



Old Fourth Ward BUSINESS Association

STRATEGIC PLAN

2019-2023

MISSION

The Old Fourth Ward Business Association guides commercial growth and infrastructure by building community to advance our ongoing history of unique entrepreneurship.

VISION

O4W businesses thrive in an environment where all customers, employees, residents, and owners feel safe, connected, and set up to succeed. The O4W brand is well-known throughout Atlanta.

HOW WE OPERATE: ADVOCACY

We were started as a 501(c)(6) for one reason and one reason only -- to advocate! We exist for the benefit of our membership to accomplish projects that would be too hard for them to tackle individually.

VALUES

Diversity + Inclusion The business community in the Old Fourth Ward helped build the foundation upon which Martin Luther King, Jr. was able to stand and change the world. We embrace this history and celebrate the diversity in our neighborhood. We strive to be a welcoming place for all.

Community We connect the business community and other key stakeholders in the Old Fourth Ward to ensure the continued growth and success of our section of Atlanta.

Education We educate. We help our membership succeed by ensuring they know the ins and outs of having a business in Atlanta. And we help educate the world at large about our history in the Old Fourth Ward.

History + Culture We embrace what makes us unique. The Old Fourth Ward has a very unique atmosphere and vibe, and it's our history and culture that makes us who we are.

Innovation We support innovation, not just for our membership, but in how we work to help them succeed.



Old Fourth Ward
B U S I N E S S
Association

STRATEGIC PLAN

2019-2023

ENVIRONMENTAL SCAN

We started the process of the strategic plan in November 2017. First, we created a group that was representative of the Old Fourth Ward. This group consisted of ten individuals from all four neighborhood quadrants, the faith community, the for-profit community, and the not-for-profit community. From there, the group brainstormed a list of individuals and groups that we should get feedback from. We sent surveys out to the entire community and had nearly one hundred and fifty participants. Then, we narrowed our focus down to include an open discussion with our community at a general body meeting with thirty people in attendance. At this meeting, everyone helped prioritize issues, which was done in a smaller group exercise with both the strategic planning group and the board. Finally, we held break-out groups for our three main pillars where all were invited. As part of this work, we had ongoing conversations with Central Atlanta Progress about their learnings over the years.

HOW WE INTEND TO USE THIS DOCUMENT

This document is meant to serve as a road map. Each year the board of directors, in partnership with the Executive Director, will create an Operational Plan on how to meet these goals. That is included on the back page. Because this is the first in depth strategic planning process the Old Fourth Ward Business Association has undertaken, our first year will serve as a benchmark year for all of our measurements. Once we have our actuals for our first year within our strategic plan, we will create goals for the remaining four years.



Old Fourth Ward
B U S I N E S S
Association

CONNECT. ENGAGE. THRIVE.

2018 MEETINGS & EVENTS

SEPTEMBER 26 | O4W DEVELOPER FORUM | 6-8PM | FREE
Dad's Garage Theatre Company | 569 Ezzard St NE
Panel Discussion + Project Displays with Q&A + Concessions

OCTOBER 21 | RAISE THE ROOF | 6-9PM | TICKETED
The Roof @ PCM | 675 Ponce de Leon Ave NE
Tastings with the Brewmaster + Delicious Dinner + O4D Cocktails +
O4W History Game Show + Live Art & Auction = \$100 Ticket

OCTOBER 24 | WALKABILITY & BIKEABILITY SPOTLIGHT
6-8PM | FREE
Highland Walk Community Room | 701 Highland Ave NE
Presentation + Q&A + Networking with Refreshments

NOVEMBER 14 | HOMELESS RESOURCES | 6-8PM | FREE

DECEMBER 5 | ANNUAL HOLIDAY HAPPY HOURS
6-9PM | MEMBERS FREE

JOIN the Old Fourth Ward Business Association | O4WBA.com/membership

CONTACT US.



