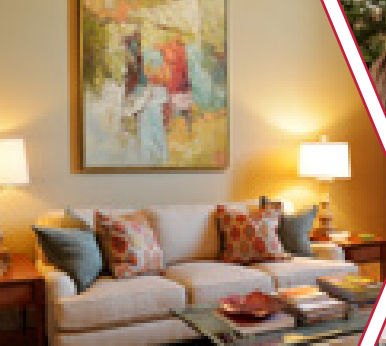
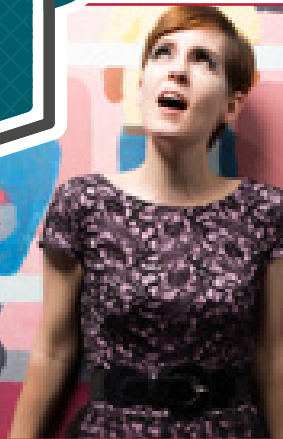


newtownmacon

REPORT OF PROGRESS 2015



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Director of Place
- DAVID MOORE**
Urban Planning Fellow
- MARK THOMPSON**
Corporate Photographer

With the steadfast support of The Peyton Anderson Foundation, individual, corporate, and institutional donors, NewTown has been able to create tangible changes in downtown by growing jobs, increasing residents, and creating a sense of place.

The momentum that Downtown Macon is currently experiencing has been twenty years in the making. Though we have made many strides and downtown's vibrancy is on the rise, there is still plenty of work to do to ensure that our urban core reaches its true potential. We are at a critical juncture in our revitalization efforts, and the community's participation is instrumental in the continued efforts of maintaining and expanding upon what has been achieved thus far.

This year has been a tremendous year of forming new partnerships to strengthen our sense of place, establishing business development academies to educate and enhance Macon's entrepreneurial spirit, re-opening Amerson River Park, as well as exhausting the first issue of NewTown Development Loan Fund, which provides gap financing to developers. Downtown has reached its tipping point, and our community is currently reaping the benefits of the downtown's revitalization.

AS DOWNTOWN REVITALIZATION PROGRESSES, WE CONTINUOUSLY EVALUATE WAYS TO IMPROVE OUR COMMUNITY'S ECONOMIC DEVELOPMENT, TO CREATE PROSPERITY FOR MIDDLE GEORGIA, AND TO AMPLIFY A VIBRANCY THAT ATTRACTS NEW RESIDENTS AND MAKES CURRENT RESIDENTS PROUD.

In the upcoming year along with your financial support and participation, we would like to launch a challenge grant program to implement the Macon Action Plan; raise funds for the Ocmulgee Heritage Trail connection between Amerson River Park and Riverside Cemetery; institute a Community Improvement District in downtown to improve sanitation, security and aesthetics; and create a revolving business assistance fund.

You can invest in downtown's revitalization by supporting NewTown Macon.



WILLIAM D. UNDERWOOD
Chair of the Board of Directors



JOSH ROGERS
President & CEO

PHOTOGRAPHY CREDITS

MARYANN BATES / GRANT BLANKENSHIP / JIM BURT / HISTORIC MACON FOUNDATION
NICOLE KUBAS / MACON MAGAZINE / MATT ODOM / HART ROBERTS

DESIGN BY BURT&BURT / PRINTING BY LITHO PRESS



DOWNTOWN HAS SEEN TREMENDOUS GROWTH THIS YEAR and many businesses, developments, and projects spent the year incubating, pointing to some earth-shaking announcements in downtown's future.

In 2014–15, downtown has seen 16 new downtown lofts, 25 net new downtown businesses, as well as the completion of the Amerson River Park improvements. NewTown Macon has provided assistance and training programs for developers and entrepreneurs, reached \$5 million in commitments from the NewTown Development Loan Fund, launched the Macon Music project, and created a downtown neighborhood association.

