



**Kennesaw Downtown Development Authority
Meeting Agenda
October 13, 2023 7:30 AM
Council Chambers**

1. Call to Order / Roll Call

2. Approval of the Meeting Minutes

- A. Approval of draft meeting minutes - 9/8/23
- B. Approval of draft executive session minutes 9-8-23

3. Financial Report

- A. Review of financial report as of 9-30-23
- B. Review of outstanding KDDA invoices (Legal/Other)

4. Old Business

- A. Discussion of 2024 Beer Festival rebranding ideas

5. New Business

- A. Main Street Training/Update

6. Public Comment

7. Board & Staff Comments

8. Executive Session

- A. Pursuant to the provisions of O.C.G.A. 50-14-3, the KDDA could, at any time during the meeting, vote to close the public meeting and move to executive session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under O.C.G.A. 50-14-2(1); and/or personnel matters as provided under O.C.G.A. 50-14-3 (4) and/or real estate matters as provided under O.C.G.A. 50-14-3(6).

9. Adjourn

- A. NOTICE: Any person who desires to appeal any decision from this meeting will need a record of the proceedings, and for the purpose may need to insure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is based. The Agenda is designed to make more efficient use of the KDDA's time. It is not designed to curtail discussion or

input. If you need special accommodations to attend or participate in our meetings, please contact City Hall at least 24 hours in advance of the specific meeting you are planning to attend.

**KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY
DRAFT MEETING MINUTES
CITY OF KENNESAW
Council Chambers
September 8, 2023
7:30 AM**

Present	Chair Mark Allen Vice Chair David Lyons Treasurer Leslie Patton Secretary Mary Jo Groeneveld Lexie Newhouse
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1. Call to Order / Roll Call

Meeting called to order at 7:38 am by Vice-Chair David Lyons.

Members attending: David Lyons, Lexie Newhouse, Mary Jo Groeneveld, Leslie Patton, Mark Allen (arrived at 7:49).

Members absent: Ian Coats, Nimesh Patel

Staff present: Luke Howe, Miranda Taylor, Jamie Wingler (legal)

2. Approval of the Meeting Minutes

A. Approval of 8/11/23 Draft Meeting Minutes

Draft meeting minutes from the August 11, 2023 meeting were reviewed. Leslie Patton made a motion to approve the minutes as presented. Motion seconded by Lexie Newhouse. Motion passed unanimously, 4-0.

B. Approval of Draft Executive Session Minutes 8/11/23

Draft minutes from the August 11, 2023 Executive Session were reviewed by the board. Lexie Newhouse made a motion to approve the minutes as presented. Motion seconded by Leslie Patton. Motion passed unanimously, 4-0.

3. Financial Report

A. Financial Report as of 8/31/23

Leslie Patton presented the financial report with an ending cash balance of \$81,699.06. In addition, 2 invoices received from Bentley, Bentley, & Bentley were reviewed. Leslie Patton made a motion to approve the financial report as presented with the addition of the legal invoices for payment; Mary Jo Groeneveld seconded the motion. Motion passed unanimously, 4-0.

4. Old Business

Leslie Patton inquired about the status of the rebranded beer festival - is there an update? Miranda advised that Mark Allen was tasked with reaching out to Atlanta Beer Festivals to discuss the board's ideas about a revamped event. The board briefly

discussed options and would still like to pursue an event with a more cocktail-focused theme. Leslie pointed out that other cities have had "Cocktail Crawl" events, and Mary Jo reminded the board that they'd previously discussed a "Drinks at the Depot" theme. No action is necessary.

5. New Business

A. KDDA Flex Grant Status Discussion

Miranda Taylor advised the board that to date, only one of our flex grant recipients has submitted receipts for reimbursement. Several recipients have reported issues with getting contractors scheduled to complete the work authorized in the grant awards. Miranda asked the board if they would consider extending the reimbursement deadline to allow the grant recipients to submit receipts. David Lyons confirmed that in his line of work it is difficult to get contractors out in a timely manner to complete jobs similar to the ones represented by the grant applicants. The board discussed the issue and felt it would be appropriate to extend the deadline to the end of October, but they would like to receive regular status updates from the grant recipients if they need to use the extension. In addition, the board discussed a prorated reduction in the grant award amount if the reimbursement is not submitted by October 31. Leslie Patton made a motion to extend the grant reimbursement deadline to October 31, request regular status updates from grant recipients until the 10/31 deadline, and implement a prorated reduction if reimbursement requests exceed the 10/31 deadline. Mary Jo Groeneveld seconded the motion. Motion passed unanimously, 4-0.