O4WBA.com

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THREE PILLARS OF FOCUS

IMPROVE PERCEPTION OF SAFETY & SECURITY 

We will help people feel connected to place in the Old Fourth Ward through:

- Investing in existing infrastructure
- Enhancing signage and branding
- Increasing lighting

We will ensure people feel safe when walking in the Old Fourth Ward through:

- Increasing infrastructure
- Adding staffing
- Helping members make strategic investments

We will lower crime rates in the Old Fourth Ward by:

- Working with Atlanta police department
- Helping invest in membership changes
- Leveraging outside investment

MEASURES OF SUCCESS 

- % of buildings occupied and active
- Number of trash cans
- Crime stats
- Surveys regarding how safe individuals feel
- % of streets, sidewalks, and bike paths that are well lit

CONNECT BUSINESSES AND OTHER KEY STAKEHOLDERS 

We will ensure easy access to information for locals, tourists, members and visitors by:

- Creating online resources
- Getting members more invested
- Increasing staffing

We will create meaningful connections for our members by:

- Leveraging member expertise
- Partnering with similar organizations
- Creating a talent pipeline

We will create an O4W tourism hub by:

- Building relationships
- Enhancing branding

MEASURES OF SUCCESS 

- Website creation/number of visitors
- Involvement in night time economy conversation
- Number of tours coming through O4W
- Attendance at our meetings and other events
- Helping create legislation/processes and procedures to streamline business experiences

IMPROVE WALKABILITY AND BIKEABILITY 

We will help more people make the decision to bike or walk rather than using other modes of transportation through:

- Educating business patrons on bike safety and routes in O4W
- Facilitating increased investment in infrastructure
- Rewarding desired behavior

We will ensure individuals are able to navigate the neighborhood via bike or foot without having to rely on a map through:

- Increasing signage
- Enhancing neighborhood branding

We will ensure bikeability and walkability is accessible to all, regardless of socioeconomic background through:

- Advocacy
- Observation of current usage

MEASURES OF SUCCESS 

- Number of bike racks
- Number of wayfinding signs
- Number of crosswalks

2019 PRIORITIES

This is a Benchmark Year! Our priorities are based on measures of success.



IMPROVE PERCEPTION OF SAFETY AND SECURITY

BENCHMARK

% of buildings occupied and active
% of streets, sidewalks, and bike paths that are well lit
Number of trash cans
Crime stats
Surveys regarding how safe people feel

Connectivity to Place

Invest in Existing Infrastructure
Work with APD for more aggressive enforcement of code

Lighting

Inventory existing lighting holes

Feeling Safe While Walking

Infrastructure

Inventory existing side walks
Inventory existing trash cans
Inventory % of empty properties

Staffing

Partner with CAP to pilot Ambassadors on Edgewood Ave
Hold quarterly clean-ups in neighborhood

Member Changes

Inventory lighting outside businesses
Ensure all businesses have visible exterior addresses
Create a one pager of homeless resources

Lowering Crime Stats

Work with Atlanta Police Department

Request increase in foot patrols for cleaning and repairs
Hold a member/law enforcement meet and greet
Identify desired campaigns for safety awareness

Outside Investment

Create a list of blighted properties for investors
Broker pop-ups in vacant spaces

2019 PRIORITIES

This is a Benchmark Year! Our priorities are based on measures of success.



CONNECT BUSINESS AND OTHER COMMUNITY STAKEHOLDERS

BENCHMARK

Website creation/number of visitors
Involvement in nighttime economy conversation
Helping create legislation/processes and procedures to streamline business experiences
Number of tours coming through O4W
Attendance at our meetings and other events

Easy Access to Info for Locals, Tourists, Members and Visitors

Online Resources
Creation of O4W.com with info for all
Ensure all members have an O4W sticker at their business

High Level of Connections for Members

Leverage Member Expertise
Partner with councilmembers

Create a Talent Pipeline
Connect new businesses with landlords

Create an O4W tourism hub

Build Relationships
Talk with ACVB about opportunities
Meet with companies currently touring in O4W and hear about success

Branding

Work with Sweet Auburn Works for wayfinding and markers

2019 PRIORITIES

This is a Benchmark Year! Our priorities are based on measures of success.



IMPROVE WALKABILITY AND BIKEABILITY

BENCHMARK	# of bike racks	# of wayfinding signs
# of crosswalks	% of city owned side walks	

More People Walk Than Bike

Educate business patrons on bike safety & routes

Partner with PEDS & ABC to learn about existing resources

Facilitate Increased Investment in Infrastructure

Work with 311 to replace water meter covers

Advocate for city owned side walks

Inventory bike racks

Reward Desired Behavior

Work with the City to penalize drivers for violating pedestrian and bike space

Businesses provide discounts to patrons who walk or bike

Navigation Without a Map

Signage

Take an inventory of existing wayfinding signs

Branding

Identify points of interest for an O4W-centric map

Identify locations of "entrance" murals

Infrastructure Available to All

Advocate

Engage in complete streets initiatives that impact the O4W

Work with City to ensure bike lanes remain bike lanes (not parking)

Partner with MARTA to increase public transit options

Observe

Inventory number of crosswalks

Identify places of most need for new crosswalks