



# DOWNTOWN DEVELOPMENT AUTHORITY of Augusta

Bi-Monthly Report  
February 15 to April 15, 2022



## Economic Development

### Groundbreaking

The Standard on Telfair

(136 unit mixed-use project)

### New Businesses

10Twenty-Eight

Taste Wine Room

Pho-Ramen'L

### Business Expansions

Broad Axe Throwing

The Book Tavern

### Sold

901 Greene Street

### Current Projects

Lamar Building

1812 Slaton Street - "The Row"

Embassy Suites on Broad Street

## Design

### Riverwalk Arches

Low bid of \$314,000 accepted; contract negotiations are underway

### Awarded Facade Grants

990 Broad St (Pho-Ramen'L) - \$5,000

211 10th St (Bee's Knees) - \$5,000



## Promotion

### Ribbon Cuttings

Broad Axe Throwing  
The Glam Suite

### Media

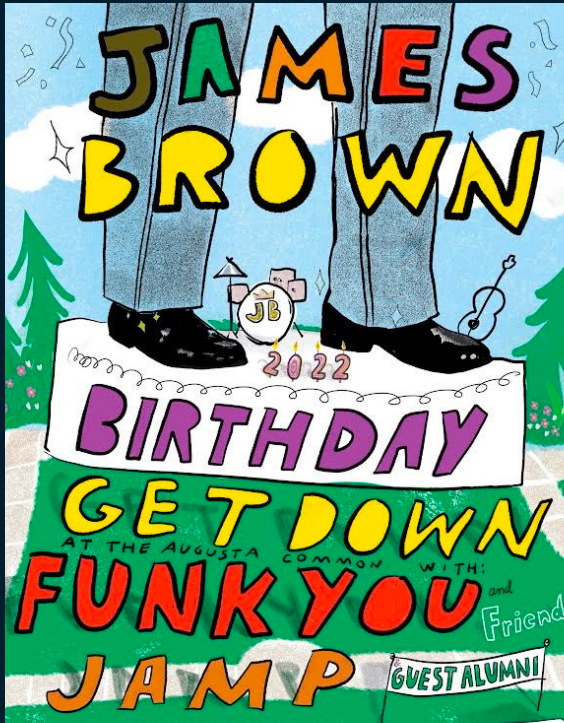
One-on-One with Richard Rogers

### Purchased 3 SOOFA kiosks

Solar-powered information kiosks to be placed strategically across downtown for streetscape updates & community happenings

### Partnering with ALMA Presents

James Brown Birthday Get-Down 5/7  
Can I Kick It? 5/20



## Customer Journey Comparison

Year	Est. # of Customers	Est. # of Visits	Visits Per Customer
Baseline (2019)	784.5K	3.5M	4.46
April 2021-March 2022	649.1K	3.4M	5.3

Downtown customer traffic has almost fully returned to pre-COVID levels; local visitors (within 30 miles) & frequency of visitors still increasing