INCREASING RESIDENTS

Increasing the number of residents in the downtown area has a sizable and positive impact on our economy. Demand from new residents enables real estate developers to hire construction workers and pay new property taxes. In addition, these new residents provide opportunities for new entrepreneurs and businesses—each resident living in a downtown loft spends \$15,000 per year on storefront goods and services.¹

NewTown's most successful initiative for increasing residents has been to provide gap financing to developers through the NewTown Development Loan Fund. This loan fund converts vacant spaces to residential or commercial units, increases property tax revenue, creates construction jobs, and improves the aesthetics of Downtown Macon.

With the Development Loan Funds, NewTown Macon has invested \$5 million in eight downtown projects with a total value of \$26.1 million (leverage of more than five to one). These completed projects have converted more than 250,000 square feet of abandoned space to 182 lofts and 17 commercial units, and are projected to generate more than \$500,000 in sales taxes on construction materials alone.

¹ "DECADES OF SUCCESS The Economic Impact of Main Street in North Carolina." (2014): 16. Place Economics. PlaceEconomics. Apr. 2014. Web.

254K

SQUARE FEET
RENOVATED

9,000

DOWNTOWN
RESIDENTS

613

DOWNTOWN
BUSINESSES

25K

DOWNTOWN
EMPLOYEES





396

DOWNTOWN LOFTS
Including private development

99%

LOFT OCCUPANCY
As of July 2015

\$200K

IN TAX REVENUE

An estimated \$200,000 in sales tax will be generated from new downtown residents.

BUILDING COMMUNITY

Three loft projects were under construction during this fiscal year. With an \$800,000 loan from NewTown, The Lamar Lofts (562 Cherry St.) was nearing completion at the end of the fiscal year and will add 38 residential units, a rear alley patio, and two commercial spaces.

Also under construction is the Johnson Lofts (555 Poplar St.). This NewTown Development Loan Fund project is in its early phases and is projected to create twelve one-bedroom apartments and two live-work spaces. The architectural design has been completed by BTBB Architects, and Piedmont Construction Group has been selected as construction manager. The Johnson Lofts are scheduled to open in the Summer of 2016.

Momentum continues with the Lofts at Silvers (450 Third St.). This structure has been a series of department stores, the most iconic being Silvers Department Store. In 2015, NewTown provided gap financing to TI Real Estate Development with the NewTown Development Loan Fund, which will enable the company to rehabilitate this vacant building. The Lofts at Silvers will bring 24 lofts and one retail space and is expected to be complete by Spring 2016.

Given the first NewTown Development Loan Fund's immeasurable success and rapid absorption, NewTown's board recommended to continue the program. In August 2015, Macon-Bibb Commission and Urban Development Authority voted to issue an additional \$5 million in bonds to renew and continue the NewTown Development Loan Fund. NewTown Macon already has applications for three new projects.



MORE THAN \$50,000

Anonymous
Peyton Anderson Foundation

\$10,000 - \$49,999

Atlanta Gas Light Resources
BB&T
Bibb Distributing Company
Bragg Jam, Inc.
Community Foundation
of Central Georgia
Dorothy V. & N. Logan Lewis
Foundation
E. J. Grassmann Trust
Georgia Power
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James H. Porter Charitable Trust
Knight Foundation Fund of Community
Foundation of Central Georgia
Macon-Bibb County
Macon Water Authority
Navicent Health
Robins Federal Credit Union
State Bank & Trust Company
Mr. and Mrs. Bill Thompson

\$1,000 - \$9,999

Adams, Hemingway & Wilson, LLP
Adams, Jordan & Herrington, P.C.
Burgess Pigment Company
Cox Communications
Georgia Pine Level Foundation
Greater Macon Chamber of Commerce
Mr. Bill Hodges
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John S. and James L. Knight Foundation
Knight Fund for Georgia Gives Day of
Community Foundation of Central
Georgia
L. E. Schwartz & Son, Inc.
Mr. Blake Lisenby and Mr. Shane Rogers
Macon Power
Millworks Holdings, LLC
Myers McRae, Inc.
Mr. Stephen A. Reichert
Ed S. Sell, III, from his discretionary fund
with The Peyton Anderson Foundation
Sierra Development Group
Stuckey Management Services, LLC
SunTrust Bank
Travis Jean, LLC
W. F. Ingram Foundation
Mr. Martin Wilson, Attorney at Law
Drs. Michael and Bridget Wright
YKK Corporation of America

