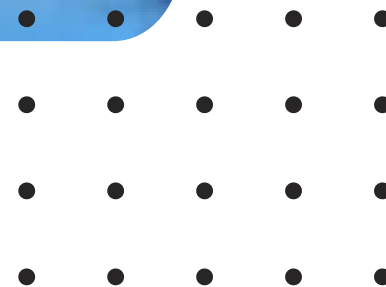
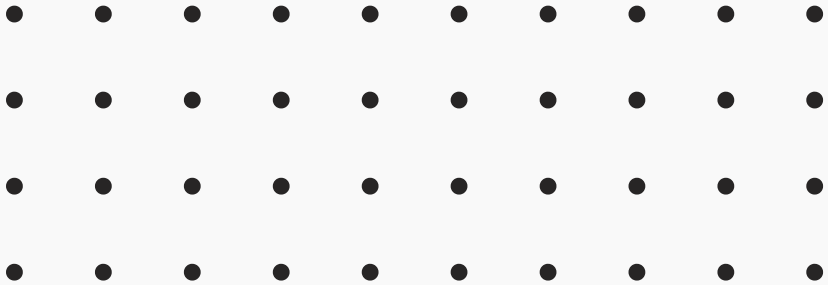


2023 in Review and Looking Ahead



**DOWNTOWN
DEVELOPMENT
AUTHORITY**
of Augusta



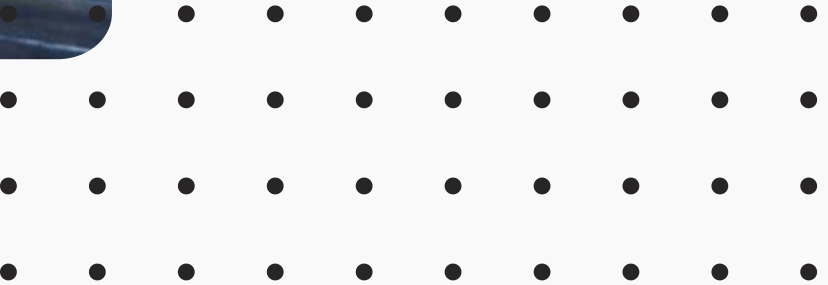


Economic
Development

Accelerate
Augusta

ACE
downtown

2024
Initiatives



Economic Development

- Net Gains
- Expansions
- Upcoming Housing



Growth



Downtown Augusta grows as more businesses open their doors

Net Gains

56 net New Businesses

40.4% Minority Owned Business

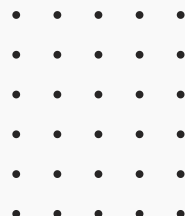
1 Expansion

1 Relocation

\$90, 595, 000
in Private Investment

Economic Investment: Housing

- Private Investment: \$16,795,000
- New Housing Units: 57



Completed

**Force-
Jackson
House**



12 units

**Old Khar's
Grocery**



13 units

**Union
Lofts**



22 Units

**Prontaut-
Henry
House**



6 Units

Economic Investment: Housing

- Private Investment: \$116,000,000
- New Housing Units: 381



Under Construction

King Mill



245 Units

The Augustan



136 Units

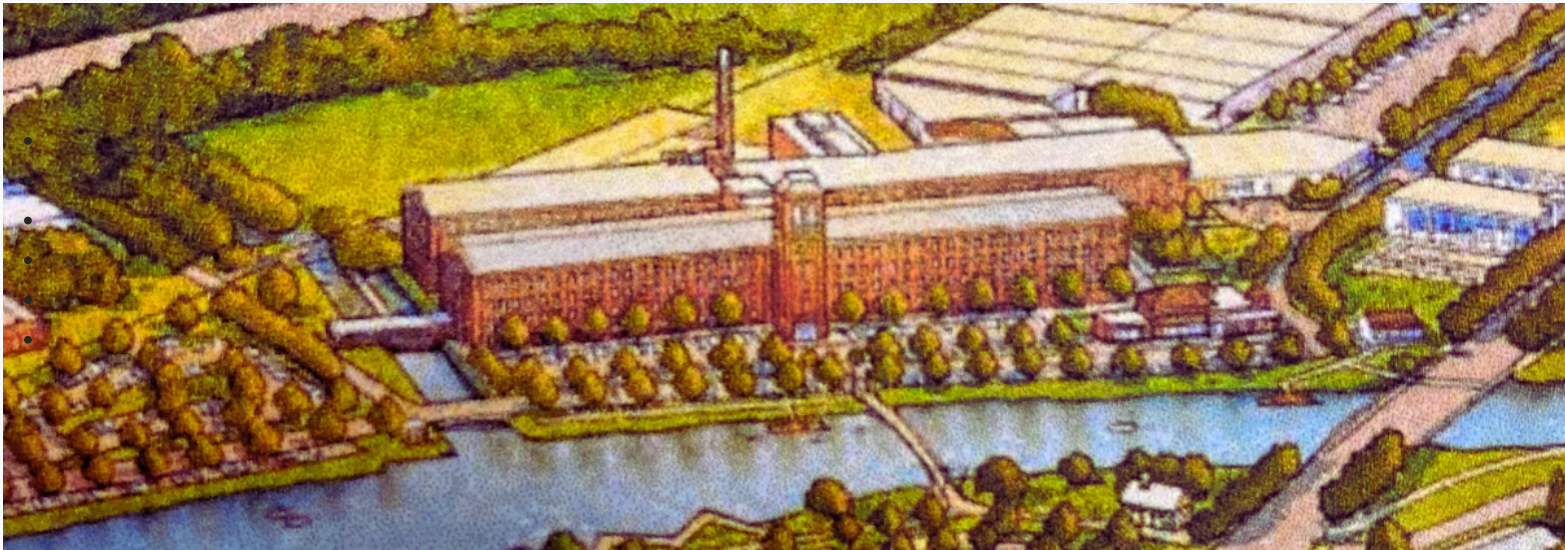
The Lenox



64 Units

Economic Investment: Housing

