

CITY OF CARTERSVILLE

2023 VISIONING SESSION

downtown
CARTERSVILLE

DOWNTOWN DEVELOPMENT AUTHORITY

2022

ACCOMPLISHMENTS

- **Renewed Business Improvement District (good until 2032)**
- **Promoted “Buying Local” with campaign targeting Bartow County**
 - **Highly attended late-night shopping events**
 - **20% increase in Holiday Punch Card campaign participation (from \$260,000 to \$314,000)**

2022



ACCOMPLISHMENTS

- Districtwide directory and website updates
- Friendship Plaza capital improvements
 - New turf
 - 5 new murals
 - New lighting
 - Pollinator Garden