

# 2025 GDA Annual Conference Hotels & Schedule of Events

## Contracted Hotels

### **Courtyard Gainesville**

124 EE Butler Parkway  
Gainesville, GA 30501

### **Fairfield by Marriott**

1755 Browns Bridge Road  
Gainesville, GA 30501

### **TownePlace Suites**

1745 Browns Bridge Road  
Gainesville, GA 30501

### **Hilton Garden Inn**

1735 Browns Bridge Road  
Gainesville, GA 30501

# 2025 GDA Annual Conference

## Hotels & Schedule of Events

Day & Time	Event	Location
<b>MONDAY, AUGUST 25, 2025</b>		
8:30 am – 4:30 pm	DDA Basic Training <i>(breakfast &amp; lunch included)</i>	The Vault Ballroom A
8:30 am – 3:30 pm	DDA Advanced Training <i>(breakfast &amp; lunch included)</i>	The Vault Ballroom B
8:30 am – 4:00 pm	CDP Training: Planning & Land Use for Downtowns <i>(breakfast on own &amp; lunch included)</i>	Brenau University Meeting Room A
8:30 am – 4:00 pm	CDP Training: Funding, Resources, and Tools II <i>(breakfast on own &amp; lunch included)</i>	Brenau University Meeting Room B
8:30 pm – 4:30 pm	Main Street 101 <i>(breakfast &amp; lunch on own)</i>	Brenau University Meeting Room C
9:00 am – Noon	Georgia Economic Placemaking Collaborative Alumni Event <i>(invitation only)</i>	Carroll Daniel Rooftop Training Room
9:00 am – 4:30 pm	Historic Preservation Training <i>(breakfast &amp; lunch on own)</i>	City Hall Gallery Room 3
Noon – 5:00 pm	Registration & Swag Sales	Gainesville Civic Center
4:30 pm – 5:30 pm	Mentor/Mentee Happy Hour	The Boathouse
5:30 pm – 7:00 pm	Welcome Reception hosted by City of Gainesville	The Boathouse

# 2025 GDA Annual Conference

## Hotels & Schedule of Events

Day & Time	Event	Location
<b>TUESDAY, AUGUST 26, 2025</b>		
8:00 am – 4:00 pm	Registration & Swag Sales	Gainesville Civic Center
8:00 am – 9:00 am	Breakfast	Gainesville Civic Center
9:00 am – 10:30 am	Opening General Session	Gainesville Civic Center
11:00 am – 12:00 pm	Weathering the Storm: Disaster Preparedness and Recovery for Georgia Downtowns	Brenau University Meeting Room A
11:00 am – 12:00 pm	Financing and Incentives for your Downtown	Brenau University Meeting Room B
11:00 am – 12:00 pm	Mindset Matters: Cultivating Growth in Yourself and Others	Brenau University Meeting Room C
11:00 am – 12:00 pm	Main Street to Main Feed: How Social Media Revitalized Downtown Lavonia	Gainesville Civic Center
Noon – 4:00 pm	Silent Auction Open	Gainesville Civic Center
12:30 pm – 1:30 pm	Lunch & GDA Annual Meeting	Gainesville Civic Center
2:00 pm – 3:00 pm	Unlocking Growth: Understanding and Leveraging Tax Allocation Districts (TADs)	Brenau University Meeting Room A
2:00 pm – 3:00 pm	Working the Plan: (re)Development Strategies for Successful Implementation	Brenau University Meeting Room B
2:00 pm – 3:00 pm	Place Branding & Marketing as a Catalyst for Small Business Growth and Downtown Revitalization	Brenau University Meeting Room C
2:00 pm – 3:00 pm	Using Your Local History	Gainesville Civic Center
3:00 pm – 5:00 pm	Explore downtown Gainesville on your own	downtown Gainesville
3:30 pm – 4:30 pm	Mobile Workshop: The Power of Public Art: Shaping Vibrant Communities	Brenau University Meeting Room A
5:00 pm – 6:30 pm	Sponsor Showcase Mixer	Gainesville Civic Center
6:30 pm	Dinner on your own	downtown Gainesville

# 2025 GDA Annual Conference

## Hotels & Schedule of Events

Day & Time	Event	Location
<b>WEDNESDAY, AUGUST 27, 2025</b>		
8:00 am – 9:00 am	Breakfast & Silent Auction Open	Gainesville Civic Center
9:00 am – 10:00 am	Roundtable Sessions with Partners & Sponsors	Gainesville Civic Center
10:15 am – 11:15 am	30 Little Ways in 60 Minutes: Big Ideas to Take Your Downtown to the Next Level	Brenau University Meeting Room A
10:15 am – 11:15 am	Leveraging your zoning ordinance in favor of downtown revitalization	Brenau University Meeting Room B
10:15 am – 11:15 am	BID 101: Demystifying Business Improvement Districts	Brenau University Meeting Room C
10:15 am – 11:15 am	How Co-working & Remote Work is Transforming Small Towns	Gainesville Civic Center
11:15 am – 1:30 pm	Free Time/Lunch on your own	downtown Gainesville
2:00 pm – 3:00 pm	How the DDA & MSAB Can Guide Development without being the Developer – Creating a Small Area Plan	Gainesville Civic Center
2:00 pm – 3:00 pm	Mobile Workshop 1: The Power of Public Art: Shaping Vibrant Communities	Brenau University Meeting Room A
2:00 pm – 3:00 pm	Mobile Workshop 2: Downtown Revitalized: A Trolley Tour of Gainesville’s Master Plan in Action	Brenau University Meeting Room B
2:00 pm – 3:00 pm	Mobile Workshop 3: The Downtown Classroom: Hands-On Learning Through Local Business Collaboration	Brenau University Meeting Room C
3:00 pm – 5:00 pm	Explore downtown Gainesville on your own	downtown Gainesville
3:30 pm – 4:30 pm	Mobile Workshop 4: Downtown Revitalized: A Trolley Tour of Gainesville’s Master Plan in Action	Brenau University Meeting Room A
5:00 pm – 6:00 pm	Cocktail Hour	Burd Center for the Performing Arts
6:00 pm – 7:30 pm	Awards Ceremony	Burd Center for the Performing Arts
7:30 pm – 9:00 pm	Dinner on your own	downtown Gainesville
9:00 pm	After Party	Big Daddy’s

# 2025 GDA Annual Conference Hotels & Schedule of Events

Day & Time	Event	Location
<b>THURSDAY, AUGUST 28, 2025</b>		
10:00 am – 11:00 am	Building Bridges: Advocacy Strategies for Communities and Leaders at Every Level <i>(brunch included)</i>	The Vault
11:30 am – 1:30 pm	Dragon Boat Experience: Gainesville's History on Lake Lanier	The Vault
END		