- Private Investment: \$100,500,00
- New Housing Units: 365



On the Drawing Board

Sibley Mill



215 Units

Grand Villas



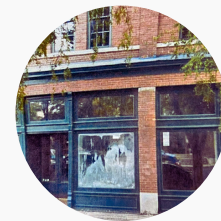
41 Units

Lamar Building



76 Units

**6th Street
Redevelopment
Project**



33 Units

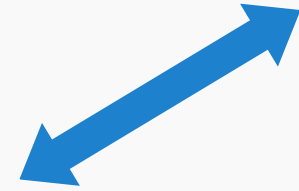
Accelerate Augusta



Naming Ceremony December, 2023

CSRA's Central Hub for Entrepreneurship

Targeting small micro-entrepreneurs (specific focus on women, veterans, and minorities), startups, and innovators in the CSRA. Accelerate Augusta will be a destination resource and training center for the region.



Micro -Sprint:

A short (8hr) program that covers the basics of the process of starting your own business. Designed for those who have yet to get licensed and need help figuring out the best model to follow

Macro -Sprint:

For new and aspiring start-ups lasting 6-8 weeks. The conclusion of each sprint will culminate with a pitch to investors, FSE selection, or Pop-up event. Covers the 24 steps in defining customers, customer acquisition, design & scale, marketing & growth plans, and finance models.

