**Director’s Report**

**April-May 2020**

**Statewide Task Force**

Chris Higdon (GMA) and I assembled a state-wide task force of DDA’s and private sector partners across Georgia to deal with COVID 19 issues that will affect Downtowns. The goals are:

* Highlight innovative businesses and connect businesses and property owners across the state. Augusta will be highlighted in both the June and July newsletter issues of GMA.
* Create a repository of useful documents.
* Collect and share statewide data obtained by surveys.
* Create a list of best practices for other cities to consider and implement.
* Look at local ordinances and state law that could affect businesses post COVID.
* Create action plans for emerging trends.

**DDA-CVB Partnership**

We are working with the CVB with a local survey with the following questions:

* When will you reopen?
* What resources will aid in your recovery?
* What is your business model? (Curbside, takeout, indoor dining, outside dining)
* What safety, sanitation and social distancing precautions are you implementing?
* Hours of Operation?
* What promotions are you running and what platforms are you using to get the word out?

**TranterGrey** has given us a discounted proposal of $1500 to film a 30 and 60 second commercial.

**WJBF** has agreed to be our media partner and run the ad at no cost. They have also asked we contact other TV Stations to do the same.

**James Brown Vinyl Project**

Sidewalk designs should be completed by the end of the week.

Completing a printed brochure and Podcast for each location.

Estimated project completion is the end of May and planning underway for an unveiling in June.

**Website**

**Discovery Workshop:**

There will be 2 30 minute zoom calls with DDA Board members and partners.

Prior to the calls, W/S will send out a survey with discovery questions.

W/S will review the survey results and provide a curated list of questions to discuss during workshops to help focus the conversation and condense the discussion.

**Website and Facebook Presence:**

W/S will replace the current website with one page of basic information and downloadable documents and create a Facebook business page.

**Timeline:**

Week of 5/18 Send out survey

Week of 5/25 Discovery Workshop calls

Next Site:

**Using Consumer Travel Pattern analytics**, Chuck Brand has created a report from Feb 1, 2019 until the first case of COVID was reported in the US. The report includes number of visitors, length of stay, home location mapping, work location mapping, travel patterns, favorite places by category and trade area coverage by distance. If anyone would like a copy, just let me know.

This technology will now help us track consumer confidence post COVID and we will track every 45 days. This will help the DDA in terms of promoting downtown Augusta.

We are updating the available space inventory.

Chuck will plan a trip to Augusta in the near future.

**Riverwalk Arches**

We had to go back to the drawing board in terms of design, location and costs.

The brick bollards would just not work and Nick Dickenson is finishing the final touches on black steal arches with Augusta medallions and LED Lighting.

This will reduce the overall costs.

9th Street location has changed to 10th Street.

Cranston is finishing the design specifications and we will go thru the Procurement Department.

**Housing Feasibility Report**

Joe Edge and Jane Ellis are about to complete this project.

**Other:**

Temporary Sidewalk Ordinance to Commission tomorrow for approval.

Completing the GCF loan application for 420 Greene Street for board approval.

Contributed an article to 1736 Magazine.

In closing, I must give a shout out to Roxanne for a favorable audit that had to be completed remotely. She continues to keep this office running smoothly during these difficult times.

We continue to reach out to business and property owners on a daily basis and do whatever we can to assist and retain them.