



# JCDA History and Accomplishments





## MISSION

Our mission is to promote and assist with the development and redevelopment of Johnson City, with specific emphasis on downtown, in collaboration with other entities throughout the community; identifying needs and implementing actions.

## 1989-1992

- Task Force formed
- Tim Jones first chair
- City funding \$76,000
- Dan Porter, first Executive Director, hired in 1990, office on Tipton Street
- Begins Action Plan for TIF
- Parking is a concern
- Task Forces created:
  - Design Review (façade) first project Alley on 200 block between Main and Market
  - Business Development
  - Marketing
  - City of Lights (December event)



## 1995-1999

- City funding between \$93,400 to \$119,000
- Staffing increased to add full time secretary
- Central Business Improvement District created
- Task Forces/Committees:
  - Inner City
  - Cultural (dealing with future Majestic Park, completed in 1999)
  - Business Development
  - Begins work on the Continuing Education Center (later to be passed to newly formed PBA)
  - Parking is an issue



## 2001-2004

- City funding reduced to \$61,000-\$104,657
- Contract with Tessier and Associates for Downtown Development Plan and consultation
- Bridgett Roberts hired as Executive Director
- Roberts also manages PBA (Millennium Center open)
- TIF legislation in state moves forward
  - JCDA begins work on Redevelopment Plan
  - Committees:
    - Design
    - Business Development
    - Parking
- JCDA becomes a Accredited Main Street program
- Flooding issues begin to be pressing
- Downtown District becomes part of National Historic Registry



## 2020 Johnson City Comprehensive Plan

- Created in 2005
- Downtown Revitalization Element:
  - Encourage Mixed Use Developments
    - Rezone to B-2, outdoor dining
  - Create a Physical Setting that is comfortable, visually interesting and secure
    - Create welcome/wayfinding signage, historic lighting
  - Maximize Parking, Shared Parking Design
    - One way to two way streets, bike racks and walkability
  - Encourage Renovation and Rehab of Existing Buildings
    - Maintain Main Street accreditation, Historic Designations, academic programs
  - Improve Stormwater Management-Prevent Future Flooding
    - Implement stormwater utility fees, eliminate flooding
  - Build Public/Private Partnership
    - Pursue grants, incentive programs for business development, support infill and special events



## 2005-2010

- Redevelopment Loan Program approved
- Lamar Dunn completes flood study for the City
- Redevelopment Plan approved by City and County
- TIF created, tax base \$166,264,800
- Suzanne Kuehn hired as Executive Director
- First TIF project – Tipton Street, 2009, followed by University Edge
- Staffing increased to add part time Marketing Director, in addition to administrative support
- Handles First Friday events
- Oversight management agreement with Washington County Economic Development Council
- No longer Accredited Main Street Program



## 2010-2014

- City Funding \$159,135
- Redevelopment and Urban Renewal Plan amended
- CEO of WCEDC becomes Executive Director (Robert Reynolds, then Mitch Miller)
- Purchase then sells Johnson's Depot for \$5000
- Purchase Downtown Centre from County
- Shannon Castillo hired as Director of Redevelopment
- JCDA works to restore Lady of the Fountain plaza
- Founders Park created for stormwater management
- Vision Committee develops Four Pillars:
  - Safety, Programming, Parking and Business Development/Redevelopment
- Dianna Cantler hired as Director of Downtown Development
- TIF approved for Pavilion at Founders Park, Farmers Market relocates
- TIF approved for Northeast State Community College
- Becomes Accredited Main Street Program again
  - Economic Vitality, Design and Marketing Committees formed





## 2015-2019

- City funding \$143,000-\$170,000
- JCDA begins management of stormwater greenspaces: Founders Park, Pavilion and King Commons
- Cherry Street TIF approved in 2016
- TIF Policy, Procedures and Guidelines created and approved
- Funds City Wide Wayfinding Plan and Design contract
- Founders After 5, Whoville Village and Grown and Gathered begin to draw visitors downtown
- Begins CO.STARTERS programing for new business development
- Marketing and Events Manager Position Funded
- Landmark Sign saved from demolition
- Model Mill TIF approved in 2018
- Tax base in the District increases to \$254,963,500 – 53% increase in 10 years
- Triple G TIF approved in 2019
- Receive ARC grant for free, public wifi
- Purchases John Sevier Center (within next four days!)

