

NewTown Macon, Inc.

Annual Report 2001/2002



NewTown Macon is dedicated to implementing the community's vision of a comprehensive, coordinated and continuous plan to revitalize downtown Macon, Georgia.

NewTown Macon will endeavor to:

- ✓ Share with the whole community the necessity and responsibility of implementing initiatives that improve our quality of life.
- ✓ Partner with authorities and organizations in maintaining a master plan to direct coordinated efforts.
- ✓ Preserve and protect Macon's significant historical and cultural heritage.
- ✓ Improve the region's economy by seeding and attracting new investment to the urban center.
- ✓ Create a successful environment for the community to work, live, visit, shop, worship, educate and play.
- ✓ Tell the story of Macon's past, present and future to the local community and beyond.
- ✓ Sustain a successful city life by coordinating design, development, management and marketing of downtown.
- ✓ Serve the community as a resource provider and a consensus builder.

A Message from the Chairman.

Our community made history this year. We joined as one – profit and non-profit, government leaders and every day citizens – to achieve a goal that was considered by most ambitious, and by some unattainable. Together, however, we responded to the challenge of the Peyton Anderson and Robert W. Woodruff foundations to reshape the future of our City. With the cooperation of the entire community, we raised \$36 million for eight coordinated projects that will spur the renaissance of Macon's beautiful and historic downtown.

In 1999, when NewTown Macon first announced the *Community Challenge Campaign* we commented, "The depth and reach of our community spirit resides in our willingness to take responsibility for what we become." Today Macon's community spirit is stronger than ever. We are working together to create a new and prosperous future as we step resolutely into this new century.

NewTown Macon is both humbled and inspired by the investment of our partners in the revitalization plan. And we are committed to action. This report is a reflection of where the organization has been over the last year. However, we are focused on moving forward. Concrete trails are being laid, declining properties are being rehabilitated and new investors are being cultivated. NewTown Macon is putting your money to work.

On behalf of the board of directors, I thank you for your partnership, which has helped us reach this grand and exciting goal. Together, we will have a lasting impact on the quality of life in our community.

During a visit to Macon, William Hudnut, a widely recognized authority on urban revitalization, was asked about the key to center city renaissance. I was ready to note several important components - office, retail and residential developments or an improvement district. What Hudnut said was simple yet compelling, “A community must believe it can accomplish its goals...with a faith that puts words into action.”

This year NewTown Macon, with the City and County and its private partners, has put ‘words into action’ with the successful completion of the \$36 million Community Challenge Campaign. Support has come from strategic alliances. Recently, the National Trust for Historic Preservation selected Macon as one of four cities to launch its Preservation Development Initiative. With this \$1.8 million commitment in grants and loans, Macon’s vision of a ‘City in a Park’ is one step closer to becoming reality. By reconnecting the historic neighborhoods to the city center and the Ocmulgee Heritage Trail, Macon has the opportunity to be one of the most walk-able cities in the South. In addition, NewTown Macon

engaged the Georgia Conservancy to prepare a blueprint for the Ocmulgee River, which will become our rationale for seeking a National Heritage Area designation. We are working cooperatively with the City, the County and the Urban Development Authority to build several new projects downtown using the recent \$10 million in revenue bonds and leveraged private funds. These projects will serve as economic catalysts to attract an additional \$150 million in downtown investment over the next 5 years.

I would like to personally thank the City and the County, the NTM Investment Committee, Executive Board and Officers, Advisory Board, the Campaign Committee, the Ocmulgee Heritage Trail Executive, Technical, and Advisory Committees, the Commission on Middle-Georgia Rail (COMR) and all other volunteers for all your support in time and resources. Together we are putting our ‘words into action’.

