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

About Job Analysis

- 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

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.

VaRJAS Instrument

- Straightforward, hybrid mechanism
- Requires interviews
Comparable Cities

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

What are they?
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

THANK YOU