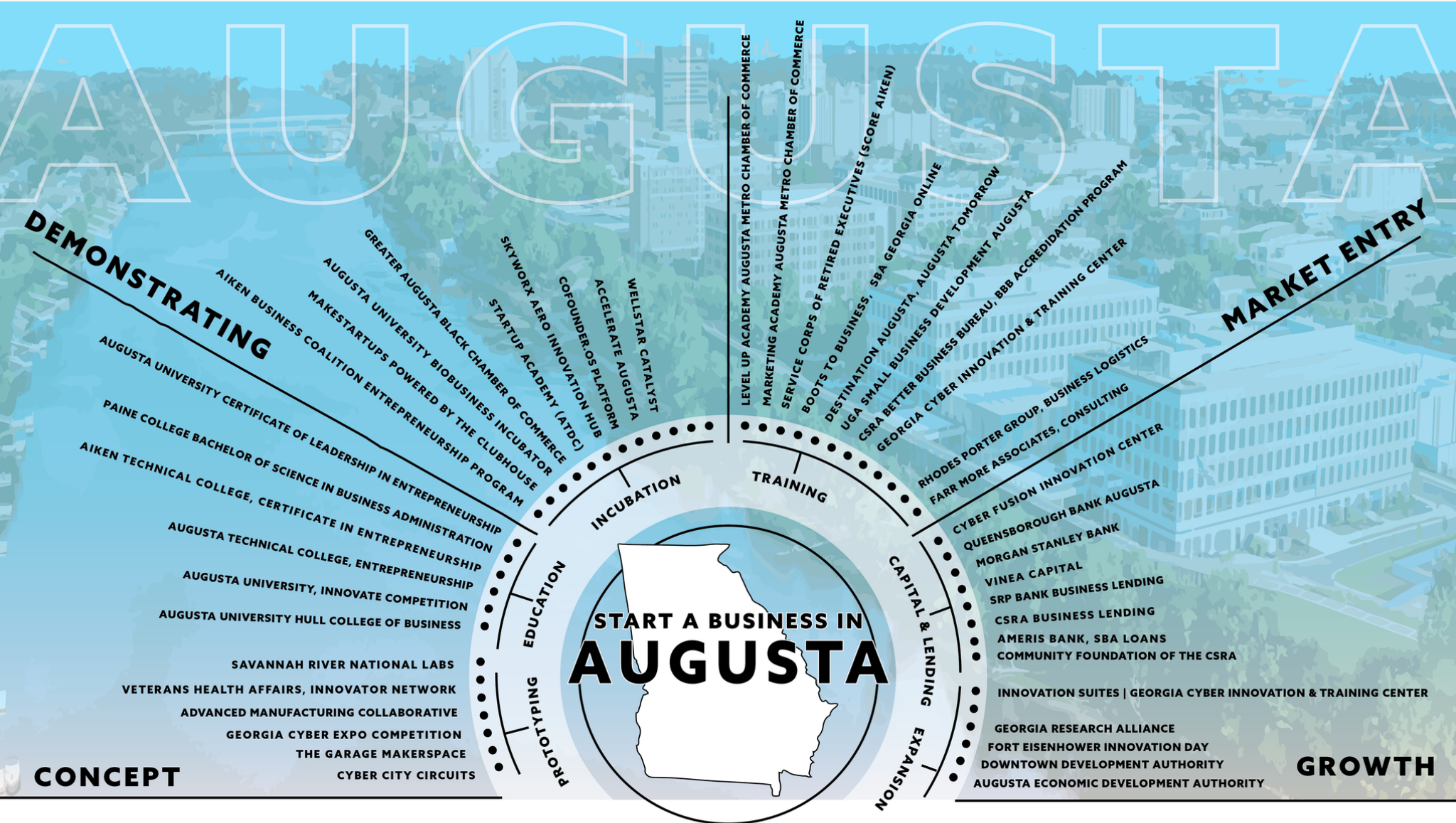
The Collective:

Continuing to support local small businesses who have done the Sprint and wish to continue utilizing the services and guidance of Accelerate Augusta for scaling to new projects or preparing for launch.



Human Resources	Legal	Financial	Security	Sales/Marketing	MGMT/ Leadership	Software Training
<ul style="list-style-type: none"> • Navigating HR issues • Common pitfalls in hiring and firing • Title 9-EEOC • Employment law- policy writing • Employer/em ployee rights • NDA's and non-compete clauses • Talent management • Conflict resolution 	<ul style="list-style-type: none"> • Intellectual Property- patents, trademarks, copyrights • Understanding taxation and responsibility • Contracts/Sub-contractors. • Negotiating agreements • Franchising • Buying an existing business, mergers or preparing for acquisition. • Lease agreements • Corporate models- selecting the right one. PC's, LLC's S-Corp, C-Corp,501c3 	<ul style="list-style-type: none"> • How to apply for a loan • How to write a grant and find the best partners • Accounting best practices • Budget setting • Co-mingling funds • Planning for other events such as mergers and acquisitions • Seasonal Cash flow planning. 	<ul style="list-style-type: none"> • Security-protecting your data, assets, and intellectual property • Standard of care, mitigating the risks of lawsuits. • The perils and pitfalls of bad documentation 	<ul style="list-style-type: none"> • Social Media risks and rewards • How to polish and practice your pitch. • Marketing in a digital age • Proven sales tactics • Motivating your sales team • Project management • Prospecting and lead generation 	<ul style="list-style-type: none"> • Navigating logistics • The right tech for the job • Succession planning • Self-leadership • Conducting annual reviews • Crisis management • Building high performance teams • Meeting management 	<ul style="list-style-type: none"> • Excel • Word • QuickBooks • PowerPoint