Conie Mac Darnell



The Eight Initiatives

- Urban Design Center** - NewTown Macon’s Urban Design Center is a community development corporation focused on urban design, planning, commercial and residential expansion and providing funding and project supervision for the initiatives.
- Ocmulgee Heritage Trail** - From primeval Bond Swamp, to the ancient Indian Mounds, to historic Rose Hill Cemetery, to the old water works, an enriching educational and recreational experience is a walk or boat ride away from the City in a Park. When complete the 10-mile multi-use trail will include river walks, heritage trails and riverside parks.
- Terminal Station** - In its heyday more than 100 trains passed through the Terminal Station daily. Today, the station is the only Union Station left in Georgia and one of the most architecturally significant buildings in the City. NewTown Macon is working with the City to coordinate redevelopment of Terminal Station into a profitable commercial venture and multi-modal transportation center modeled after the highly successful Union Station in Washington, DC.
- Riverfront** - Ten acres of waterfront property between Spring Street and Second Street is envisioned as a premiere retail, office and residential complex. NewTown Macon - in partnership with the City, County and the Urban Development Authority - is preparing the site and will market the property to potential private developers. The Riverfront Development connected to the Ocmulgee Heritage Trail will act as an economic catalyst much as the Ocmulgee River has since the beginning of civilization.
- Streetscapes and Pedestrian Paths** - Through a partnership with the National Trust for Historic Preservation Macon will become one of the most walk-able communities in the nation. Historic neighborhoods, downtown and the Ocmulgee Heritage Trail will be connected by planned and programmed routes that encourage pedestrian and bicycle travel. Pedestrian traffic will spur new investment and provide an environment attractive for families and businesses.
- Downtown Improvement District** - NewTown Macon is sponsoring with cooperation from downtown property owners, a Downtown Improvement District. The district will generate funds from downtown property owners including NewTown Macon for investment in extra patrols, a clean team, and marketing director for the central business district. As in the several hundred communities across the country, an Improvement District creates attractive and friendly downtowns.
- Cherry Street Plaza** - At the head of Cherry Street, the heart of downtown Macon, is stately Terminal Station and the museum district, which includes the Georgia Sports and Music Halls of Fame, the new Tubman African American Museum, the Georgia Children’s Museum and the Douglass Theatre. NewTown Macon envisions the plaza connecting the several tourist attractions with a landmark public gathering place. Not only will the plaza be beautiful to look at but will be programmed with music and other activities.
- Transitional Property Fund** - NewTown Macon is prepared to respond to redevelopment of strategic properties downtown that otherwise might be lost. The fund enabled NewTown to purchase the Shrine Temple on Poplar Street to consider development of a civic square. Working with the City and Middle Georgia Coliseum Authority, NewTown Macon is preparing feasibility and market studies for development of a Convention Center Hotel.



June 30, 2002

ASSETS		2002
CURRENT ASSETS		
Cash and cash equivalents	\$	204,388
Unconditional promises to give		479,858
Government grant and performance contracts receivable		110,324
Prepaid expenses		7,304
Accounts receivable		4,020
Total Current Assets		<u>805,894</u>
OTHER ASSETS		
Beneficial interest in Community Foundation Funds		5,421,172
Property and equipment, net of accumulated depreciation		2,128,475
Unconditional promises to give, net of current utility deposits		974,737
		304
Total Other Assets		<u>8,524,688</u>
TOTAL ASSETS		<u>\$ 9,330,582</u>

LIABILITIES AND NET ASSETS		2002
CURRENT LIABILITIES		
Accounts payable	\$	356,808
Membership fees received in advance		10,000
Accrued salaries and benefits		289
Total Current Liabilities		<u>367,097</u>
TOTAL LIABILITIES		
		367,097
NET ASSETS		
Permanently restricted		1,410
Temporary restricted		98,332
Unrestricted - designated		295,432
Unrestricted - undesignated		8,568,311
Total Net Assets		<u>8,963,485</u>
TOTAL LIABILITIES & NET ASSETS		<u>\$ 9,330,582</u>

Our Staff

Conie Mac Darnell President & CEO	Laura Makowski Development & Marketing
Barbara Bryant Finance	Mike Syphoe Commercial Development
Mike Ford Operations	Tolecia Woodward Executive Assistant



Statement of Activity

Year Ended June 30, 2002

	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
REVENUES, GAINS & OTHER SUPPORT				
Contributions				
Capital campaign	\$2,556,694		\$1,410	\$2,600,129
Donated facilities and services	114,456			114,456
Government grants and performance contracts	489,861			489,861
Membership fees	131,500			131,500
Investment return, net	150,597	10		150,607
Rental income and other	96,127			96,127
Net assets released from restrictions		(371,713)		(371,713)
Restrictions satisfied by payments	371,713			371,713
TOTAL REVENUES, GAINS, & OTHER SUPPORT	<u>3,910,948</u>	<u>(329,678)</u>	<u>1,410</u>	<u>3,582,680</u>
EXPENSES				
Program services				
Urban design center	467,372			467,372
Ocmulgee heritage greenway	880,339			880,339
Riverfront development	47,240			47,240
Terminal station redevelopment	3,823			3,823
Streetscapes, parking and transportation	163			163
Transitional property	273,367			273,367
Supporting services				
Management and general	171,866			171,866
Fund-raising	97,888			97,888
TOTAL EXPENSES	<u>1,942,058</u>	<u>—</u>	<u>1,410</u>	<u>1,942,058</u>
CHANGE IN NET ASSETS	<u>1,968,890</u>	<u>(329,678)</u>	<u>1,410</u>	<u>1,640,622</u>
NET ASSETS AT BEGINNING OF YEAR	<u>6,894,853</u>	<u>428,010</u>	<u>—</u>	<u>7,322,863</u>
NET ASSETS AT END OF YEAR	<u>\$8,863,743</u>	<u>98,332</u>	<u>\$1,410</u>	<u>\$8,963,485</u>

Unaudited



Board of Directors and Committees

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Adams, Jordan and Treadwell
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Anita Pinder
Macon City Council, President

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Sell and Melton

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Karin's Shoe Boutique

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Macon Heritage Foundation

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Community Foundation of Central Georgia

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Cherry Blossom Festival

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CORE Neighborhood Revitalization

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We are grateful to the following partners who have generously supported the NewTown Macon Community Challenge Campaign:

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City of Macon

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Macon Water Authority
National Trust for Historic Preservation

State of Georgia
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Anonymous Donor (1)

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