



# Instructions

## **Process for Downtown Development Authority (DDA) Board Membership Application**

- Candidate shall complete an application form.  
(Applications are on file with and can be obtained from the DDA Program Manager. They can also be downloaded from the DDA web page located @ [www.visitdowntownblairsville.com/dda](http://www.visitdowntownblairsville.com/dda))
- Board Members shall serve a four-year term.
- Candidate shall attend one DDA meeting as an observer prior to application acceptance.
- Candidate shall be interviewed by DDA chair-person or other designated DDA members.
- DDA members approve/disapprove candidate.
- If candidate is approved and still interested, then DDA approves the application.
- DDA will formally nominate the candidate to the City Council with a recommendation for approval.
- Once approved by City Council, Mayor will swear in new DDA member.



## **Mission**

The mission of our Better Hometown revitalization effort is to help the city of Blairsville fulfill its potential, by using our combined talents and resources to create opportunity and prosperity fitting the special character, heritage, and historic preservation of this mountain community.

## **Overview**

The Blairsville Downtown Development Authority is composed of a seven (7) member Board of Directors, appointed by the Blairsville City Council to serve as advocates and advisors to the City Council related to economic growth. The DDA drives and directs policies and programs aimed at improving the economic development and vibrancy of the city using the four (4) points of the Main Street Process: Organization, Design, Economic Restructuring and Promotions. The DDA meets monthly at noon at City Hall.

Nationally, the Main Street Program provides a comprehensive approach to the economic revitalization of historic downtown districts, which communities then implement on the local level. While the program does focus on the preservation of historic commercial buildings, it is as much about preserving a strong sense of community as it is about preserving buildings. The DDA manager helps synchronize efforts in all major program areas (Outreach, Promotion, Design, and Economic Development) by working with volunteers and partner organizations to generate broad-based community support and engagement for our downtown. Brief descriptions of program areas are as follows:

**Outreach:** Outreach involves building a downtown support network that is well represented by business and property owners, bankers, citizens, public officials, and other local economic development organizations. Engaging stakeholders and generating volunteer support is central to this endeavor because strong organization provides the stability needed to build and maintain long-term development efforts.

**Promotion:** Promotion focuses on improving awareness about downtown. Street festivals, parades, retail events, and marketing campaigns are some of the ways the DDA tries to generate excitement about the district. Promotion involves creating and marketing an enticing image to residents and visitors so that downtown benefits by association.

**Design:** Design is meant to enhance the visual appeal of the district. Building rehabilitation, street and alley cleanup, signage, landscaping, and lighting are all ways to improve the physical image of downtown. Design improvements result in a reinvestment of public and private dollars as the area is increasingly seen as a quality place to invest, shop, work, walk, and live.



**Economic Restructuring:** Economic restructuring involves analyzing current market forces to develop long-term strategies for maintaining downtown vitality. Offering investment incentives, recruiting new businesses, and improving the competitiveness of traditional merchants and small businesses are examples of economic restructuring activities. Each board member is required to serve as either chair of one of the committees, or on the executive committee of the board (Chair, Vice Chair or Secretary).

**Considerations for DDA Board Membership. Please check all that apply.**

- I reside within the city limits of Blairsville.
- I own real estate within the city limits of Blairsville.
- I own a business within the city limits of Blairsville.
- I fully understand what the DDA Board expects from me.
- I am committed to the goals and mission of the DDA Board.
- I afford the demands on my time, resources, and energy.
- I attend meetings regularly, making them a priority for the duration of my appointment?
- Am I willing to perform a reasonable amount of work outside the regularly scheduled DDA Board meetings to attend sub-committee/action group meetings and will prepare for each meeting.
- I work effectively with other members of the DDA Board.
- I willing to participate in the necessary Board training, education and development activities that will improve my effectiveness in my position.
- I am current with all my financial obligations to the City.



**Applicant Name:** \_\_\_\_\_  
**Occupation:** \_\_\_\_\_ **Employer:** \_\_\_\_\_  
**Home: Address:** \_\_\_\_\_  
**City/State/County:** \_\_\_\_\_  
**Home Phone:** \_\_\_\_\_ **Home E-mail:** \_\_\_\_\_  
**Work Phone:** \_\_\_\_\_ **Work E-mail:** \_\_\_\_\_  
**Cell Phone:** \_\_\_\_\_ **Other E-mail:** \_\_\_\_\_

**Name & Address of business, residence or property owned or location of vested interest within the city limits of the City of Blairsville (if applicable):**

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**Briefly explain your reason for wanting to become a DDA Board member:**

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**Either in the space below, or as an attachment, please outline your “vision” for the future of downtown Blairsville and how you can contribute to that process.**

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I have read and fully understand this application for the Blairsville Downtown Development Authority Board. I am willing to make a Board level commitment to the revitalization of downtown Blairsville. I understand that this is an advisory role to help determine policy issues and that the Downtown Development Program Manager will serve in administrative capacities for the DDA.

**Signature of applicant:**

**Date:**

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**Return Application to:**

**Downtown Development Authority  
Blairsville City Hall  
62 Blue Ridge Street  
Blairsville, GA 30512  
[manager@visitdowntownblairsville.com](mailto:manager@visitdowntownblairsville.com)**