marketing strategy and 3) consistent event and program calendar.

Expanded Activities & Strategies:

- Provide access to resources for retailers and other small businesses in the overlay area: e.g., coaching, market research, financial services, business planning, legal, staffing, etc.
- Develop and manage an annual event calendar that focuses on retail/restaurant collaboration
- Create 1-2 signature events annually for retail and restaurant
- "Buy local" campaigns, create annual awards, incentivize merchants, investors
- Ongoing development of "Quality of Place/Quality of Life" recreation, arts & culture, etc.
- Economic Development – explore additional opportunities
- Long Rang Master Planning /Visioning/Collaboration with Technology Initiatives

Implementation:

Alpharetta Chamber will:

- Convene relevant stakeholder communities (public and private) to generate ideas; create buy-in and commitment; ensure cooperation, communication, etc.
- Dedicate staff to:
    - Manage, administer, coordinate
    - Promote
    - Research/assess/evaluate (including finding "best practices" in other communities)
    - Identify and secure local/regional/national events, organizations, entertainers, etc.
- Collect data for ongoing "cost/benefit" assessments
- Coordinate with all relevant City departments

Governance:

Alpharetta Chamber will convene a governance/oversight committee (separate and distinct from its BOD) comprised of relevant public and private stakeholders to:

- Provide strategic direction and guidance
- Offer subject matter expertise and skills
- Monitor and communicate progress and achievement of stated objectives

Funding/Sustainability:

Alpharetta Chamber will use the Alpharetta Development Authority's initial funding to establish capacity for developing and executing programs and strategies, as described above. It will also research, assess and begin to pursue alternative funding sources for the future to sustain this effort – either as a specific program initiative of the Alpharetta Chamber or through the creation of a new, stand-alone organization. The eventual scope of work and mission that stakeholders desire will help inform the appropriate structure.

Potential public/private funding approaches that will be evaluated include:

- Solidify critical funding partnerships
- Memberships/sponsorship funding from businesses within the overlay district
- Annual contracts with the Alpharetta Development Authority
- Grant funding

Multi-year pledges from public and private stakeholders to fund a specific set of multi-year strategies:

The goal to be self-sufficient at end of year three will rely heavily on the success of membership recruitment and secured annual member dues paid by businesses in the Alpharetta Downtown District. Additional funding sources may be realized and contribute heavily to the overall success of the initiative. Annual membership support from the City of Alpharetta at the Visionary Level - $10k will demonstrate our continued strategic partnership and the City's commitment to the work of the Alpharetta Chamber of Commerce.

Proposed Deliverables:

- Formalize *Downtown Alpharetta District* Advisory Board
- Create a specific membership category for District businesses (per downtown overlay map)
- Build the brand and digital marketing infrastructure & develop communication strategy
- Execute events and programming that drive traffic - emphasizing quality over quantity
- Increase engagement of proximate residents
- Provide access to business services and education using Chamber's extensive resource network

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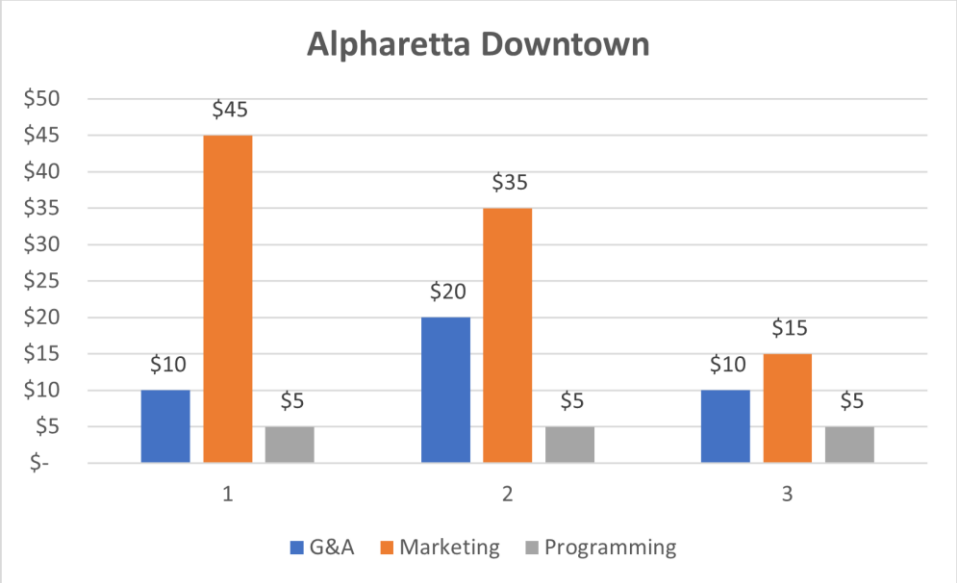
BUDGET PROPOSAL

	Year 1	Year 2	Year 3
G&A	$ 10	$ 20	$ 10
Marketing	$ 45	$ 35	$ 15
Programming	$ 5	$ 5	$ 5