

BOARD OF DIRECTORS

2021

Emily Herrin (Chair)
Ashley Hatchett
Brentt Cody
Lindsey Holt

Heath Barrett
Hope Murray
Mickey Carroll

SPONSORS



Thank you!



2020

ANNUAL REPORT

Cornelia Main Street & Downtown Development Authority

The purpose of the DDA is to stimulate and sustain economic development in downtown Cornelia by encouraging cooperation and building leadership. Its mission is to continue developing a vibrant commercial base centered on tourism and strategic supported growth while maintaining the peace and tranquility of our small town charm. The DDA serves non-profit and public purposes and is an institution of purely public charity.

A Note From Jessie

Thank goodness this year is finally over! I can't express how proud I am of my current downtown development board. We have a really good group of people who care about the community, where we are going, and who are ready to get involved and take the steps necessary to get there.

We have taken on huge tasks and signed ourselves up to make incredible accomplishments, and we have all done it for the sake of our future generations... and in the middle of a pandemic!

COVID 19 has definitely brought new challenges to our DDA. Our events stopped happening completely and we had to be innovative and creative in how we marketed our city. But it has also brought us a new perspective, new opportunities, and we are now that much more prepared to see our vision come to fruition!

In 2020, we saw huge transformations and revitalization in downtown. We were able to build new relationships, start new businesses, expand existing businesses, hire new staff to help accomplish our goals, and work with prospects to find them a home in Cornelia.

Turning prospects into business owners, working on streetscape projects, redeveloping vacant properties, and improving the aesthetic of our downtown are all things that we are working toward in 2021 to help continue to reenergize Cornelia.

My hope is that Cornelia will continue to grow and begin to thrive under the leadership of this DDA. Let's keep it going!

Sincerely,
Jessie Owensby

IN 2020

66
New Jobs

6
New Businesses

146
City Events

620
Volunteer Hours

5,282
Current Facebook followers

\$4,000.00
Community Assistance
for eight local businesses

HAPPENED IN 2020

- * The new Municipal Complex opened in August with an eight million dollar public investment into downtown
- * The new water treatment plant opened in October with a twenty-two million dollar public investment in capital improvements for the entire city
- * The DDA sold the bank building to a private investor to convert it into a new restaurant in downtown
- * Created a new Entertainment District, which has already proven to be a big hit and help to create a tourist destination in downtown!
- * We were designated a Plan First Community with the Department of Community Affairs
- * Successfully adopted a new zoning ordinance that will make it easier to understand and recruit new businesses
- * Getting the Fire Department moved in to the new South Fire Station

www.corneliageorgia.org



HAPPENING IN 2021

- * Complete construction on Appletree Alley Streetscape project
- * Complete construction on new public greenspace
- * Begin discussions of creating a business incubator in downtown
- * Finish phase II of Level Grove Sidewalk project
- * Work with the city to develop new incentives that help recruit new businesses
- * Work with new investors to transform buildings in downtown into workable spaces for future sustainability
- * Continue working to make the Historic Train Museum more kid-friendly
- * Work to improve the marketing, messaging, and communication, including the development of new tourism products
- * Development of trail maps and connectivity between trails- rebirth of Rails to Trails project
- * Getting the Fire Department moved in to the new South Fire Station

