



**Executive Director's Report
March 2022**

Economic Restructuring:

Annual Reports are completed. Net gain of 52 new businesses and \$83.1 million in new private investment for the Broad Street Corridor. (Attached).

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 was held on 2/18.
Flowers on Broad is expanding to 1030 Greene Street.
Buzzworthy Bubbles to open at 111 10th Street. Alcohol license approved 3/8.
Taste Wine Bar opened March 4, 2022.
10Twenty-Eight has opened on Broad Street. Grand Opening events March 7-11.
Book Tavern expanding to 978 Broad Street.
Pho-Ramen'L has opened at 990 Broad Street.
Florida based developer in town 2/24.

Ribbon Cuttings:

Broad Axe Throwing on 2/18.
Glam Beauty Studio- will be rescheduled due to COVID.
10Twenty-Eight - TBD.

Millhouse Station, Phase 1, is completed. Phase 2 is completed. Building 2 is 50 percent leased.

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.
Required paperwork has been submitted to procurement to award contract to low bidder (\$314,000).
We will work with Cranston on this. Confirmed that Commission does need to approve.

Empty Building Inventory for Broad Street Corridor is completed.

Façade Grants:

990 Broad Street (Taco Cat). 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. Approved by Board.
1211 Greene Street/Stovall Barnes House.
1126 Ellis Street/Midwest Maintenance.
Laney Walker Blvd property is interested.
Auben Realty has requested an application.
990 Broad Street-under new business.
Soul Bar application underway.

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:

2518 accounts reached; 155 accounts engaged; 60 new followers. (461 total).

Facebook:

10,400 post reach; 1260 post engagements; 86 new likes (301 total); 57 new followers.

Website:

655 sessions (101% increase), 1495 page views (73% increase).

Additional Insights:

A paid boost was placed on posts featuring Augusta Chronicle article which discussed the DDA presentation to the Commission. The boost was oriented towards clicks for the News section of our website and generated 333 views on the primary DDA website landing page, 98 views on the Incentives & Grants page, 93 views on the News landing page, and 92 views on the Chronicle article page.

Organization:

Commission presentation (2021 overview) 2/15.
Meeting with Commissioner Jordon Johnson on 2/17.
NCDA Conference Planning Meetings on 2/17 and 2/14.
Choice Neighborhood Committee Meeting 2/18.
Chamber Video shoot 2/22.
Lunch with Maria Cook of Senator Warnock's office 2/28.
Meeting with Jeremy Rueggeberg of Beautify Augusta on 3/3.
Chamber Annual Dinner on 3/3.

Meeting with Commissioner Brandon Garrett on 3/7.

Lunch Meeting with Tonia Gibbons of Clubhou.se on 3/8.

Meeting with Interim City Administrator Takiyah Douse on 3/9.

Collaboration Meeting with ED Manager Tonny McNeill on 3/9.

Project Coordinator Katherine Bonner has completed DDA Training with Dan McRae of Seyfarth Shaw.

Board Member Pastor Anthony Booker is scheduled for the June 2022 sessions.