

2019 STRATEGIC PLAN

ASHFORD DOWNTOWN REDEVELOPMENT AUTHORITY

MISSION

The mission of the Ashford Downtown Redevelopment Authority will be to foster an environment that encourages sustained growth, expanding the economic base and preserving the historic quality of the city, while also promoting beautification, safety and strategic planning projects that will improve and advance a positive image for the City of Ashford as being an exciting place to live, shop and invest. The Ashford Downtown Redevelopment Authority will accomplish these goals, by being community-driven, creative, transparent, forward-thinking and engaged with our stakeholders and our community citizens.

GUIDING PRINCIPLES

Quality of Life

The Ashford DRA will pursue economic development and redevelopment initiatives and investments that enhance the quality of life, which will include economic, beautification, historical, educational and safety aspects for the city of Ashford's downtown area and the city's surrounding community.

Collaboration and Unity

The Ashford DRA will cooperate and collaborate with the city of Ashford's elected officials, the Ashford Chamber of Commerce, the Ashford Planning and Zoning board and all legislative delegations representing the City of Ashford and its surrounding community for the greater benefit, advancement and overall good for the city of Ashford and its surrounding communities.

Maximize Potential

The Ashford DRA will research, develop, investigate, explore and seek cooperative activities that will encourage, promote and pursue the development/redevelopment, beautification, growth, marketing and advancement of the city of Ashford and its surrounding community.

Professionalism

Board members of the Ashford DRA will promote a spirit of professionalism among each authority member, elected officials, citizens and community leaders throughout the city of Ashford and the city's surrounding communities by adhering to the highest ethical principles and highest standards of professional business practices in order to achieve maximum integrity, credibility and trust.

GOALS AND STRATEGIC INITIATIVES

GOAL	INITIATIVE	TIMELINE
<p>1. Repair, replace, redevelop the buildings located in downtown Ashford and help develop a plan for renovations and to acquire funding sources.</p>	<ul style="list-style-type: none"> • Meet with each downtown business owner to determine interest in redeveloping and improving their building. Find out their interest in selling or renting their building(s)...long-term goals. • Seek low interest loans and grants to help with funding. • Develop materials to help businesses market property. 	<ul style="list-style-type: none"> • By end of April 2019, a representative from the ADRA will meet with all business owners. • By end of April 2019, meet with Wiregrass Foundation. • By end of February – onsite visit from USDA rep. • Meet with PowerSouth Energy and Alabama Power for grant donations or loans. • By the end of May 2019,
<p>2. Resurface and restripe the Ashford Historic Depot parking lot and Midland Street. In addition, the intersections located at Midland Street and Third Ave., as well as First and Church Street will be resurfaced.</p>	<ul style="list-style-type: none"> • Request already presented to Houston County Commission • Set a date/time to host a “ribbon cutting” event to announce the paving project for the depot. <ul style="list-style-type: none"> ○ All in attendance will wear the new t-shirts the chamber has for sale. 	<ul style="list-style-type: none"> • Request approved at the January 14th meeting of the Houston County Commission. • Will set date and time for some time in March 2019 to host an official “ribbon cutting” of the start of the paving and striping project at the Depot.
<p>3. Develop additional parking for downtown area of the City of Ashford.</p>	<ul style="list-style-type: none"> • Work with Tom/Tim Shirley on the property that contains the old IGA building to work a deal for this property to be deeded to the City of Ashford or the Ashford DRA for additional parking. • If a deal can be reached, the Ashford DRA will make official request to the Houston County Commission to pave and stripe this area for parking. 	<ul style="list-style-type: none"> • Ashford DRA will work with the Mayor of Ashford to schedule a meeting with all parties involved to discuss this initiative by the end of February 2019. • Target for building to be demolished and repaved by the end of summer 2019 if parties can agree.