B. Discussion of Main Street Program/Report of Main Street 101 Training

Mark Allen gave a brief summary of the Main Street 101 training that he attended in Canton along with David Lyons and Lexie Newhouse. He shared that the program was much more robust than they anticipated and that they learned a lot about the Main Street program that they did not know. In order to help the board become more acquainted with the requirements and approaches used by Main Street, Mark requested that we add a section to the monthly agenda to discuss Main Street. Miranda offered to provide a short training moment for the board during this agenda section for the next several meetings to get everyone up to speed. Miranda also reminded the board members who were not able to attend the session in Canton that they will need to complete the online Main Street 101 training modules, as this is a requirement for all board members. Mark Allen also proposed setting up a 501c3 (with bank account) to allow the board to accept tax-deductible donations from sponsors for KDDA/Main Street events and programs. Staff will research the feasibility of this and report back at the next meeting.

8. Executive Session

The agenda was taken out of order: Executive Session was held between items 5.A and 5.B.

David Lyons made the following motion: That this Authority now enter into closed session as allowed by O.C.G.A. §50-14-3 and pursuant to advice by the City Attorney, for the purpose of discussing Legal. Seconded by Lexie Newhouse. Those voting in

favor: David Lyons, Mary Jo Groeneveld, Lexie Newhouse, and Leslie Patton. Those opposed none. The motion passed unanimously. The KDDA entered closed session at 7:48 am.

KDDA Chair Mark Allen joined the meeting (and the closed session) at 7:49 am.

David Lyons made the following motion: That this body, in open session, adopt a resolution authorizing and directing the presiding officer to execute an affidavit in compliance with O.C.G.A. §50-14-4, and that this body ratifies the actions of the KDDA taken in closed session and confirm that the subject matter(s) of the closed session were within the exceptions permitted by the open meetings law. Seconded by Mark Allen. Those voting in favor: Mark Allen, David Lyons, Mary Jo Groeneveld, Lexie Newhouse, and Leslie Patton. Those opposed: None. The motion passed unanimously, 5-0. The KDDA exited closed session at 8:24 am.

- A. Pursuant to the provisions of O.C.G.A. 50-14-3, the KDDA could, at any time during the meeting, vote to close the public meeting and move to executive session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under O.C.G.A. 50-14-2(1); and/or personnel matters as provided under O.C.G.A. 50-14-3 (4) and/or real estate matters as provided under O.C.G.A. 50-14-3(6).

6. Public Comment

1. Tracey Viars spoke to inform the board that she is running for reelection to the Post 2 council seat, and shared a summary of her qualifications and community involvement.

2. Lynette Burnett spoke to inform the board of her campaign for reelection to the Post 1 council seat, and shared a summary of her qualifications and community involvement.

7. Board & Staff Comments

1. Mark Allen addressed the earlier question about the beer festival and stated that he did not have an update on the newly revamped event. He requested this item be put on the agenda next month under old business and he will reach out to Atlanta Beer Festivals for information.

2. Mark Allen and Mary Jo Groeneveld reported that the Farmers Market will be back on Monday after a 2-week hiatus (for weather and the Labor Day holiday). Several of the vendors have inquired about extending into October. Mary Jo will confirm which vendors are committed to the extension. Miranda has clearance from the Events Committee to extend through the end of October.

9. Adjourn

Meeting adjourned at 8:59 am.

- A. NOTICE: Any person who desires to appeal any decision from this meeting will need a record of the proceedings, and for the purpose may need to insure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is based. The Agenda is designed to make more efficient use of the KDDA's time. It is not designed to curtail discussion or input. If you need special accommodations to attend or participate in our meetings, please contact City Hall at least 24 hours in advance of the specific meeting you are planning to attend.

