



November 13, 2017

Bridget Lidy
Director of Tourism Management and Ambassadorship
City Hall
2 East Bay Street
PO Box 1027
Savannah, GA 31402

Re: RSVP Grant for Downtown Savannah

Dear Bridget,

Thank you for sharing with us that you are applying for an RSVP grant for 2018. We at Savannah Development and Renewal Authority (SDRA) are very supportive of this effort and excited to work with you and the City of Savannah.

As you know, our mission is to renew, revitalize and develop greater downtown Savannah, and we do this in close partnership with the City of Savannah. For several years, we have been adamant that the greater downtown area of Savannah is in desperate need of an updated Downtown Plan. The timing seems critical now, with increasing development and activity in the Landmark Historic District and well beyond. Here are our thoughts:

1. **Downtown Savannah needs a cohesive, aspirational vision for the next 20 years.** Many plans and projects are in the works already, but we need an overall plan that unites them into a compelling, thoughtful and holistic vision. In virtually every public and private meeting, the lack of an overall vision is a key talking point.
2. **Downtown is growing and changing rapidly.** The 2011 Downtown Plan needs to be updated and expanded, to include more of the greater downtown area. Development concerns are no longer confined to the Landmark Historic District and its immediate borders.
3. **A holistic vision can help to address many of our key civic issues.** We struggle with many day-to-day issues because we don't have a context for discussion and decision-making. Whether the issue is affordability, economic development, transportation or development character, this plan can help to shape a more productive conversation and set of policies.



SAVANNAH DEVELOPMENT
AND RENEWAL AUTHORITY

As always, we are delighted to partner and help you and the whole City accomplish its priorities. Please let us know how we can be of further assistance.

Warm regards,

Kevin Klinkenberg
Executive Director