



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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