Kennesaw Downtown Development Authority
Operating Cash Activity
For the Month Ended September 30, 2023

Beginning Cash	\$ 81,699.06
Cash Receipts:	
Interest Earned	121.34
Scarecrows On Main	875.00
Pay Back General Fund	973.83
BurgerFi Rent	<u>3,477.82</u>
Total Cash Receipts	<u>5,447.99</u>
Cash Disbursements:	
Apotheos Roastery	2,001.63
Bentley, Bentley & Bentley	5,336.00
Pit Stop Sanitation Services	<u>235.00</u>
Total Cash Disbursements	<u>7,572.63</u>
Ending Cash	<u><u>\$ 79,574.42</u></u>



City of Kennesaw

Income Statement

Account Summary

For Fiscal: 2022-2023 Period Ending: 09/30/2023

	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND					
Revenue					
760-0000-34-756500-00000 FARMERS MARKET	0.00	0.00	0.00	3,480.00	-3,480.00
760-0000-34-758500-00000 BEER FESTIVAL REVENUE	9,000.00	9,000.00	0.00	1,833.00	7,167.00
760-0000-36-100000-00000 INTEREST REVENUES	260.00	260.00	126.56	1,732.08	-1,472.08
760-0000-38-100700-00000 RENTS&ROYALTIES(BURGERFI) 2844 S. MAIN	40,518.00	40,518.00	3,477.82	41,429.97	-911.97
760-0000-38-900000-00000 OTHER (MISCELLANEOUS REV)	0.00	0.00	875.00	2,774.00	-2,774.00
760-0000-39-110000-00000 KDDA OPS - CITY FUNDING	0.00	0.00	0.00	250,689.02	-250,689.02
760-0000-39-220000-00000 PROPERTY SALE	0.00	0.00	0.00	115,749.60	-115,749.60
Revenue Total:	49,778.00	49,778.00	4,479.38	417,687.67	-367,909.67
Expense					
760-7550-52-121000-00000 LEGAL SERVICES	15,000.00	15,000.00	5,336.00	22,127.00	-7,127.00
760-7550-52-125000-00000 OTHER PROFESSIONAL SERV	1,500.00	1,500.00	0.00	135,955.05	-134,455.05
760-7550-52-127000-00000 DESIGN & GRAPHIC DESIGN	500.00	500.00	0.00	0.00	500.00
760-7550-52-231000-00000 RENTAL OF LAND & BUILDNG	8,400.00	8,400.00	0.00	7,700.00	700.00
760-7550-52-325000-00000 POSTAGE	100.00	100.00	0.00	0.00	100.00
760-7550-52-330000-00000 ADVERTISING	500.00	500.00	0.00	0.00	500.00
760-7550-52-350000-00000 TRAVEL	500.00	500.00	0.00	0.00	500.00
760-7550-52-360000-00000 DUES & FEES	165.00	165.00	0.00	0.00	165.00
760-7550-52-363000-00000 MEETING EXPENSES	100.00	100.00	0.00	51.17	48.83
760-7550-52-371000-00000 PROFESSIONAL DEVELOPMENT	600.00	600.00	0.00	0.00	600.00
760-7550-52-395000-00000 MILEAGE REIMBURSEMENT	500.00	500.00	0.00	0.00	500.00
760-7550-52-550000-00000 DEVELOPMENT AUTH EXPENSES	0.00	0.00	2,001.63	2,001.63	-2,001.63
760-7550-52-615000-00000 FARMERS MARKET	0.00	0.00	235.00	1,466.78	-1,466.78
760-7550-58-110100-00000 PRINCIPAL -LOAN FROM CITY-BURGERFI	16,093.00	16,093.00	0.00	16,092.54	0.46
760-7550-58-130000-00000 PRINCIPAL - SERIES 2019	0.00	0.00	0.00	2,975,000.00	-2,975,000.00
760-7550-58-230000-00000 INTEREST-SERIES 2019	0.00	0.00	0.00	31,358.98	-31,358.98
760-7550-58-230100-00000 INTEREST-\$300K LOAN FROM CITY BURGER...	71.00	71.00	0.00	70.48	0.52
760-9000-61-611000-00000 WORKING CAPITAL RESERVE	5,749.00	5,749.00	0.00	0.00	5,749.00
760-9100-61-109000-00000 TRANSFERS OUT - GENERAL FUND	0.00	0.00	0.00	71.80	-71.80
Expense Total:	49,778.00	49,778.00	7,572.63	3,191,895.43	-3,142,117.43
Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	-3,093.25	-2,774,207.76	
Total Surplus (Deficit):	0.00	0.00	-3,093.25	-2,774,207.76	

