



**DOWNTOWN
DEVELOPMENT
AUTHORITY**
of Augusta

**Executive Director's Report
February 2022**

Economic Restructuring:

Annual Reports underway-net new businesses, jobs created and private investment. Will be completed on 2/14/22.

Active Prospects:

Atlanta based restaurant-virtual site visit 7/6. Proposal has been submitted.

Midwest Maintenance has purchased 1126 Ellis Street.

753 Broad Street/Lamar Building- PS & L agreement under draft for board/Jeb review.

1812 Slaton Street/25- acre mixed-use project. Project will be completed in May. Pre-leasing has begun.

1162 Broad Street/hotel developer. HPC approved demo permits pending site plan and revised façade renderings on 11/18/21. Have started possible financing structure conversations with Naman.

1211 Greene Street/Stovall Barnes House. Façade Grant & GCL applications underway.

Restaurant looking to expand.

Local Attorney looking for investment property.

Miami Developer (Mayor's Initiative)-middle income housing.

Marketing Company prospect (Ms. Lilley) has signed a lease at 1028 Broad Street.

Escape Room has rebranded and expanded by adding additional axe throwing rooms. New name is Broad Axe Throwing and Ribbon Cutting will be held on 2/18.

Flowers on Broad is expanding to 1030 Greene Street. (Flowers off Broad).

Ribbon Cuttings:

901 Greene Street (grand re-opening of Shared Space) held 12/2 @4pm.

Glam Beauty Studio-will be rescheduled due to COVID.

Art on Broad (expansion) ribbon cutting held 12/8 @10am.

Broad Axe Throwing ribbon cutting scheduled for 2/18 @3pm.

Millhouse Station, Phase I, is completed. Phase 2 will be completed in October.

Groundbreaking:

The Standard on Telfair broke ground on February 3 at 4 pm.

Design:

Riverwalk Arches bid opening 1/31 with 2 bids in receipt: DDA Budget is \$500,000. Cranston recommends \$314,000 bid & letter in receipt.

Empty Building Inventory for Broad Street Corridor is completed.

Façade Grants:

990 Broad Street (Tacocat). Received application for board approval in March.

510 Greene Street (market rate apartments).

753 Broad Street/Lamar Building Penthouse.

211 10th Street/Bees Knees/Hive. Under new business today for discussion.
1211 Greene Street/Stovall Barnes House.
1126 Ellis Street/Midwest Maintenance.
Laney Walker Blvd property is interested.
Auben Realty has requested an application.

Georgia Cities Loan Applications

922 Greene Street has been approved by Foundation.
401 Greene Street approved by foundation in the amount of \$200,000.
753 Broad Street/Lamar Building Penthouse.
758 Broad Street/Johnson Building.
1211 Greene Street/Stovall Barnes House
1126 Ellis Street/Midwest Maintenance.

Promotion:

Instagram:

565 accounts reached; 75 accounts engaged; 40 new followers.

Facebook:

3854 post reach; 413 post engagements; 50 new likes; 57 new followers.

Additional Insights:

Followers mostly from Augusta-66%on Facebook and 61% on Instagram.

68.4% of audience are ages 25-44.

Audience is predominately woman-68% on Facebook and 63.2% on Instagram.

Audience also tends to follow pages for WFXG, Frog Hollow Tavern, RCSO, Augusta Locally grown and Edgar's Above Broad.

Organization:

Auben Realty Strategic Planning Presentation 1/13.

LA Presentation on 1/13.

Chamber Board Meeting Presentation-Customer Journey on 1/25.

Meeting with Paceline on 1/26 re tourism grant opportunity. Under new business for board discussion.

Red Carpet Meeting 1/27.

Meeting with Michael Perry of C4Live on 2/1. He will present Lake Olmstead upgrades and events at our March Meeting.

ED Partner meeting with Tonny McNeil on 2/2.

Lunch with Dr. Whirl 2/10 on possible partnership possibilities.

Meeting with CVB and sound stage prospect on 2/10.

Commission presentation 2/15.

Land Bank Conference scheduled for October.

2020 DDA Operating budget will be presented in March.