Current Asset Map



COST OF LIVING IS 15.3% LOWER IN AUGUSTA THAN ATLANTA BUT ONLY 5% SALARY DIFFERENCE

STATE OF GEORGIA: 9 YEARS IN A ROW, BEST STATE TO START A BUSINESS

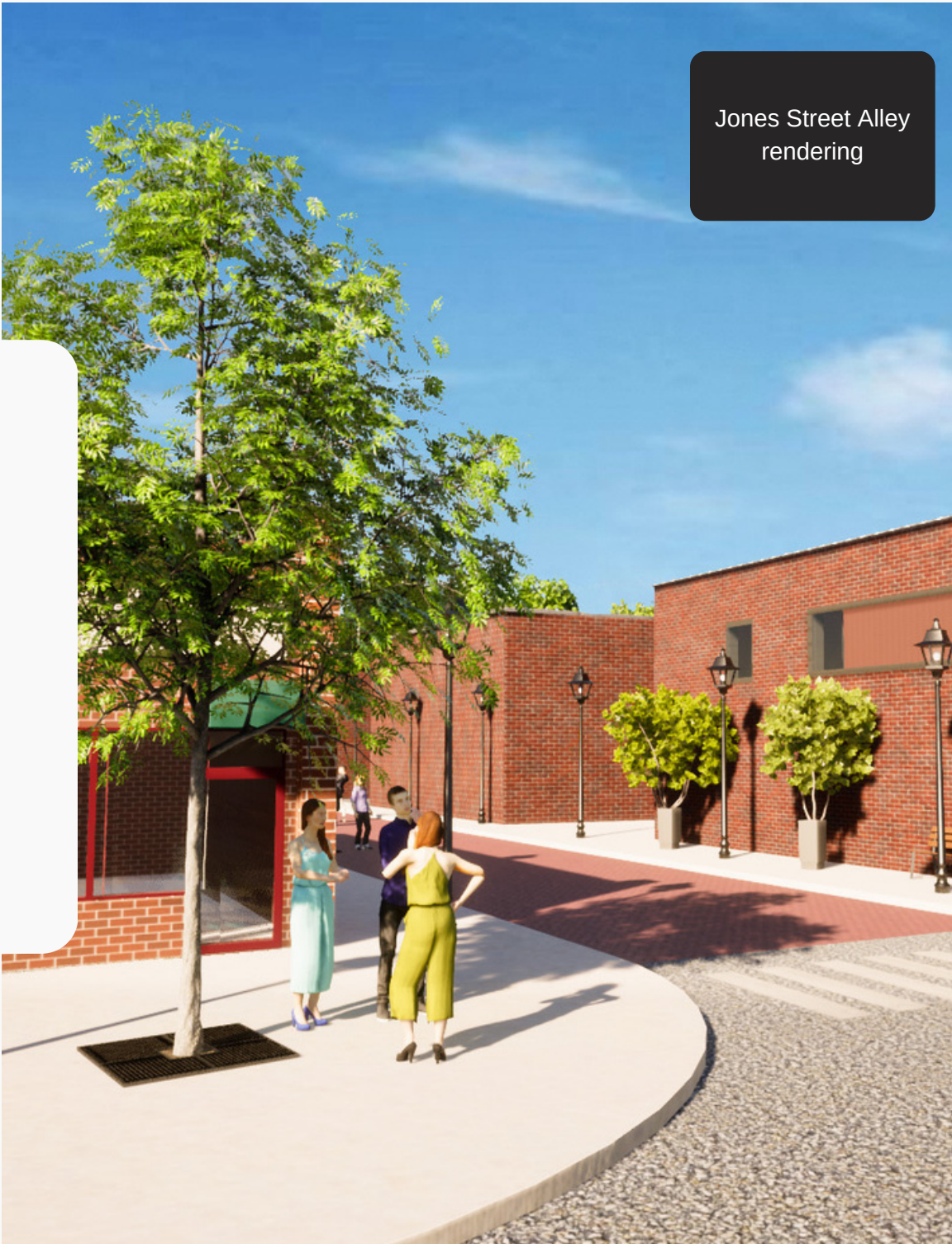


Beautification

DDA Augusta awarded \$1.7 Million state grant for Jones Street Alley Expansion



Jones Street Alley rendering



ACE coordinates with multiple departments within the city government to improve and maintain the landscape and infrastructure conditions on Broad Street and its side streets from 13th to 5th.