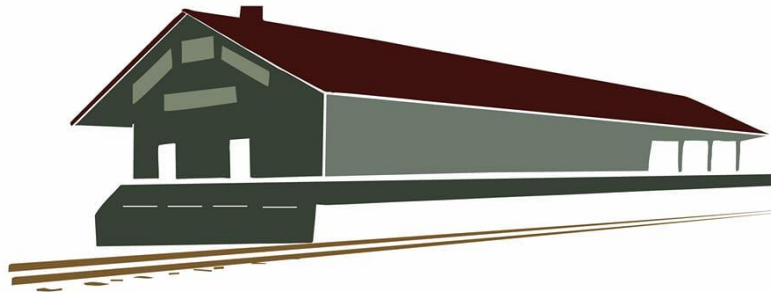
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<p>4. Create a design plan for the overall look for downtown Ashford, building facades, awnings, paint colors, parking, parks and lighting.</p>	<ul style="list-style-type: none"> • Get an artist/architect design drawing/rendition of what the city might look like. Request Josh Johnson, ADRA board member, to create this document. • Work with the Mainstreet organization for samples from other cities. • Develop a Map of the Ashford DRA area. 	<ul style="list-style-type: none"> • Target will be to have Josh create this design and map by the April 2019 Ashford DRA meeting.
<p>5. Work with building owners to remove any old signage that is currently on the buildings that is not current.</p>	<ul style="list-style-type: none"> • Ashford DRA board members help to contact building owners with the news of taking down outdated signs. • Develop a letter from the Ashford DRA to the building owners informing of this news to take down outdated signs. 	<ul style="list-style-type: none"> • Goal is to have all old and outdated signs removed from all the downtown buildings by the end of May, 2019.
<p>6. Look at new signage for streets in the Ashford Downtown area and address the intersection at Church Street and Broadway Street (where the Wiregrass Pharmacy is located). Address this area by making this intersection a four way stop that will improve safety for the downtown area.</p>	<ul style="list-style-type: none"> • Ashford DRA will determine the look for the signs and work with the City of Ashford for their replacement. • Work with the City of Ashford to make this intersection a four way stop, making this intersection safer and more attractive by removing outdated traffic lights and the poles that hold them up. 	<ul style="list-style-type: none"> • Street signs and rusty pole holding up outdated traffic lights to be replaced by the end of June 2019. • Research this intersection to be converted to a four-way stop by the end of June 2019. Coordinated effort with the City of Ashford and the city's engineering firm, CD&G.
<p>7. Actively seek businesses to locate in the Downtown Ashford area.</p>	<ul style="list-style-type: none"> • Work with the Dothan Area Chamber of Commerce. • Review ADRA survey and pursue business types mentioned in this survey. • Work with city and business leaders in our area to gather input on businesses they feel would enhance our city. 	<ul style="list-style-type: none"> • The ADRA and the Ashford Chamber of Commerce will pursue leads of businesses that have indicated through the Ashford and Dothan Area Chambers of Commerce their interest in locating in Ashford. • Develop marketing plan for recruitment of businesses.