Income Statement

For Fiscal: 2022-2023 Period Ending: 09/30/2023

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND					
Revenue	49,778.00	49,778.00	4,479.38	417,687.67	-367,909.67
Expense	49,778.00	49,778.00	7,572.63	3,191,895.43	-3,142,117.43
Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	-3,093.25	-2,774,207.76	2,774,207.76
Total Surplus (Deficit):	0.00	0.00	-3,093.25	-2,774,207.76	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
760 - KDDA FUND	0.00	0.00	-3,093.25	-2,774,207.76	2,774,207.76
Total Surplus (Deficit):	0.00	0.00	-3,093.25	-2,774,207.76	



City of Kennesaw

Balance Sheet

Account Summary

As Of 09/30/2023

Account	Name	Balance	
Fund: 760 - KDDA FUND			
Assets			
760-0000-11-111200-00000	OPERATING ACCOUNT	79,574.42	
760-0000-11-112100-00000	KDDA FACADE	3,634.01	
	Total Assets:	83,208.43	83,208.43
Liability			
760-0000-12-253500-00000	NOTE PAYABLE-CITY OF KENNESAW-CURR	16,092.54	
760-0000-12-260000-00000	DEPOSITS PAYABLE	3,000.00	
	Total Liability:	19,092.54	
Equity			
760-0000-13-120000-00000	ENCUMBRANCE	-7,865.28	
760-0000-13-230000-00000	CONTRIB CAP-DEVELOPERS	2,500.00	
760-0000-13-411500-00000	F/B RES FOR ENCUMBRANCES	7,865.28	
760-0000-13-422000-00000	F/B UNRES-UNDESIGNATED	2,835,823.65	
	Total Beginning Equity:	2,838,323.65	
Total Revenue		417,687.67	
Total Expense		3,191,895.43	
Revenues Over/Under Expenses		-2,774,207.76	
	Total Equity and Current Surplus (Deficit):	64,115.89	
	Total Liabilities, Equity and Current Surplus (Deficit):		83,208.43



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: October 13, 2023
TITLE: Discussion of 2024 Beer Festival rebranding ideas

Summary:

Recommendation:

Fiscal Impact:

Attachments:
None



Item Report

TO: The Kennesaw Downtown Development Authority
FROM:
DATE: October 13, 2023
TITLE: Main Street Training/Update

Summary:

Recommendation:

Fiscal Impact:

Attachments:

1. Community-SelfAssessmentTool-Standard1



THE MAIN STREET AMERICA EVALUATION FRAMEWORK

COMMUNITY SELF-ASSESSMENT TOOL

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THE MAIN STREET AMERICA EVALUATION FRAMEWORK

COMMUNITY SELF-ASSESSMENT TOOL

For over 40 years, Main Street programs across the country have used the Main Street Approach™ to support revitalization and catalyze positive transformation of their downtowns and neighborhood commercial corridors. Through grassroots leadership, partnership building, community engagement, and a commitment to holistic preservation-based economic development, thousands of Accredited and Affiliate Main Street programs have created lasting impact for their local economies and communities as a whole.

AN EMPOWERING MODEL FOR REVITALIZATION

The new Main Street America Evaluation Framework, developed by Main Street America (MSA) in close partnership with Main Street Coordinating Programs, outlines what it means to be a highly successful Main Street program and sets a path for growth and development for newer programs. Depending on achievement, score, and maturity, programs will either be designated as an Affiliate, Classic Main Street or Georgia's Exceptional Main Street (GEMS) program.

