

MISSION

Our mission is to be actively engaged in preserving, revitalizing, and enhancing the growth of our downtown through community development and quality of place.

VISION

Our vision is to continue the promotion of our vibrant, inclusive community that celebrates its rich history while embracing innovation and growth. We aim to create a dynamic urban core where businesses thrive, culture and creativity flourish, and residents and visitors feel connected and inspired.

Strategic Roadmap Vision

To significantly enhance the physical and visual identity of Downtown Hattiesburg by strategically activating public spaces and connecting neighborhoods, highlighting the assets that make downtown unique; grow the districts over all economic footprint through new investments and improved processes that stimulate economic vitality.

STRATEGY 1

PLACEMAKING / STORY TELLING

GOAL #1

Launch the Roadmap Revitalization Plan for Downtown Hattiesburg, communicate to stakeholders to build coalition to adopt and implement. Complete ARPA funded projects through procurement and purchasing amenities.

GOAL #2

Launch a new brand identity for Downtown Hattiesburg and build a communications and marketing strategy that tells the story of all unique assets of the district & DHA.

STRATEGY 2

BUSINESS ACTIVATION & DEVELOPMENT

GOAL #1

Strategically grow the number of open commercial properties and retail establishments in Downtown Hattiesburg through investment incentives & active recruitment.

GOAL #2

Launch or co-launch with partners a navigator service for business investments in Downtown Hattiesburg that connects all processes by entity and related ordinances.

WORKING THE PLAN

STRATEGY 1

GOAL 1

PLACEMAKING / STORY TELLING Launch the Roadmap Revitalization Plan

Lead: DHA Employees **Partners:** DHA Economic Vitality, Design Committee, Downtown property owners, City of Hattiesburg, Forrest County BOS, Area Development Partnership, Visit Hattiesburg & Commercial Realtors

Tasks: Adopt roadmap, assign each area to committee with designated staff person and communicate budget, invite stakeholders to volunteer with roadmap implementation goals, procure amenities and street furnishings, update façade grant program, write RFQ for contractor for Pal's park and acquire additional amenities needed.

Measuring Success: Board adoption of roadmap and vision plan, managing timeline and implementation of strategies, goals and budgeting, present roadmap to community stakeholders and residents for feedback

STRATEGY 1

GOAL 2

PLACEMAKING / STORY TELLING Launch a new brand identity for Downtown Hattiesburg

Lead: DHA Employee & Promotions Committee

Partners: DHA Promotions Committee & Organizational Committee

Tasks: Adopt official logos and brand style, media release to announce new branding, RFQ for new website, branding guide including one for members and merchants, external communications and marketing plan, marketing budget, integrate new brand assets into materials, create a merchants committee as a sub-committee of promotions, membership drive, cohesive calendar of events and host volunteer drive.

Measuring Success: Adopting official logos and branding standards for DHA & Downtown District, release and promote new branding, select website developer through RFP process for new website, complete branding guidelines, set key metrics for social media, website and overall updating marketing materials, provide regular updates at committee & board meetings.

STRATEGY 2

GOAL 1

BUSINESS ACTIVATION & DEVELOPMENT Strategically grow the number of businesses with incentives and active recruitment

Lead: DHA Economic Vitality Committee & Design Committee

Partners: DHA Economic Vitality / Design Committee, Downtown Property Owners, City of Hattiesburg, Forrest County Board of Supervisors, Area Development Partnership, Visit Hattiesburg, Commercial Realtor Groups

Tasks: Create working group of committee members to define downtown corridor, complete building inventory assessment, fully implement facade grant program, allocate funding and ask for public partnerships to mitigate blighted areas, present strategies to community stakeholders

Measuring Success: Fill 20% of vacant storefronts within 1 year, 33% in 3 years, and 40% in 5 years, Track overall retail sector assets and number of vacant buildings each quarter

STRATEGY 2

GOAL 2

BUSINESS ACTIVATION & DEVELOPMENT Launch or co-launch with partners a navigator service for business investments

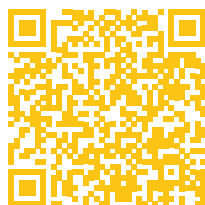
Lead: DHA Economic Vitality Committee & Design Committee

Partners: DHA Economic Vitality / Design Committee, Downtown Property Owners, City of Hattiesburg leadership and specific departments, applicable commission member from planning and historic, Forrest County Board of Supervisors, Area Development Partnership

Tasks: Create & distribute surveys with existing property owners in downtown on investments and site permitting, share finding with key partners and gain consensus on steps from interest to investment to implementation, launch a business navigator program

Measuring Success: Increased ease of navigation for investors and renovators to go through site permitting and revitalization process, compare surveys of pre-program and one year post program

VIEW ROADMAP



COMMUNITY
FEEDBACK SURVEY