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8. Develop a data base of all owners and renters of downtown businesses in Ashford. Property Inventory that is available for rent or for sale.	<ul style="list-style-type: none"> • Work with Ashford Chamber of Commerce to help with the database list. 	<ul style="list-style-type: none"> • Target to have database completed by the end of June 2019.
9. The project selected to spend the \$2,000 Wiregrass RC & D grant given to the Ashford DRA will be used to renovate both the McArthur Park and Veteran’s Memorial areas in Downtown Ashford.	<ul style="list-style-type: none"> • Updating the MacArthur Park location will include new landscaping throughout the park, removal of deteriorating structures, damaged fencing and dated lighting. • Update Veteran’s Memorial with new landscaping, including plants and shrubs. • Community workday for both parks will be Sat., March the 9th, 8am until. • City will maintain parks. 	<ul style="list-style-type: none"> • Contact MacArthur family for permission to revamp MacArthur park and for them to submit permission letter to Mayor and City Council with permission to proceed with renovations by City Council meeting on 2/19/19. • Seek donations for plants and shrubs and person or company for landscaping advice by mid-February 2019.
10. Apply for another Wiregrass RC&D grant for Ashford DRA. Applications open in April of 2019.	<ul style="list-style-type: none"> • Work with CD&G engineering firm to help again with the application. 	<ul style="list-style-type: none"> • Need to have 2018 project using WRC&D grant completed by April 2019 if possible, but must be complete by 8/2019.
11. Work with the City of Ashford’s mayor and council to obtain decorative and secure trash/sanitation cans/structures for the Downtown Ashford area both permanent and mobile structures.	<ul style="list-style-type: none"> • Work with the City of Ashford to research options and investment needed to accomplish this goal. • Work with the City of Ashford to get their commitment for their staff to monitor and maintain the trash placed in the cans. 	<ul style="list-style-type: none"> • Work with the City of Ashford Mayor and City Council to have approval to move forward with this initiative, including maintenance commitments from the city of Ashford by the final Ashford City Council meeting in March of 2019.
12. Develop strategies to direct traffic from US Hwy 84 to downtown area.	<ul style="list-style-type: none"> • Research ways to highlight Broadway Street/County Road 55 on U.S Hwy 84. • Work with Alabama Power to rework the four poles on US 84 and add LED/brighter lighting to this intersection. • Determine feasibility of adding signage at this intersection. 	<ul style="list-style-type: none"> • Work with David Norwood and others with Alabama Power to have proposal back to the Ashford DRA or the City of Ashford by the end of February 2019.

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13. Work with Houston County Public School System to seek additional funding and support for Ashford's elementary, middle and high schools.	<ul style="list-style-type: none"> • Meet with David Sewell, Houston County School Superintendent to share needs for Ashford's public schools. • Meet with Houston County school board representative. 	<ul style="list-style-type: none"> • Attend meetings with superintendent, school board representative and attend school board work sessions and meetings ongoing, but begin these efforts in March.
14. Develop strategies for communicating plans, vision, projects and activity of the Ashford DRA to our citizens, business owners and our community.	<ul style="list-style-type: none"> • The Ashford Chamber of Commerce will serve as the Ashford DRA communication channel. • The Ashford Chamber of Commerce will place ADRA information on their website/social media pages. 	<ul style="list-style-type: none"> • Ongoing but will need to have all Ashford DRA materials currently in place to Ashford Chamber of Commerce by the end of February 2019.
15. Develop a recruitment tool for "selling" Ashford as a place to invest and/or locate a business.	<ul style="list-style-type: none"> • Work with Ashford Chamber to seek volunteers willing to help with the creation of collateral materials that will promote investment in Ashford. • Work with the Dothan Area Chamber to be on websites and marketing pieces promoting Ashford. 	<ul style="list-style-type: none"> • Ongoing but first materials targeted to be ready by end of June 2019. • Need to utilize the Ashford Chamber of Commerce logo for all materials used for recruitment of business. • Determine by the end of May 2019 the bullet points used to brand Ashford.
16. Work with the Ashford Chamber of Commerce and the City of Ashford to develop a Christmas decoration theme/plan for the 2019 Christmas season.	<ul style="list-style-type: none"> • Communicate with business owners in Ashford about City Christmas decoration theme and plan. • Involve the City of Ashford for operational assistance and financial help with decorations for the downtown area. 	<ul style="list-style-type: none"> • Work with the Ashford Chamber of Commerce and the City of Ashford to have a plan of action ready by October of 2019.
17. Apply to become a Mainstreet Organization "designation" city.	<ul style="list-style-type: none"> • Become a member of Mainstreet in 2019. • Look through the requirements and complete all the requirements for Ashford to apply to become a Mainstreet city. • Meet with representatives from the Mainstreet group for guidance in applying. 	<ul style="list-style-type: none"> • Need to have application ready by March of 2020. • Work with Ashford Chamber to share the Ashford Chamber's Executive Director part-time, in order to meet the requirement for the Mainstreet organization.



City of Ashford Alabama



— ASHFORD AREA —
CHAMBER *of* **COMMERCE**

— *All tracks lead here* —