\$500 - \$999

Arvin's, Inc.
Ms. Shannon Kay Fickling
Mrs. Juanita T. Jordan
Mr. and Mrs. David Lanier

THANK YOU TO OUR SUPPORTERS

Lynn and Alan Neal Foundation
Mrs. Deborah Maltese
Mr. Scott C Mitchell
Mr. and Mrs. Josh Rogers
Rotary Club of Downtown Macon
Mr. Joe and Mrs. Denise[†] Saturna
Mr. and Mrs. Talmadge Stuckey
Mrs. Ginger M. Veal

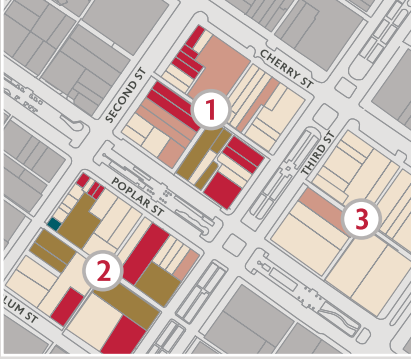
\$1 - \$499

Ms. Cantey Ayers
Mr. Franklin Bacon, Jr. and
Mrs. Nancy Terrill
Mr. and Mrs. Hal Baskin
Mrs. Maryel Battin
Mr. and Mrs. Steve Bell
Mr. Robert Betzel
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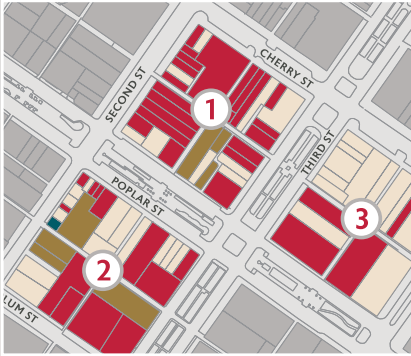
Mrs. Diane Penzera
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Ms. Jalaine Ward
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Mr. and Mrs. John Willingham
Mr. Thomas Woodbery
Mr. Joseph Wozniak
Mr. Charles H Yates, Jr.

IN-KIND DONATIONS

11th Hour
13WMAZ
41 NBC
Black Pages
CODEC Films
Cox Communications
Cumulus Communication
Entertainment Law Group
Focal Blu, LLC
Georgia Music Channel
Georgia Public Broadcasting
Lamar Advertising
Litho Press, Inc.
Macon Magazine
Howard Moore McDuffie
Moonhanger Group
my41 WMGT
Mr. Chris R. Sheridan
The Telegraph
WGXA



TARGET BLOCKS, 2015



TARGET BLOCKS, 2012

The occupancy within our target blocks has increased from 52% in 2012 to 69% in 2015. Our goal is to reach 75% by 2017.

- Occupied
- Under Construction
- Vacant
- Land lot
- Parking Lot

GROWING JOBS

The small business community is the backbone of any strong economic business district. “Our entire society benefits from small business owners and entrepreneurs, who are disproportionately the source of new hires in the economy,” as stated by David Bobbitt, President of the SCORE Foundation and VP of Development at the SCORE Association.

This year, NewTown partnered with SCORE and the Greater Macon Chamber of Commerce to launch an Entrepreneur’s Academy. More than 30 potential and active entrepreneurs learned SCORE’s Simple Steps for Starting Your Business through this program, many of whom are looking for downtown locations.