Annual program assessments are an important opportunity for local Main Street leaders, volunteers, partners, and Coordinating Programs to come together to reflect on the progress of a program's efforts and identify opportunities to build and grow.

The following Self-Assessment has been developed as a tool to help Main Street leaders recognize how their program's efforts already align with the new standards and identify areas for deeper focus and prioritization. The tool will also serve as a basis for local leaders to work with their Coordinating Program on identifying areas for capacity building, program development, and training needs. This process will also inform Main Street America on our network's strengths, greatest needs and opportunities.

WHO SHOULD USE THIS TOOL

- Currently and previously Accredited programs
- Affiliate-level programs wanting to become Classic Main Street Programs in the future.
- Start-up programs should also use the self-assessment as a guide to establish a strong foundation for their revitalization programs with the vision of becoming designated as an Accredited or Classic Main Street Program in the future.

WHEN TO USE THIS TOOL

This Community Self-Assessment Tool will be due as part of your program's overall annual assessment process. The information reported in this document will be submitted online through the Georgia Main Street's [Annual Assessment Portal](#). This information along with all supporting materials and requisite documents will be due every year by January 15th.

HOW GRADING WORKS

Within each Standard in the new Self-Assessment Tool, you will be able to rate yourself on the indicators listed using the below scale.

Not Meeting: 

Room for Improvement: 

Meeting: 

For each indicator, you will select one of the above options. The activities listed under each indicator are examples of best practices but is not an exhaustive list of how each program may meet the Six Standards. While we hope that all accredited programs will be able to meet or exceed all indicators outlined in this document, we know that every city has ups and downs, therefore, we ask for an honest assessment of your current ability to meet these 6 Standards. Unlike former versions of the assessment process, this document has no threshold for what is considered passing.

The purpose of this document is not to define who is "in" and who is "out," but how we, as a coordinating program, can better assist you in your city's downtown development journey. While this document will play a role in the accreditation process, it will not be the only component under consideration.

WHEN DECIDING WHAT BOX TO CHECK

We know it can be hard when deciding what box to check. Below we have created a quick reference guide to aide you in the decision making process.

Meeting Indicator:	Check this box if your Main Street program has 2-3 robust examples of projects, programs, activities or measurable objectives illustrating the ways in which your organization is currently meeting this indicator. Main Street staff should easily be able to discuss and describe these items during their community assessment presentation. Supporting documentation should be easily accessible and available upon request.
Room for Improvement:	Check this box if your Main Street program has 1 - 2 limited examples demonstrating how your organization is currently, or has previously, met this indicator. Examples of projects, programs, activities or measurable objectives that are limited in scope, scale, impact or that reflect efforts from the last 1 - 3 years would fall under the category of "Room for Improvement."
Not Meeting Indicator:	Check this box if your Main Street program has no current examples or 1 - 2 prior examples. Examples must be current in order for an organization to be considered "meeting an indicator". Examples from 3, or more, years ago are not considered "current." The Main Street program should be ready to discuss how they are working towards meeting this in the future and the role that the Office of Downtown Development can play in assisting them during the process.

NEXT STEPS

While this document is available to all designated and non-designated Main Street programs as self-assessment tool, only communities that are seeking consideration for Accreditation by the National Main Street Center will be required to submit their official responses through the [Online Assessment Portal](#). The Assessment Portal is located on the Georgia Main Street Program's website and is only one piece of a multi-step process for Accreditation.

When submitting answers through the portal please be aware that additional information will be required when community's indicate they are "Not Meeting" or "Room for Improvement" in meeting an indicator. While no additional information will be required when programs select the "Meets Indicator" box, the manager, board and staff should be prepared to share and discuss examples of how their program has met this indicator during the presentation component of the Annual Assessment process.

