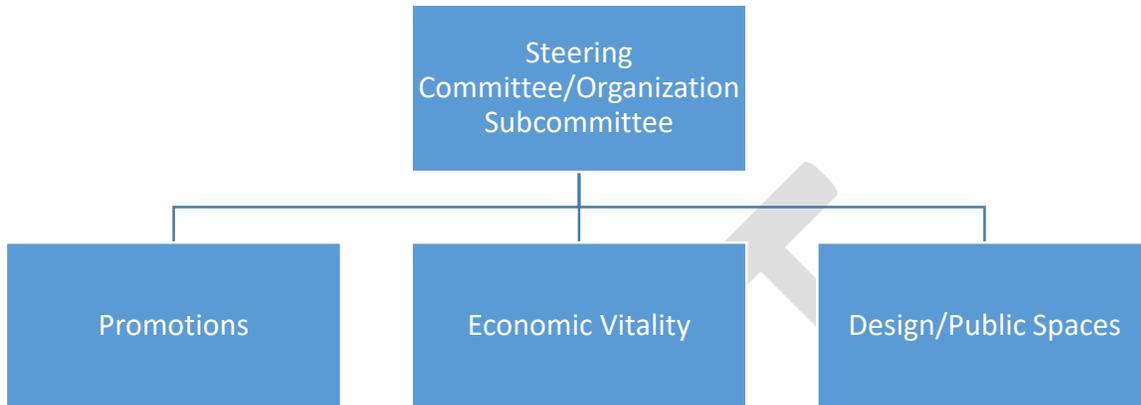


Draft Downtown Strong Organizational Structure

NOTE: Please review the documents *Organizational Structures Strengths – Challenges*; *Organization Committee Role*; *Promotion Committee Role*; *Design Committee Role*; and *Economic Vitality Committee Role*; before reviewing the draft organizational structure below.



Steering Committee/Organization Sub-committee

This Committee is the “driver of the bus” for Downtown Strong. Responsibilities include: Raise money for projects & administration, from donations and sponsorships. Managing staff & volunteers by recruiting people, supervising them & rewarding good work. Promoting the program to downtown interests & the public. Managing finances by developing good accounting procedures.

Membership (14-17):

- Brick & Mortar appointee (1)
- At-large business owner (2-3) (consideration of attorney, CPA, and/or realtor)
- Chairs of sub-committees (3)
- City staff appointee (1) (Assistant City Manager)
- PACE appointee (1)
- Beautification Committee appointee (1)
- Tourism Commission appointee (1)
- Historic Preservation Commission appointee (1)
- City Council liaison (1)
- At-large property owner (1-2)
- At-large member (1-2)
- Chamber of Commerce appointee (1) (consideration for financial institution official)

Promotions

The Promotion Sub-Committee is tasked with selling a positive image of downtown based on authentic, creative assets of the community. It involves promoting the downtown as a whole, including the image, the unique products and services available, and special events.

Membership (6-9):

- Bricks and Mortar appointee (1-2)
- Thomasville Tourism Commission appointee (1)

- Arts Davidson County (1)
- At-large business owner (2-3)
- At-large community member (1-2)
- City staff appointee (1) (consider Parks & Recreation or Administration)

Economic Vitality

The Economic Vitality Sub-Committee is tasked to identify new market opportunities for the traditional commercial district, find new uses for historic commercial buildings, and stimulate investment in property.

Membership (7-12):

- Chamber of Commerce (1)
- Davidson Co. Community College Small Business Center (1)
- City staff appointee (1-2) (consideration of Planning & Inspections and/or Administration)
- At-large business owner (1-2)
- At-large property owner (1-3)
- At-large community member (1-2) (consider a real estate/developer professional)
- Chair City Lofts appointee (1) (representing downtown residents needing services/retail)

Design/Public Spaces

The Design/Public Spaces Sub-Committee is tasked with encouraging physical improvements in the commercial district, educate property and business owners about proper preservation methods and plan for future growth downtown. Sub-Committee would also recommend public infrastructure improvements.

Membership (8-11):

- PACE appointee (1)
- Beautification Committee appointee (1)
- City staff appointee (1-2) (consideration of Parks & Recreation and/or Public Works)
- City Council liaison (1)
- Historic Preservation Commission appointee (1)
- At-large property owner (1-2)
- At-large community member (1-2)
- At-large business owner (1-2)

Notes:

1) Organizational structure can be either 501(c)3, City-led, or hybrid per *Organizational Structures Strengths – Challenges* guide. Decision must be made by Downtown Strong and City Council.

2) City staff involvement will have to be approved by City Manager.

3) Members may serve on more than one committee, with approval of the Steering/Organization Committee.