

# ALMA DOWNTOWN PROJECT

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# The City of Alma



- ❑ Founded in 1906
- ❑ Estimated population: 3,518
- ❑ Agriculture is a “vital resource for its economy”.
- ❑ Georgia’s Blueberry Capital; also leads the way in blueberry research.

# Project Overview



- Downtown program
- Downtown Director position
- Façade grant application

# “Downtown development is economic development.”



- ▣ Creative and innovative tactics
- ▣ Becoming more and more significant
- ▣ Separate mission

Craver IV, H. (2014, Apr 4). Downtown development is economic development. Retrieved from <http://www.gmanet.com/Advice-Knowledge/Articles-and-Resources/Downtown-Development-Is-Economic-Development.aspx>

## Downtown Director Job Description

# About Job Analysis

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- Process of discovery
- Forms the “basis for the solution of virtually every human resource problem”.

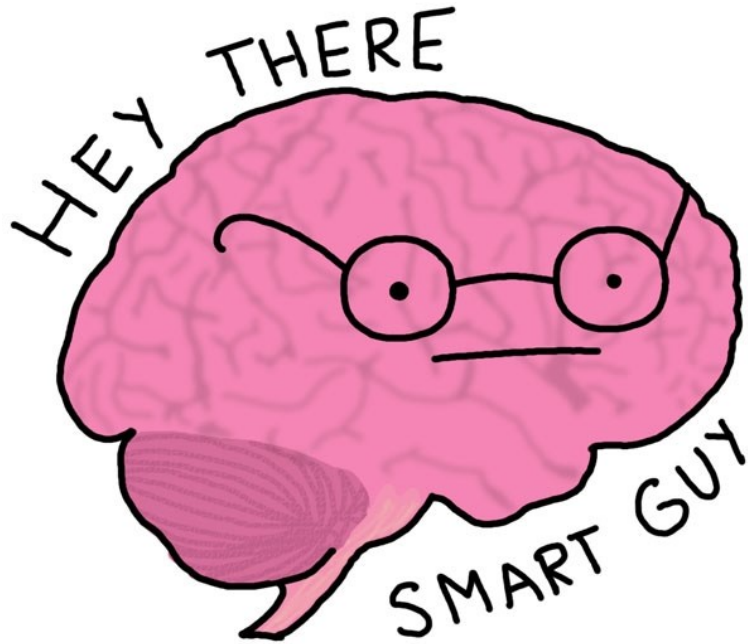
# Work-oriented Methods

- ▣ What the worker does, including tasks, tools, machines and work context



Brannick, M. T., Levine, E. L., & Morgeson, F. P. (2007). *Job and work analysis: Methods, research, and applications for human resource management*. Thousand Oaks, CA: Sage Publications, Inc.

# Worker-oriented Methods



- ▣ Attributes of the individual
- ▣ Describe what is necessary to complete the work successfully, such as strength, mental computation, etc.



# Hybrid Methods

- ▣ About the work and the worker.



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# VaRJAS Instrument

- Straightforward, hybrid mechanism
- Requires interviews



# Comparable Cities

- Tybee Island
- Vienna
- Washington
- Cornelia
- Elberton
- Lyons
- Rockmart
- Social Circle

Georgia Department of Community Affairs Municipal Wage and Salary Survey

## Façade Grants

What are they?

# Façade Grant Programs

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What is a façade grant?

- ▣ Provides financial assistance to businesses and commercial property owners interested in improving or renovating the street faces of their buildings.



## Façade Grants in Action

Retrieved from <http://downtownbeloit.com/us/resources/grants/>

THANK YOU