STANDARD 1

BROAD-BASED COMMUNITY COMMITMENT TO REVITALIZATION

Standard One reflects that successful and sustainable revitalization efforts are not just the work of a single organization but should be the result of a community-wide effort that brings the public and private sectors together with a strong sense of ownership in their downtown or commercial district. This Standard reviews the Main Street organizations' essential role in fostering a culture of inclusion, engagement, collaboration, and commitment from all sectors of the community. Launching a program, growing it incrementally from one year to the next, and sustaining success for the long run are only possible through a diversity of strong partnerships and collaborations, continued outreach, and communication.

FOCUS AREAS

Communities engaged in the Main Street Approach understand how essential these key areas of focus are for an organization's success: **A) Partnerships and Collaborations, B) District and Community Outreach, and C) Communication and Public Relations.**

KEY INDICATORS

The following indicators provide important guidance on how Main Street programs, the public sector, district stakeholders, and the community at large can work together to develop strong partnerships and collaborations. Each indicator serves as an example of how your Main Street program is effectively meeting the Standard of building and fostering a broad community commitment to revitalization.

A) PARTNERSHIPS AND COLLABORATIONS

INDICATOR 1: Main Street has developed partnerships and collaborations with local governments that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include, but are not limited to:

- Participation in strategy development and planning.
- Collaborations in the implementation of programming or work plans.
- Monetary and non-monetary resources for the Main Street program.
- Engagement of elected officials and/or staff in the Main Street program Board and committees.
- Promoting the district revitalization and their partnership with Main Street.

Not Meeting:



Room for Improvement:



Meeting :



A) PARTNERSHIPS AND COLLABORATIONS

INDICATOR 2: Main Street has developed partnerships and collaborations with both nonprofit organizations and private sector entities that demonstrate shared responsibilities for the district's revitalization and its program. Examples of how these partnerships are demonstrated include, but are not limited to:

- Participation in input session to guide future planning initiatives.
- Collaborations in the implementation of programming or work plans.
- Monetary and non-monetary resources for the Main Street program.
- Engagement with the Main Street program Board and committees.
- Promoting district revitalization and their partnership with Main Street.

Not Meeting:  Room for Improvement:  Meeting: 

B) DISTRICT AND COMMUNITY OUTREACH

INDICATOR 1: Main Street has expanded its reach to connect and engage with all sectors of the community (businesses, property owners, workforce, other organizations, and residents). Examples of how these partnerships are demonstrated include, but are not limited to:

- A variety of communication tools (online and printed materials) used to reach a broad group of district stakeholders.
- Inclusive work plans that are intended to reach a diverse make-up of the community.
- Regular outreach visits to district businesses, property owners, stakeholders, and community partners.

Not Meeting:  Room for Improvement:  Meeting: 

C) COMMUNICATION AND PUBLIC RELATIONS

INDICATOR 1: Main Street has maintained communication and implemented public relations that inform and educate the community and district stakeholders about the district and the Main Street program. Examples of how these efforts are demonstrated include, but are not limited to:

- The program's external marketing (online, printed, social media, etc.) clearly promotes the role and impact of the Main Street program.
- Main Street's leadership and staff are actively engaged in public relations activities that educate, build awareness, and promote the Main Street program.
- Main Street highlights positive stories about the district through a variety of media tools.

Not Meeting:  Room for Improvement:  Meeting: 

C) COMMUNICATION AND PUBLIC RELATIONS

INDICATOR 2: Main Street has maintained communication and implemented public relations that inform and educate the public sector or local government about the district and the Main Street program. Examples of how these efforts are demonstrated include, but are not limited to:

- Main Street meets with local government officials or attends council meetings to share progress and impact.
- Main Street invites participation of local government officials and staff to meetings and encourages visits to the district and programming activities.
- Main Street promotes the impact of local government investments and participation.

Not Meeting:  **Room for Improvement:**  **Meeting:** 

INDICATOR 3: Main Street has promoted the district's positive image, brand identity, and assets. Examples of how these efforts are demonstrated include, but are not limited to:

- A distinctive brand has been created and implemented to promote the downtown district as a destination. (Example: Shop Downtown Valdosta)
- A unique identity has been created and implemented to represent the organization.
- Social media platforms are used to promote the value of the district and the Main Street program.
- An annual report is produced noting successes across the Four Points.

Not Meeting:  **Room for Improvement:**  **Meeting:** 