

**Director's Report
November 2013**

Active ED Projects

834 Greene Street	Loan closed on September 10
901 Broad Street	Loan put on hold GCF until fall 2013
758 Broad Street	Approved pending bank financing
220-222 6 th 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 th 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:	
Doris Building under contract	Due Diligence

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 underway for completion in mid-December

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

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 December 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/Six contractors in attendance

Bid Opening held October 2, Two BIDs, Low Bid \$930,000

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

Awaiting approval for Re-Bid

James Brown Blvd. Phase 2

Environmental work underway

Awaiting MOU's from DOT for execution

Christmas Light-Up Spectacular December 7

Sponsorship money raised /Golden Living is fireworks sponsor

Vendor and parade applications completed and on line

Event logistics/completed

Press Release completed/media sponsorships completed

New ad design completed/November 13-December 7 in Augusta Chronicle

All permits completed

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 completed/Merchants are being trained
Marketing campaign, logos, social media, website underway
Internal meetings with student groups underway

Other

Ribbon Cutting held on November 7 at 11 a.m. for Augusta Lung Associates
Ribbon Cutting for WED Augusta/Date Pending
Georgia Downtown Association Board Meeting/ November 12