

Director's Report

Economic Development

Economic development activities continue to focus on advancing redevelopment opportunities, supporting business recruitment, and strengthening partnerships throughout the downtown district. Key initiatives and project updates include:

- Continued coordination regarding the Lamar Building redevelopment.
- Ongoing discussions and project support for the Conroy Hotel.
- Engagement related to the 8th Street Baptist Church property and to future redevelopment opportunities.
- Continued progress and coordination on the Sibley Mill Project.
- Business development discussions with Bradley's BBQ.
- Meetings and collaboration with the Highland Group on development opportunities.
- Continued partnership with Accelerate Augusta to support downtown economic growth and investment.

Planning and Development

Planning efforts remain focused on strengthening downtown development policies and improving the business environment overall.

Major initiatives include:

- Continued work on downtown design initiatives.
- Preparation of the Draft Zoning Ordinance.
- Advancement of the Parking Management System
- Development of a Chronic Vacancy/Building Registry to identify long-term vacant properties and encourage redevelopment.
- Planning and coordination for the Jones Street Alley project.

Marketing and Promotion

Marketing efforts continue to promote downtown initiatives and increase community awareness.

Activities include:

- Ongoing marketing and promotional initiatives for downtown.
- Coordination and production of PSAs in partnership with the Paquin PR group and the City.
- Coordination with Georgia Trend Magazine for the August edition, highlighting downtown initiatives and economic development.

Organizational and Administrative Updates

The following organizational activities were completed during the reporting period:

- Participated in Downtown Development Authority Advanced Board Training.
- Met with Eric Gaines on July 7 to discuss strategic initiatives and ongoing projects.
- Conducted Executive Committee Meeting on July 9, including updates to the Strategic Plan.
- Submitted the FY2027 Budget to the City.
- Continued planning and development of the DDA Fundraising initiative.