



**DOWNTOWN
DEVELOPMENT
AUTHORITY**
of Augusta

**Executive Director's Report
May 2022**

Economic Restructuring:

Active Prospects:

Midwest Maintenance has purchased 1126 Ellis Street.

753 Broad Street/Lamar Building- PS & L agreement has been reviewed by Jeb and is under review with Pace Burt Development. Should be ready for board approval in June.

1812 Slaton Street ("The Row")/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 completed & GCL application underway.

Florida based developer in town 2/24.

Macon based developer in town 4/27 and has made an offer on a Broad Street property.

901 Greene Street (former Shared Space) has been purchased by ATC Development- 35 employees.

The Atticus was approved by the Commission on 4/11 for 10th & Ellis- 82 units/mixed-use project.

Residence Inn by Marriott approved by Planning Commission on 4/11 for 13th Street- 125 rooms.

New Businesses:

Georgia Legal Services

10Twenty-Eight

Edwards Mercantile & Company

Kiss Me Boutique & Braids

Expansions:

The Book Tavern

Ribbon Cuttings:

The Glam Suite on 3/30.

Sugar Magnolias on 5/4.

Other:

HB 469 passed reinstating state historic tax credits for 5 years.

Completed two FY23 Congressionally Directed Spending Requests via Senator Warnock's office:

Façade Program for Blighted Buildings \$1,320,000

Downtown Enterprise Center \$2,350,000

Design:

Riverwalk Arches contract is underway by Cranston with low bidder at \$314,000.
Blighted/Empty Building Inventory for Broad Street Corridor is completed.
DCA Grant application underway for Jones Street Alley for \$2 million. (American Relief Funds) due 6/3.
DDA/City MOU for Downtown Maintenance-America Relief Funds
Approved by the Commission on 3/1 with \$250,000 for cleanliness and \$250,000 for blight removal.
MOU has been executed and returned to the DDA on 4/21.
DDA has requested first allotment of \$175,000 on 4/22.
MOU between DDA and Ace Program currently being drafted.
Blighted Building Inventory has been completed.
Conference call with Kirby Glaze held 5/3 on possible structuring of program.
Carl Vinson will assist with façade designs.
Quarterly Update due to Commission on June 1.

Façade Grants:

Available funds left for award: \$43,500
Accepting no more applications at this time.

On agenda for approval today:

909 Walker Street
1211 Greene Street
1002 Broad Street
239 Green Street

Pending:

510 Greene Street
753 Broad Street
1126 Ellis Street
Soul Bar
Laney Walker property

When completed, we will have awarded \$80,000 in grants for a total of 16 facades thanks to funding by Georgia Power.

Georgia Cities Loan Applications

922 Greene Street has been approved by Foundation.
401 Greene Street approved by foundation in the amount of \$200,000.

Pending:

753 Broad Street/Lamar Building Penthouse.
1211 Greene Street/Stovall Barnes House

1126 Ellis Street/Midwest Maintenance.

Promotion:

Website refresh underway.

Sponsored James Brown Birthday Bash on 5/7

Instagram:

601 followers (+124); 4607 accounts reached from March 12-May 10.

Facebook:

413 page likes; 552 followers.

Website:

518 sessions; 1005 page views; 86% new visitors; average visit 1 minute 21 seconds.

SOOFA Kiosks:

Contract with SOOFA has been executed for 3 kiosks.

Locations: 5th Street Pedestrian Bridge, Broad Street side of the Common, Soul Bar on 10th Street.

Locations have been approved by John Ussery.

Wier-Stewart will have design concepts on 5/13.

MOU signed with Azalea Advertising (60-40 split).

APP Screen design underway.

SPLOST reimbursement underway.

Aiming for a July unveiling.

Bi-Monthly DDA Update (Attached)

First Edition is ready for distribution to elected officials, website blog and social media.

Customer Journey Reports:

Year	Est. # of Customers	Est. # of Visits	Visits per Customer
2019 (baseline)	784.5K	3.5M	4.46
Apr. 2021-Mar. 2022	649.1K	3.4M	5.3

Organization:

HUD Site visit, Choice Neighborhood Grant March 10 and 11.

Customer Journey Presentation at CVB Board Meeting 3/21.