On November 5, 2014, NewTown Macon’s Board of Directors authorized the implementation of a first-of-its-kind Developer’s Academy. **THE GOAL OF THE DEVELOPER’S ACADEMY WAS TO EQUIP POTENTIAL DEVELOPERS AND INVESTORS WITH THE TOOLS AND KNOWLEDGE NEEDED TO UNDERTAKE DOWNTOWN REVITALIZATION PROJECTS.** The six-month course coincided with the development of a derelict building at 555 Poplar Street. NewTown purchased the property for the purpose of teaching this course and will invest over \$1.8 million to convert the building into 12 lofts and two live-work spaces. Academy participants were involved in the preliminary stages of the real-world project, allowing them to experience a complex rehabilitation project at NewTown’s risk and expense.

Academy graduates are more knowledgeable, confident, and equipped to undertake downtown revitalization projects; to invest in tax credit partnerships; and to explain the importance of NewTown’s work. These graduates will use their new skills to generate income through prudent investment in real estate development and tax credits. Thanks to these exciting results, we expect the Developer’s Academy to become an annual tradition and a signature NewTown Macon program.

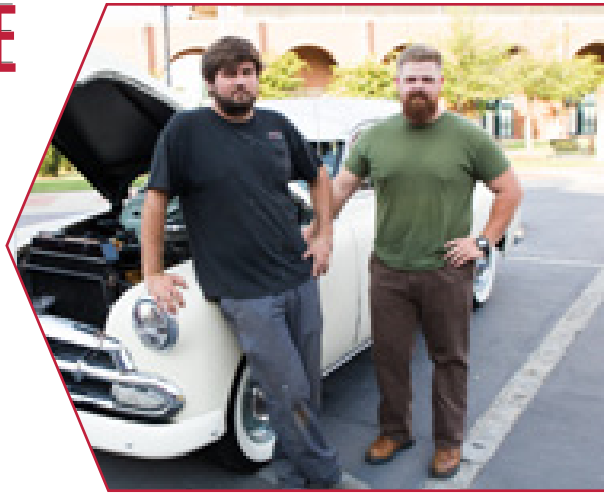


With the NewTown Development Loan Fund, 17 commercial spaces in downtown have been either improved or created. We have also exceeded our campaign goals for loft construction and occupancy, and have nearly achieved our goals for storefront occupancy, the last step in our campaign cycle.



CREATING A SENSE OF PLACE

One of the most effective ways to introduce people to Downtown Macon is through entertainment and events. **OUR DOWNTOWN RESTAURANTS, EVENTS, SHOPS, GALLERIES, AND PERFORMANCE VENUES FOSTER A GREATER SENSE A COMMUNITY THUS CREATING A SENSE OF PLACE.** This “Sense of Place” benefits the local economy because visitors and tourists enhance business activity, raise property values, and expand the local tax base. Having a great time at an event means people will return for more downtown fun in the future!



First Friday is a monthly event that draws the community to Downtown Macon and its businesses. This year, First Friday was rebranded and received additional marketing. The downtown businesses stay open late and provide specials and entertainment for visitors. NewTown Macon handles the programming of First Friday events from car shows and social hours to African American history tours and dance-a-thons. Stop by next First Friday to see what’s new!

In 2015, NewTown Macon and Main Street Macon partnered to establish a downtown neighborhood association. This group meets on the first Tuesday of the month to discuss downtown changes, concerns, and upcoming events. The association provides downtown residents, employees, and business owners access to downtown organizations, the City, and the sheriff's department. The association has benefitted participants by improving communication, and defining ordinances, organizations' roles, and policies.

