



**Downtown Development Authority
of Augusta, Georgia**

**Director's Report
September 2015**

Active ED Projects

905 Broad Street	Loan approved April 16 th /\$250,000
1033 Broad Street	September 16 th closing date/\$250,000
1162 Broad Street	Loan in Underwriting at GCF/\$250,000
912 Ellis Street	Loan in Underwriting at GCF/ \$250,000

Other

New Energy Rebate Program on line at georgiacitiesfoundation.org
Woolworth Building purchased/TR Ready/In conversations with Retail Strategies
Discovery Plaza/DDA and Retail Strategies are working with Dennis Trotter on retail portion of the project
Canal Side Grand Opening was July 29th/106 apartments/30 percent leased
Working with 12,000 SF potential user/ Delivered three site locations for consideration
912 Ellis/Planning a ribbon cutting/8 of the 19 apartments have been leased
1036 Broad has been leased/Purely Painted Market/Ribbon Cutting September 16th at 11:30 a.m.
1051 Broad is under contract/Lease to purchase/ Tradewinds Antiques & Interior Design
RFQ for Depot Site has been issued

Pilot SPLOST Project

Springfield Park application approved by Board
Old Town Wayfinding Signage Project: Project completed
Art the Box: Electrical Signal Art Project: Project completed

SPLOST VI Project/Riverwalk

Contract with Cooper Carry approved by DDA Board/Meeting June 11th with Cooper Carry
Kick-off meeting with Cooper Carry and city department heads June 11th at 10 a.m.
Follow-up meeting this week for overall Riverwalk Master Plan and recommendations for \$1 million in DDA SPLOST allocation
Working with outside clubs/agencies for partnership opportunities as well
Five initial projects to consider are being priced by Cooper Carry
Implementation Committee to meet in October to discuss and move forward

Downtown Programs

Retail Strategy

Retail Strategies will update board October 8th with a sponsor update to follow
Retail Team was in Augusta on August 4th to meet with DDA and downtown brokers
Chick Fil-A, Dunkin Donuts and Which Wich are under construction at 1640 Walton Way
Zoe's Kitchen has opened in Washington Crossing
Three national brands are touring the downtown market for locations
Reached out to 30 brewpubs for a downtown location
Contacted 85 national/regional brands in regards to the downtown Augusta market
Have introduced regional/national mixed-use developers to the market
Showed market to single tenant grocers
Working with Kroger and Super Walmart
Introduced an out of market housing developer to the market (ongoing)
Attended National & Regional ICSC Trade Shows in Atlanta, Nashville, Charlotte, Las Vegas, Orlando, Chicago, New York City, Dallas and San Antonio to promote downtown Augusta to national and regional retailers
Market Analysis has been updated for 2014 and ready for DDA Website
Private sponsorships raised to-date in the amount of \$36,000
Tour of Downtown Augusta for investors
Working with Discovery Plaza on retail element
Developed relationships with local brokerage community
In conversations with key property owners and stakeholders

Other

Fundraising \$8,500 from private partners for Housing Demand Feasibility Report
Vacant Building Inventory updated
Housing Inventory for Broad Street Corridor completed
Downtown Historic Property Values Comparison completed
Downtown Activity Report for 2014 completed/Net gain of 18 new businesses
Partnering with ARC on available office space and private investment stats
Retail update given to Commission on January 26th

Grant Projects

James Brown Blvd. Phase 1

One block remains for project completion as well as minor change orders
Anticipated completion is end of August
All submittals to City have been approved
Working with City on tree issues for the project (removal and replacement) and bus stop replacement

James Brown Blvd. Phase 2

Awarded TAP (Transportation Alternatives Program) for new improvements from Twiggs Circle to Laney Walker Blvd.

GDOT to program funds into STIP (State Transportation Improvement Program)
Awaiting contract from GDOT

GRU DAY

Completed for 2015

Parking

Recommended parking management strategy included in Downtown Mobility Concept Plan

Website

Website design underway/City will host our site

ED video underway for new website by Reflecting Pool Productions

Retail Strategies is working on retail component for new site

Christmas Light-Up Spectacular

Planning underway for December 5, 2015

Other:

Budget request submitted to City

SPLOST requests submitted to City for consideration

Jones Street Alley Project approved by Commission

DAP Resolution revisions approved by Commission

Meeting with Georgia Power:

- Commercial Energy Efficient Program
- ED Services

Working with city ED Committee on James Brown Statue and other initiatives