



Celebrating 28 Years of Service

# ONMA 2017 Economic Development Strategic Plan

VISION: ONMA will drive a high-energy, total-community campaign to revitalize the Old National Corridor as a magnet for diverse investors, visitors, talent and residents who create value and opportunity.

This Economic Development Framework addresses 3 overarching goals:

Business Climate: Create and Sustain a secure, clean and attractive environment that reflects pride, sense of place

Image & Perception: Promote and Project an identity that spotlights ON as safe, vibrant, welcoming, enjoyable, on the move

Recruitment, Expansion & Retention: Recruit and Retain quality businesses to diversify goods, services, amenities provided

## **Business Climate**

Update Gateway Landscape Project

Expand CID

Corridor cleanups/Keep it Clean campaign

Vigorous Public Safety Program

Pole Banners or Holiday Lighting

## **Image & Perception**

Pitch Positive Media (5 stories)

ULI Educational Workshops

Special Event(s)

Public safety key messaging

## **Recruitment, Expansion, Retention**

Launch ONMA Ambassador Program — biz outreach program

Partner with College Park/South Fulton on vision/strategy

Lend Support/Guidance to Developers and Entrepreneurs

Identify grants, tax credit programs, other financial incentive

## **Key Partners/Stakeholders**

- Aerotropolis
- Development Authority of Fulton County
- Fulton County
- Fulton County Schools
- Georgia General Assembly
- Governing Agencies: GDOT, MARTA
- Keep South Fulton Beautiful
- Municipalities: College Park, South Fulton
- Old National Area Residents United (ONARU)
- South Fulton Chamber of Commerce
- Urban Land Institute (ULI)



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### Business Climate

**Gateway Landscape Project** — Overhaul and maintain the large landscape islands on ON just north and south of the interstate. Doing so will present a strong sense of community, complement recent sidewalk and road-resurfacing projects, help sell the CID to property owners, signal on-the-move vitality for ON

**Expand CID** — Continue on-the-ground efforts to expand the Aerotropolis CIDs down the ON corridor. Currently stops at Godby Rd. Interest growing.

**Corridor Cleanups** — Develop regular cleanup schedule (Adopt-a-Highway) as well as an ongoing (fun, engaging) Keep It Clean community campaign

**Public Safety Program** — Work with PDs and CIDs to involve more businesses—and the community

**Pole Banners or Holiday Lights** — Explore pole banner program and/or Holiday Lights to heighten community identity and sense of pride

### Image and Perception

**Positive Media** — TV, Atlanta Business Chronicle, AJC, South Fulton Neighbor, and Social Media are targets for pitching good-news stories about ON

**ULI** — Partner with Urban Land Institute on educational workshops/presentations on the need for a unique strategy re: retail-corridor redevelopment

**Special Event(s)** — Explore developing/attracting special event(s) that raise ON's profile and image (regional chess or robotics competitions, etc.)

**Public Safety Key Messages** — Hammer home—internally and externally—public safety positives: improvements, innovations, comparisons

### Business Recruitment, Expansion, Retention

**Ambassador Program** — Full-scale outreach to visit/interview businesses to: 1) improve participation; 2) get feedback to guide program development

**Vision and Strategy Development** — Collaborate with municipal partners to develop a vision/strategy to guide a comprehensive redevelopment program

**Support and Guidance to Developers/Entrepreneurs** — Serve as a resource to developers and entrepreneurs targeting ON for investment

**Identify Financial Incentives** — Explore New Markets Tax Credits, façade programs, TADs, CDBG grants, and other financial incentives



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