



NEWTOWN MACON

...GROWING JOBS, INCREASING RESIDENTS AND CREATING A SENSE OF PLACE.

These are challenging economic times, and yet progress continues. If we take time to look, we will see opportunities instead of obstacles and good news instead of bad. Indeed, there are many positive changes taking place right here in our community.

Since 2006, more investments were made or planned in downtown properties than in the last three decades combined. For example, 52 businesses opened in downtown including Lemongrass: a thai bistro, and Quantum Dynamics, a federal contracting company. Also, Capital City Bank chose to build its \$4.5 million Macon main branch in downtown. At the same time, developers are seeking financing for more than 150 residential units - including 43 new townhouses on New Street, apartments along Cherry Street in the block next to Market City Café, and in the Silvers and Dannenberg buildings adjacent to the new parking facility - and the new \$30 million Marriott City Center Hotel opened. These projects represent over \$55 million in investments and signal that the community embraces downtown as the center of economic and social activity for our community.

With the current economic situation we also have a unique window of opportunity upon which to capitalize for downtown's benefit. Downtowns, like Macon, are poised to attract the small businesses that survive as strip malls atrophy. Analysts predict that the downtowns which embody a unique sense of place, create walk-able environments and focus on adding residents will see a significant return on those investments. NewTown Macon is committed to helping our center city seize this rare opportunity, and this report is a snapshot of our progress in our three focus areas - Growing Jobs, Increasing Residents and Creating a Sense of Place.

Thank you for believing as I do that restoring our downtown as the center of economic, cultural and social activity is one of the most important investments any of us can make in the future of our community. NewTown Macon is grateful to our investors and the many committed downtown stakeholders who are seeing the opportunity and are working together to create a place which we - and generations to come - will be proud to call "home."

Thomas Wicker

Thomas J. Wicker
Chair, July 2007 - June 2009

2009 ANNUAL REPORT

SEEING THE OPPORTUNITY...

NewTown Macon is...

Growing Jobs

Goals:

Net 60 businesses.
Restore 20 facades.
Leverage \$50 million in property improvements.

On the Horizon:

- » New business ventures by Cesare Mammarella: Jack & Coat, Merri's Clothiers and Dolce Vita Cafe and Bar
- » Killian's coffee shop at Cherry and Third Streets
- » Secure Care moves 60 employees to the Fickling Building
- » Renovated Liz Reed's opens as a bar and grill
- » Bottoms Up nightclub at 580 Cherry
- » Renovated Rookery opens with new menu
- » Yoga Moga opens in the Telephone Exchange building on Poplar
- » Renovations to the historic Terminal Station

Did you know?

NewTown's downtown revitalization plan can create 1,900 direct and indirect jobs in Bibb County.

Downtown Macon is *the place to work*. Over the last 12 months, 16 new businesses opened and two expanded leveraging \$2.5 million in investments by entrepreneurs, filling at least 50,000 square feet of space, and adding 156 new employees downtown. The addition of several new restaurants has added diversity to our dining options. From the new Lemongrass Thai bistro and Greek Corner Deli to old favorites like Acapulco's, China Wok, Luigi's Italian cuisine, Tokyo Alley and the southern Molly's Cafe, the flavor of downtown is truly international.



While we celebrate these new businesses as signs of progress particularly in a recession, we are also reminded of the small businesses who have faithfully anchored downtown through all its ups and downs. Arvin's has been in business in downtown for 100 years, and Nu-Way Weiners has served its world famous chili dogs from Cotton Street since 1916. Others like Andersen's Jewelers, Bert Maxwell Furniture, Charlie Wood Imagewear, C.R. Rader's, Grant's Lounge, H & H Restaurant, Hart's Mortuary, Jeneane's Cafe, Satterfield's, Snow's Mortuary and Union Furniture have been open for business in downtown for a combined 660 years!

These businesses have deep roots in our community, yet Downtown Macon is also home to some innovative newcomers like Audrey Price, owner and president of Quantum Dynamics, a firm that contracts with the Department of Defense. Audrey is renovating the historic Park Hotel on Poplar Street into the control center for Quantum's Southeast operations, which will move from Fairfax, VA. At least 50 employees will be located in Downtown Macon; however, since Quantum is a "HUBZone" company and is required to have at least 35% of its employees living in its contract areas, more jobs may be coming to Macon. Also, Audrey believes that the low cost of living and doing business combined with Macon's Southern charm could attract similar companies from D.C. to our city.

Construction crews are at work from Poplar Street to every corner of downtown. At Terminal Station a new parking lot was completed that will also serve future visitors to the new Tubman Museum, and renovations to the historic lobby and construction of a new bus transfer station are underway. On Second Street a \$700,000 renovation created beautiful office space for Stuckey Realty and their nine realtors as well as for Shadow Sound recording studio. Historic facades at Backdrops Fantastic and On Time Fashion were beautifully restored, and work started on a \$2 million restoration of the county courthouse while Capital City Bank broke ground on their new Macon main branch on MLK Jr. Boulevard.



July 1, 2008 - June 30, 2009 New Businesses in Downtown Macon

- Amanda Jane Salon
- US Census Bureau
- Downtown Scrubz Store
- Greek Corner Deli
- Joint Military Development Services
- Midtown Key Club
- Lemongrass: a thai bistro
- Macon Medical Group
- Nephrology & Hypertension
- Milestone's Bridal
- On The Spot Advertising
- Quantum Dynamics
- Readings by Michelle
- Robins Federal Credit Union
- Second Street Ceramics
- Shadow Sound Studio
- Stuckey Realty
- Joycine's Art, Attitude & Accessory Gallery (expansion)
- Larry Bush's Tire (expansion)



NewTown Macon is...