- 3,206 block faces cleaned
- 124 bags of trash filled and disposed
- 5 areas of graffiti removed
- 118 special project hours

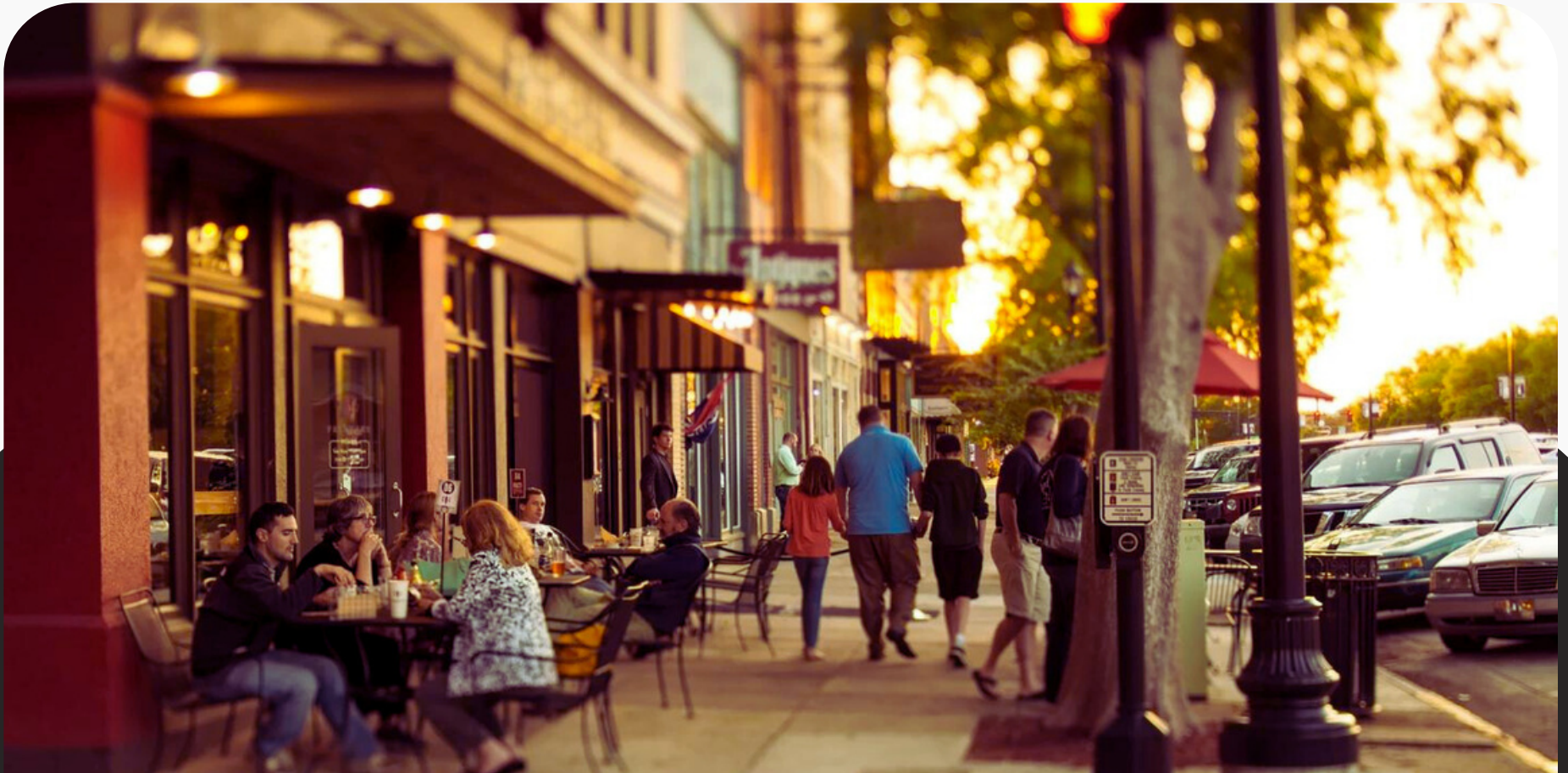
2024 Initiatives

Chronic Vacancies

Inventory/Reclassification Downtown Properties

Entertainment District

Tesla Charging Stations



Chronic Vacancies

Funding Sources:

\$250,000 from American Relief Fund

\$25,000 GA Power

\$20,000 grant from Georgia Cities Foundation



Partners with;

Augusta University

Carl Vinson Institute of Government/ UGA

City of Augusta

Georgia Power

Nextsite

Other partners and allies

Comprehensive approach to transform chronic vacant buildings into vibrant and income-producing properties.

