



DOWNTOWN DEVELOPMENT AUTHORITY of Augusta

DDA Executive Director's Report October-November 2020

Georgia Cities Loans

401 Greene Street-on agenda for approval today in the amount of \$200,000.

Loan has been approved by the GCF.

Augusta is on pause due to volume of approved loans.

Façade Grants

204 Thirteenth Street-on agenda today for approval in the amount of \$5,000.

Funds have been dispersed.

Riverwalk Arches

In Procurement Department for bid.

DDA Website

Splash page is online.

Zoom Call scheduled 9/24 at 10 am to discuss a wireframe to determine what content will be required.

Content underway with Weir-Stewart.

DDA/CVB Destination Marketing

Goal: to increase awareness of downtown Augusta as an ideal location to do business.

Target Audience: Entrepreneurs, cyber-tech, architects, engineers and financial advisors.

Target Markets: Augusta River Region, Metro Atlanta, Charlotte, Columbia, Savannah and Greenville.

Messaging: Utilize the Come See Augusta Destination campaign with an ED twist.

Tactics: Predominantly digital.

Wier Stewart has submitted a proposal to the DDA and is tweaking to include a media budget item.

Next Steps: Visual Collateral and Fundraise

DDA SPLOST 8 Request for Marina Updates & Amenities

Original proposal included infrastructure updates and the addition of an amphitheater and splash pad.

With the conversion of the 5th Street Bridge to pedestrians, a consultant visited Augusta in July for Augusta Blueprint and recommended a zip line and outdoor adventure center.

Met with Jim Clifford and NA is open to a partnership.

Submitted revised request to Maurice McDowell.

Reserved Parking for Curbside Pick-up

Completed.

Damon wrote educational article in Chronicle.

Sidewalk Ordinance

Still meeting with resistance for the Sherriff in closing side streets on weekend evenings.
Downtown Rotary Club has donated 10 picnic tables to be placed in public places downtown.
Kendrick body shop will put on a basecoat and local groups will paint them.

Faces of Downtown Public Service Announcements

Made the cover of the fall issue of 1736.
Producing 2 more 30 second spots to include the Hive, Rubens, Pizza Joint, Sunshine Bakery and Show Pony and others. These are completed.
Recorded and presented webinar at the 2020 GDA Annual conference.
Live webinar scheduled with GMA.

Test Restaurant Kitchen

We are exploring this idea with the Lutheran Church on Greene Street and have a conference call scheduled with Macon 9/17.
We have some interest and are meeting with Rob Sherman.

Downtown Graffiti

We are working with the downtown community officers, the city administrator and Planning and Zoning to clean up the recent tags in downtown. All graffiti has been identified and catalogued.
Completed.
Working on flyer for distribution.

CVB Partnership

Great Augusta Picnic, November 6 and 7.

Conference Call with Convergent

Jack and I had a conference call with Tamara Toogood to discuss a capital campaign for the DDA.
Next Steps: produce a white paper and list of possible donors.

HB 879

Governor Kemp signed this bill August 3 and it goes into effect in January 2021.
Allows home delivery of alcohol by retailers -convenience stores, grocery stores and restaurants (with the exception of spirits). Brew pubs and distilleries are excluded.
Retailers can deliver themselves or use a third party such as Instacart.
On premise licenses would require local governments to opt in.
GMA is creating a model ordinance and hybrid license for Georgia municipalities.

Customer Journey Report (attached)

Baseline Report as compared to June 12th thru August 26th Report:
We are not back to pre-COVID numbers but estimations to the end of the year are as follows:
600,000 visitors (70% of pre-COVID)
2 million visits (60% of pre-COVID)
This is with no Masters Tournament, no convention business, limited hotel stays and limited tourism.
65% of visits are coming from a ten-mile radius.

20% from 10 to 30-mile radius.

Augusta University and Marriott are big drivers.

50 % of visitors are from Evans, Grovetown and North Augusta.

Other:

Working with a bike tour company.

Developer in town today to look at sites for senior living.

2 properties on 900 Block of Broad under contract.

Virtual Light-up will be November 20 at 6:30 pm.

Window Decorating Contest with a map to promote an outdoor experience for our residents and visitors. (Attached).

Taco Cat, Peach Contractor, Baptist church underway.

Lazizza has opened.

Hive and Bees Knees have re-opened as well.