Increasing Residents

Goal:

Add 1,000 residents.

On the Horizon:

- » 26 apartments on Cherry Street developed by Thomas McCook
- » 43 apartments at 425 New Street developed by Madison-Poss & Associates
- » 50+ apartments in the Dannenberg building by Gene Dumwoody, Jr. and Tony Long
- » Mixed-use developments on Cherry Street by Don Blivings and Pino Mauro

Did you know?

\$10 million in funds could fill the gap needed to finance hundreds of new residential units.

Downtown Macon is *the place to live*. Despite the fact that multi-family housing is suffering across the country with lower occupancy rates and rents, the market-rate apartments in Downtown Macon have stayed 95-98% occupied. That rate is significantly higher than the occupancy rate in Atlanta, which fell over 3% this past year to 86.8%. Our biggest challenge is not finding renters, but in securing financing in this economic climate for the planned mixed-use projects that will add more than 150 residential units to downtown.

NewTown Macon continues to work with partners to find a solution to the financing crisis. This year the Urban Development Authority approved a PILOT (Payment in Lieu of Taxes) program to facilitate construction of 43 new apartments on New Street by Madison-Poss and Associates. The PILOT program abates property taxes for a specified number of years on approved residential projects and lessens the amount of equity needed for construction. NewTown is working with the UDA and local taxing entities to qualify the entire central business district for a PILOT.

To create a sense of community and promote safety, NewTown launched City Watch (www.CityWatchMacon.com) this year as a partnership of residents, business owners, church members and law enforcement. City Watch members are the eyes and ears of downtown and are working to increase police presence, address issues of vagrancy and remove graffiti with resources provided by the Community Foundation of Central Georgia and Macon Regional Crime Stoppers.

For the latest in available apartment information, visit the LiveDowntownMacon.com website launched this year. We are also proud to announce that our Cherry Street Lane parking and commercial facility, constructed to provide off-street parking for downtown residents, received a 2008 Appropriate New Construction Award from Historic Macon.



Welcome Home: NewTown Macon's Fundraising Campaign



In 2007, NewTown launched its second fundraising campaign with a goal of \$7.5 million contributed by the private sector and \$13.3 million from the public sector. The private campaign funds \$4.4 million in capital projects to improve infrastructure and enhance the public realm and \$2.7 million in programs to attract entrepreneurs and increase the number of people living and recreating in downtown.

We greatly appreciate the companies, foundations and individuals who have pledged \$6.4 million plus \$1 million in donated services to NewTown's work. For a complete

list of our donors visit www.newtownmacon.com.

The Peyton Anderson Foundation has generously offered a \$250,000 challenge grant to raise an additional \$250,000 by October 2010. We need everyone's help to reach this goal. Please give thoughtful consideration to pledging a charitable contribution to NewTown Macon. Call Laura Schofield at 478-722-9909.

Stop by Cherry Street Plaza to see the beautiful cast stone and brick work honoring donors to NewTown's 1999 campaign.

NewTown Macon is...

Creating a Sense of Place

Goals:

Extend Ocmulgee Heritage Trail to 15 miles.

Program 180-acre Amerson Water Works Park for public use.

On the Horizon:

- More events downtown: NewTown GetDown, Tailgate Parties, and enhanced First Fridays
- Facade Squad completes Thorpes' building
- Construction of Levee trail
- Construction of Otis Loop and Walnut Creek trails
- Construction of Riverside Cemetery trail
- Improvements to Cherry Street Lane from Third Street to Second Street
- Improvements to Mulberry Street Lane

Did you know?

First Friday, presented by Robins Federal Credit Union, was voted the Best Entertainment for Adults by Telegraph readers.

Downtown Macon is *the place* to play. In fact, more than 6,000 people are following downtown events through NewTown's weekly event blast. From art exhibits, to concerts, to live theatre and an open-air market, there is something downtown for all ages and interests. Don't forget your Impulse Card (www.TheImpulseCard.com) when shopping, dining or playing downtown – lots of new merchants and specials have been added this year!

The Ocmulgee Heritage Trail continues to be a popular place for Maconites to recreate. In fact, since the opening in the summer of 2008, more than 10,000 visitors have enjoyed the new walking trails, canoe launch, handicapped-accessible playground, picnic pavilion and natural beauty of Amerson Water Works Park, which will eventually connect to the rest of the Trail. This year we also launched an outdoor education program at the park for 500 students in partnership with Bibb County Public Schools and Mount de Sales Academy. Two new sections of the Ocmulgee Heritage Trail – in Riverside Cemetery and along Riverside Drive - continue through the G-DOT approval process with clearing beginning on the Walnut Creek section along the East side of the river into the Ocmulgee National Monument.

Friends of the Ocmulgee Heritage Trail (FOOT) is growing with 350 members. FOOT helped to launch a tree renewal program and sponsored successful events this year including Moondance and Go Green! Regatta and Riverwalk Festival.

This year NewTown proudly accepted the 2009 Preservation Award from the Georgia Trust for Historic Preservation for our Historic Marker program. New bronze plaques will be added to nine other historic buildings in downtown.



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NEWTOWN MACON

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