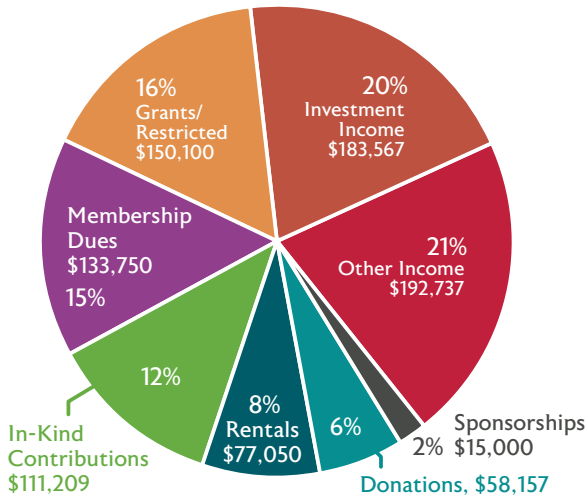


Macon Music, a compilation album featuring Macon’s musical talent and local artists, is NewTown Macon’s latest initiative. The project began with a call for track submissions to the local community, followed by a judging period. The winning artists received a professional recording from Joey Stuckey of Shadow Sound Studio, professional photography and videography sessions, and a concert, as well as promotional CDs. The first volume wrapped up in September 2015 and the second volume will accept submissions beginning January 2016. You can download Macon Music Volume I at NewTownMacon.com/Macon-Music.



NewTown Macon Financial Data
FY 2014–15

INCOME SOURCES



“We are experiencing an unprecedented level of partnership and cooperation in downtown Macon, not only between residents and business owners but between organizations and our local government as well.”

— Steven Fulbright, Main Street Macon

COMMUNITY IMPROVEMENT DISTRICT (CID)

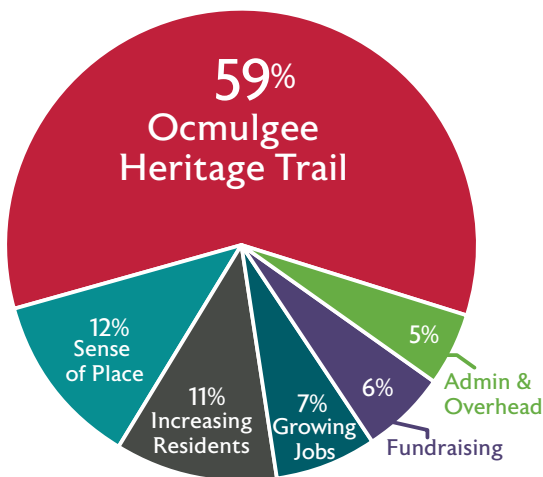
Downtown Macon’s first comprehensive master plan in years (Macon Action Plan) is currently underway and will provide new opportunities to continue downtown revitalization. One critical aspect of ensuring this plan’s success will be to develop the resources necessary to move seamlessly from planning into implementation. Forming a Community Improvement District (CID) offers an opportunity to secure additional resources exclusively for downtown.

FIVE-YEAR CAMPAIGN



The main benefit of having a CID is to provide additional funds dedicated to use in the district that are controlled and managed by the property owners within the CID. Downtown property and business owners have a higher expectation for public service than is currently being delivered. The only way to proactively guarantee cleanliness and safety is to allow property owners to allocate funds by creating a self-taxing district to fund sanitation and public safety needs. A Community Improvement District allows building owners to have direct control over property tax dollars and to ensure this revenue is spent only in their district. The CID, in turn, will increase building values, occupancy, retail sales, and rent rates to produce better cash flow and returns for owners and investors.

RESOURCE ALLOCATION



To be instituted, at least 75% of the parcel owners by value and 50% of the parcel owners by number of parcels must submit pledge cards. Once established, the CID assessment applies to all properties within the district (except residential and tax-exempt properties that did not opt into the district).

The CID would generate approximately \$300,000 per year that could be used for safety, streetscapes, sidewalks, planning, design and sanitation throughout downtown. The CID will be managed by an elected board who will develop the annual budget. A primary opportunity is to use CID revenue to implement ideas from the Macon Action Plan (maconactionplan.com) that fit with the priorities of property owners.

Property owners may request and sign pledge cards by emailing cid@newtownmacon.com.

Complete audited financial statements and current 990 are available at NewTownMacon.com.



