



# **DOWNTOWN DEVELOPMENT AUTHORITY** of Augusta

## **DDA Executive Director's Report August-September 2020**

### **Georgia Cities Loans**

204 Thirteenth Street-Loan closed 28<sup>th</sup> in the amount of \$236,625.

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

802 Greene Street (Baptist Church) purchased by Joe Edge/loan application underway.

### **Façade Grants**

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

### **Riverwalk Arches**

Drawings are completed and under review with Traffic & Engineering Department.

Next Step: Procurement Department for Bids. In procurement.

### **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.

### **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: 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 5<sup>th</sup> Street Bridge to pedestrians, a consultant visited Augusta in July for Augusta Blueprint and recommended a zip line and outdoor adventure center. We resubmitted our request to reflect these changes.

Next Steps: Meeting with City Manager in NA, Jim Clifford 9/18 to discuss zip line.

### **Reserved Parking for Curbside Pick-up**

We reached out to downtown restaurants and the response was an overwhelming YES.

Traffic & Engineering will begin striping and putting up signage.

Damon Cline will write an article when completed to make the general public aware.

### **Sidewalk Ordinance**

Still meeting with resistance for the Sherriff in closing side streets on weekend evenings.

### **James Brown Vinyl Project (attached)**

Completed with unveiling at the History Museum August 12.

### **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.

Working on an audio version with a local radio station.

We were asked to record a webinar on the project for the Georgia Downtown Association virtual meeting in late September. We are doing a live webinar for GMA on October 6 as well.

### **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.

### **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.

### **CVB Partnership**

With the announcement of no spectators at the November Tournament, we met with the CVB to brainstorm events to drive traffic downtown. Three ideas, rose to the surface and details will be forthcoming.

### **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 Augusta 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 12<sup>th</sup> thru August 26<sup>th</sup> Report:

Number of unique customers has decreased by 155,000.

Number of visits downtown has decreased by a million.

Average number of places visited with each visit has decreased from 4.46 to 4.03.

April-May Report as compared to current report:

Weekly visits remain steady but have not rebounded.

Dailey visits and times remain consistent.

Length of stay has increased form 116 minutes to 124 minutes.

Trade area coverage by distance remains consistent.

Visits to the Marriott have increased.

Prior to COVID, University Hospital was the number 1 driver. MCG is the number one driver today.

Lutheran Church of the Resurrection was rated 16 prior to COVID and is now number 3.

**Please note the last page, the addition of a zip code analysis. This will be of great assistance of our proposed campaign with the CVB.**