Retail Initiative



+



=



- AlphaMap
- Downtown Demographics
- Recruitment Package
- Dialogue with Property Owners and Entrepreneurs





Looking Ahead

Lamar Building

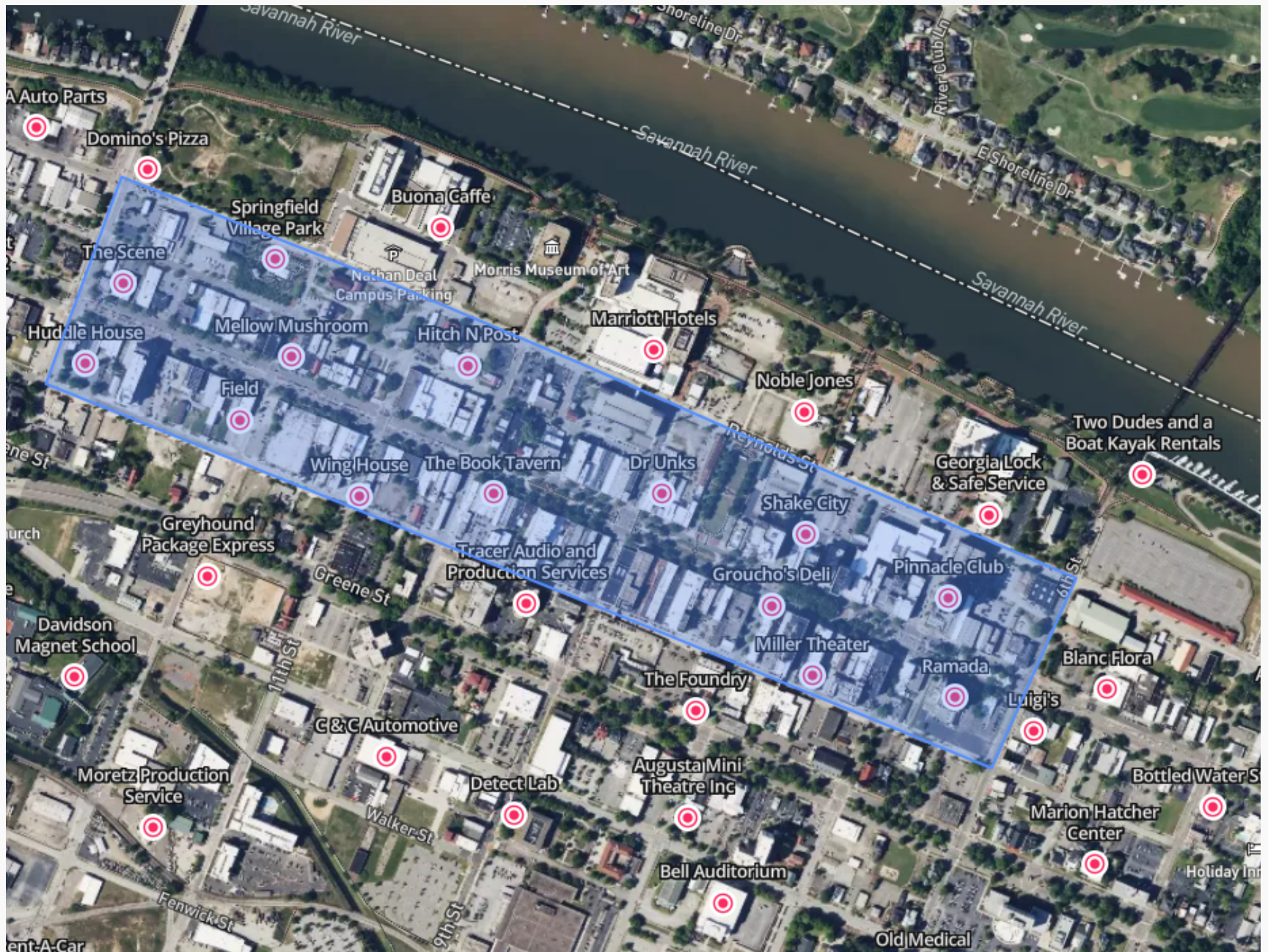
Grand Villas Project

Sibley Mill

6th Street Development

Brunch House Expansion

Downtown Augusta Boundary




2022 Downtown Augusta Customer Journey Analytics

Foot-Traffic Trends


Export:  

