



2023 STRATEGIC WORK PLAN
Sylvania Downtown Development Authority
April 3, 2023

Please review and comment at:

www.sylvaniagadowntown.com

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Downtown Sylvania Vision: Downtown Sylvania is a diverse and welcoming destination where people live, work and play. The vision blends economic and community development creating an environment that will grow and sustain a prosperous community while maintaining the best small town characteristics.

Priority One – “Dining, Retail, and Commercial”

Goals: 1. Attract businesses for empty buildings. 2. Retain existing businesses.

Objective 1. Update the Sylvania Downtown Business Incentive Package.

Objective 2. Apply for Rural Zone designation which includes a Market Study.

Objective 3. Engage real estate agents and financial institutions in Screven County and surrounding areas to promote downtown properties.

Objective 4. Update the Façade Grant Program.

Objective 5. Provide a ‘One Stop Shop’ for new businesses referencing where to go for business start-up needs.

Milestone: Host an Opportunity Night to showcase downtown opportunities and available buildings.

Priority Two – “Design and Appearance”

Goals: Attract individuals and businesses into the downtown by ensuring a safe environment, making it inviting and a destination.

Objective 1. Recommend to City additional parking designs and develop the pedestrian corridor.

Objective 2. Work with Department of Transportation (DOT) and City to implement new signage along the bypass and in downtown.

Objective 3. Develop a process to notify the City of possible building code violations.

Objective 4. Research installation of Electric Vehicle (EV) charging station.

Milestone: Installation of additional signage on the bypass and downtown.

Priority Three – Marketing Plan

Goal: Develop a media plan including a schedule of face-to-face interactions to communicate the purpose of the DDA, resources available for merchants and start ups, opportunities for developers/merchants/entrepreneurs and the accomplishments of the DDA.

Objective 1. Expand social media and print presence.

Objective 2. Move the DDA website to the City of Sylvania website.

Objective 3. Promote the Business Incentive Plan.

Objective 4. Promote Downtown living.

Objective 5. Promote Façade Grant Program.

Objective 6. Develop communication plan to promote downtown and the DDA.

Objective 7. Develop brand standards for all DT and DDA marketing materials.

Milestone: Media updates on a monthly basis.

PRIORITY FOUR: Engage Downtown Merchants

Goal: Create a partnership between the merchants and DDA Board to increase merchant participation and support.

Objective 1. Board members make personal connections with the merchants.

Objective 2. Provide education for merchants regarding the purpose of the DDA.

Objective 3. Survey the merchants soliciting ideas they would like to see in downtown and opportunities to increase their participation.

Milestone: Completion of the merchant survey and have open meeting to review and discuss.

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