

**Director's Report  
December 2013**

**Active ED Projects**

834 Greene Street	Loan closed on September 10 <sup>th</sup>
901 Broad Street	Loan put on hold GCF until fall 2013
758 Broad Street	Approved pending bank financing
220-222 6 <sup>th</sup> Street	Green Loan approved
1120 Jones Street	Loan under review at GCF
905 Broad Street	Loan in Underwriting
334 Greene Street	Loan under review at GCF
1246 Broad Street	Pending signed Letter of Intent
226 6 <sup>th</sup> Street	Green Loan underway
307 James Brown Blvd.	Loan pending additional information
Loans in the pipeline:	
586 Broad Street	Pending signed Letter of Intent/New Loan Source
1022 Broad Street	Pending signed Letter of Intent/GCL
303-315 Greene Street	Pending Letter of Intent/\$195,000/GCL
1225 Greene Street	Pending Letter of Intent/\$175,000/GCL

**Other:**

Proposed Hotel	Updated resolution needed for a lender
Doris Building has sold	purchased by Rafy Basili
Fireside Grills has relocated and expanded to Empire Building	
Puritan Candle has opened on Broad	
Crate & Vine to open early 2014	
Old Irish Pub to open early 2014	
Barber shop will relocate to Johnson Building	
Knit Wear shop has opened on 8 <sup>th</sup> Street	

**SPLOST V Projects**

Old Town wayfinding signage/Design approved by CVB  
Construction drawings underway

**Pilot SPLOST Project**

The Richmond on Greene/Application approved by Board/Engineering work for DOT underway  
Springfield Park application approved by Board

**SPLOST VI Project/Riverwalk**

RFP completed for review in January

## **Downtown Programs**

### **Retail Strategy**

Initial market analysis completed and under review

Demographic Research completed and under review

Consumer Expenditures completed and under review

Consumer Behaviors and Attitudes completed and under review

MOSAIC Segmentation completed and under review

GAP Analysis completed and under review

PEER Analysis completed and under review

Initial Property Catalogue underway and ongoing

Downtown Augusta has been represented at the following retail conferences:

ICSC Las Vegas, ICSC Atlanta, ICSC Dallas, ICSC Orlando and Retail Live in Atlanta

Following up on site specific opportunities such as FD

Targeting several Atlanta based restaurants, brew pubs and retailers for expansion opportunities

Working with two developers for new mixed use projects in downtown/medical core

List of retail prospects is confidential and available to board members

We were represented in NYC December 9<sup>th</sup>-10<sup>th</sup>

Conference call with Fred Russell and GRU December 9<sup>th</sup>

#### **Next steps:**

Bring developers to Augusta/meet with city leaders in regards to a downtown grocery

Plan a trip with city leaders to a PEER City

Committee meeting in January for unveiling and logistics

Complete building inventory

### **Grant Projects**

#### **James Brown Blvd. Phase 1**

Plans completed/Copy on file for review

Contract has been executed by GDOT

Service Provider Agreement executed

Advertisement of BID through ARC Procurement Department

Pre-Bid Meeting held September 13<sup>th</sup>/Six contractors in attendance

Bid Opening held October 2<sup>nd</sup>, Two BIDs, Low Bid \$930,000

Bid Revisions completed and to Moreland Associates for approval (includes an alternate to reduce costs)

4 alternatives have been added for cost savings

Re-Bid has been approved by Moreland

Procurement Form has been submitted

#### **James Brown Blvd. Phase 2**

Environmental work underway

Awaiting MOU's from DOT for execution

**Christmas Light-Up Spectacular December 7**

Planned and executed for 2013

**GRU DAY January 16, 2014**

Partnership with GRU/Mayor's Office

Surveys completed

Event will be held the third Thursday September - November and January - April

Shuttles will run from 11-7 p.m.

Stores are offering discounts/50 on board to date/ with GRU ID badge

First event will have a concert at 7 p.m. at Commons followed by fireworks at 8 p.m.

Sponsorships underway

Mobile website underway/Merchants are being trained

Marketing campaign, logos, social media, website underway

Internal meetings with student groups underway