Meeting with Maria Cook (Warnock's Office) 3/22.

Richard Rogers One on One 3/24.

Warnock Appropriations Requests submitted 4/1.

The HUB Preview 4/5.

Red Carpet 4/6-4/10.

Meeting with Augusta Cigar Lounge 4/12 (planning for a June ribbon cutting).

City of Augusta Strategic Planning Session 4/13.
East Alabama Chamber Trolley Tour 4/19.
Phuong Board appointment 4/19.
Mega Chamber Mixer on 4/20.
Meeting with Reggie Cofer (Ossoff's Office) 4/22.
Katherine New hire training on 5/2.
Meeting with Ryan Downs (AT) on 5/5.
Panelist for Chamber Top 10 under 40.

soofa sign

Launch Kick-Off Meeting





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

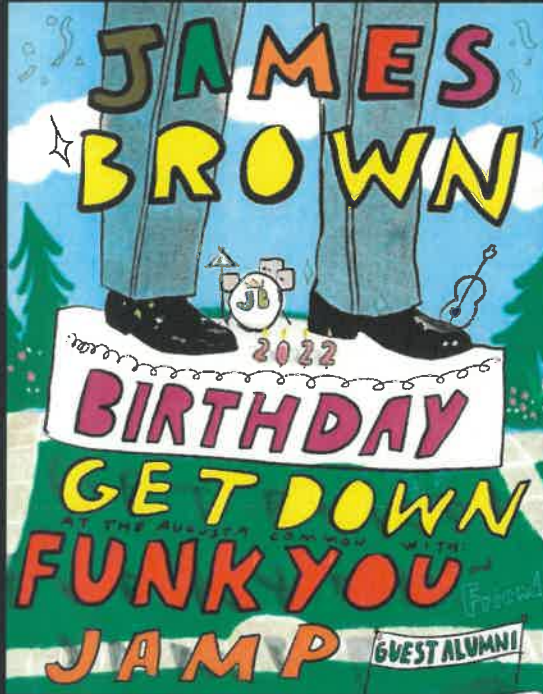
Awarded Facade Grants

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



! Google



Augusta, GA - Downtown

1048 Broad St, Augusta, GA 30901

Last 12 Months

Metrics

Property:

Augusta, GA - Downtown / Br...



Visits

3.4M

Visit Frequency

5.3

Visitors

649.1K

Visits Trend

Augusta, GA - Downt...

1048 Broad St, Augusta, GA 3...

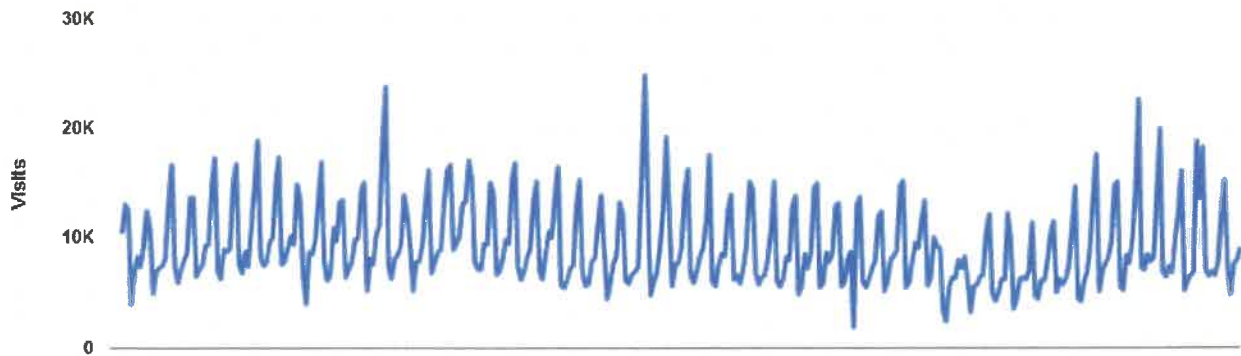


Metric:

Aggregation:

Visits

Daily



Apr 01 Apr 22 May 13 Jun 03 Jun 24 Jul 15 Aug 05 Aug 26 Sep 16 Oct 07 Oct 28 Nov 18 Dec 09 Dec 30 Jan 20 Feb 10 Mar 03 Mar 24