Time Period:

Start

 01/03/2022

End

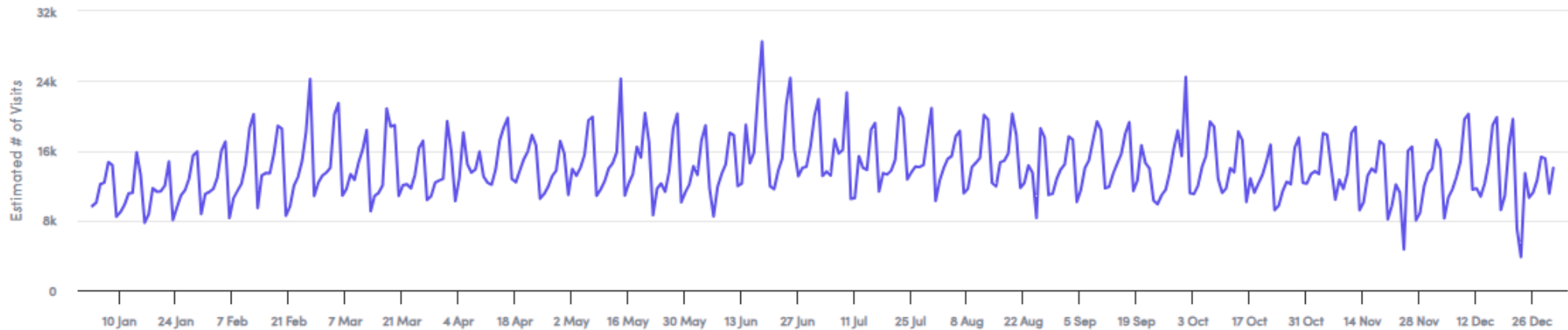
 12/31/2022



Custom Polygon

5,106,135

Total Visits



2023 Downtown Augusta Customer Journey Analytics


Foot-Traffic Trends

Export:  

Time Period:

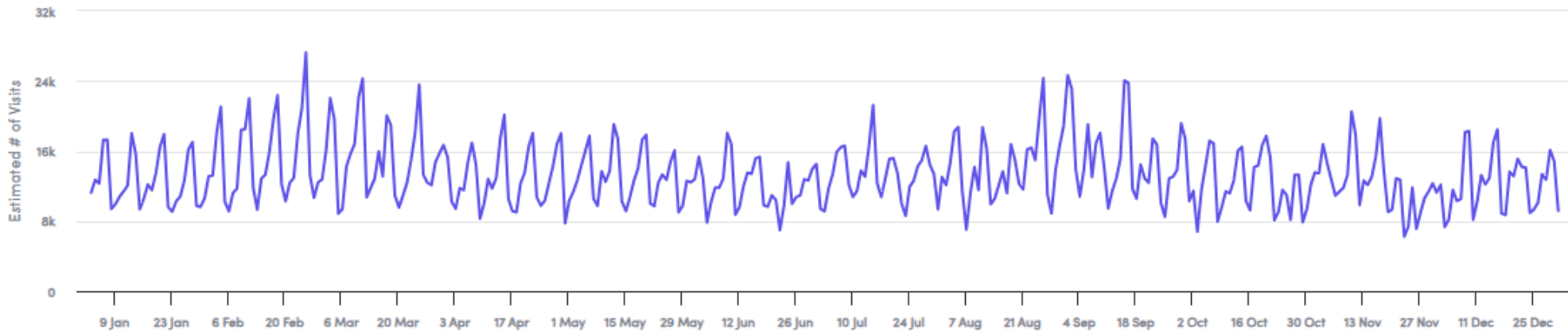
Start
01/03/2023

End
12/31/2023

 Custom Polygon

4,847,942

Total Visits



Furniture for
5th Street Marina



SPLOST Projects

Wi-Fi on Freedom Bridge



Riverwalk Arches installed at 8th
Street and 10th Street



Soofa Kiosks on Broad Street,
Augusta Common, and
Freedom Bridge



• • • • • • • • • •
• • • • • • • • • •

2023 GA Power facade grant recipients



Union Lofts



**Protant-
Henry House**