28

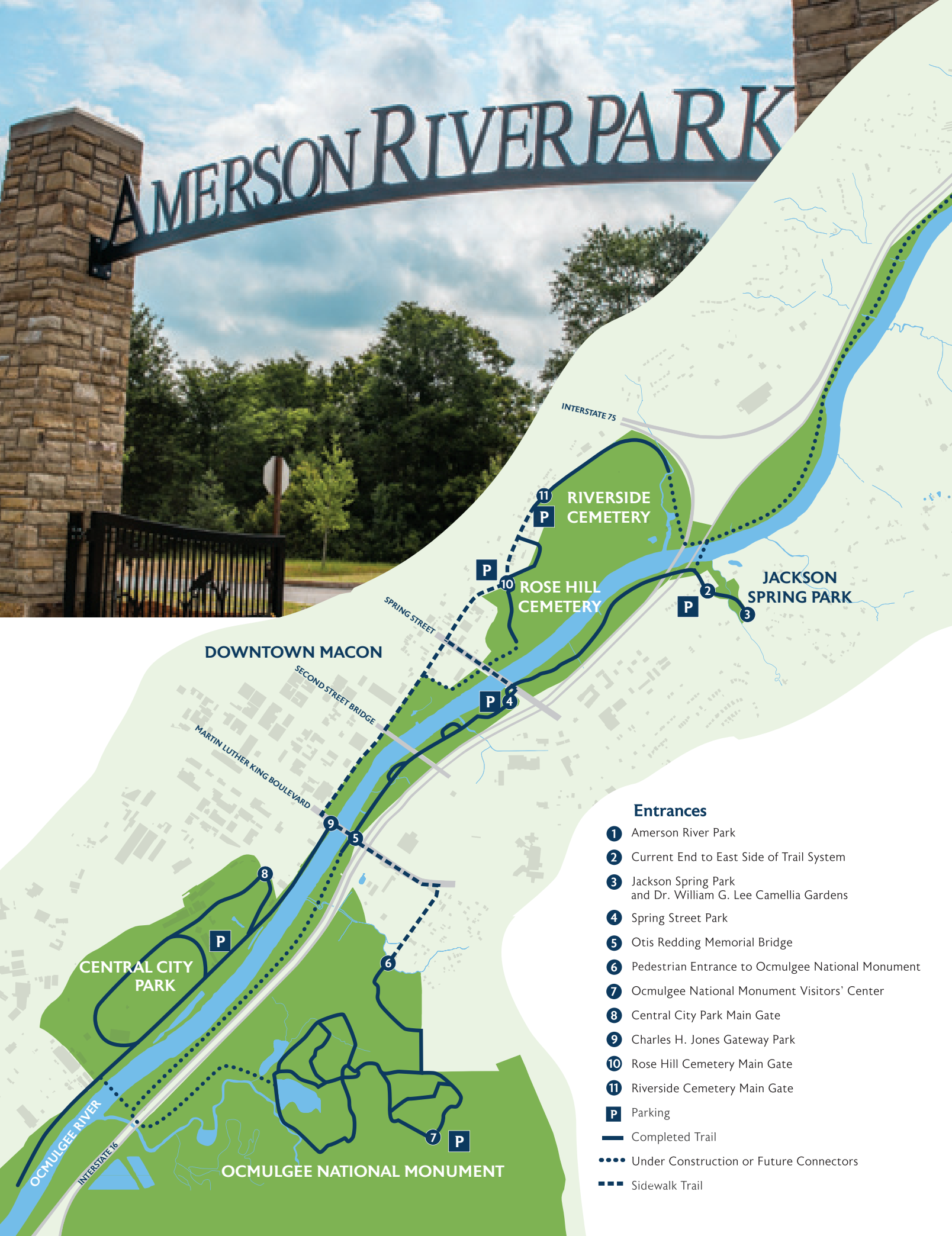
MUSIC VENUES
& BARS



38

RESTAURANTS
& EATERIES





AMERSON RIVER PARK

DOWNTOWN MACON

INTERSTATE 75

11 P RIVERSIDE CEMETERY

10 P ROSE HILL CEMETERY

2 P JACKSON SPRING PARK

SPRING STREET

MARTIN LUTHER KING BOULEVARD

SECOND STREET BRIDGE

4 P

9

5

8

P

CENTRAL CITY PARK

6

7 P

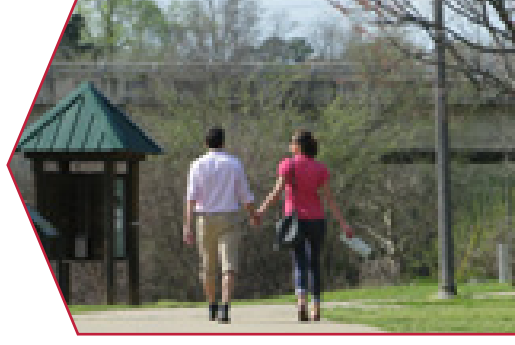
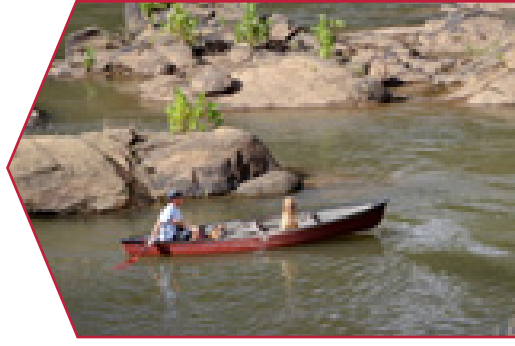
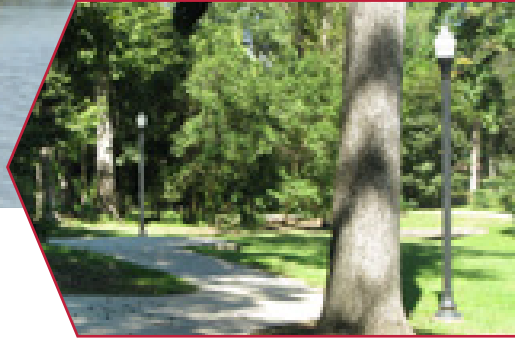
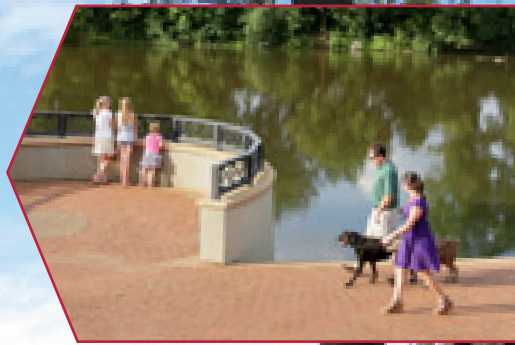
OCMULGEE NATIONAL MONUMENT

OCMULGEE RIVER

INTERSTATE 16

Entrances

- 1 Amerson River Park
- 2 Current End to East Side of Trail System
- 3 Jackson Spring Park and Dr. William G. Lee Camellia Gardens
- 4 Spring Street Park
- 5 Otis Redding Memorial Bridge
- 6 Pedestrian Entrance to Ocmulgee National Monument
- 7 Ocmulgee National Monument Visitors' Center
- 8 Central City Park Main Gate
- 9 Charles H. Jones Gateway Park
- 10 Rose Hill Cemetery Main Gate
- 11 Riverside Cemetery Main Gate
- P Parking
- Completed Trail
- Under Construction or Future Connectors
- - - Sidewalk Trail



OCMULGEE HERITAGE TRAIL

The social benefits of trails and greenways are enormous. **THE OCMULGEE HERITAGE TRAIL CREATES A MORE ATTRACTIVE COMMUNITY, PROVIDES SAFER ROUTES FOR BICYCLISTS AND PEDESTRIANS, BOOSTS TOURISM, AND INCREASES HOUSING VALUES.**

The Ocmulgee Heritage Trail, Amerson River Park, and the Ocmulgee National Monument are great recreational amenities that serve the Middle Georgia region. Amerson River Park's yearlong park closure allowed for the construction of \$5.5 million in

park improvements. Improvements included four miles of trails, picnic shelters, bathrooms, a stunning overlook, multiple river access points, an iconic entry gate, parking facilities, and signage.

Today, Amerson River Park hosts hundreds of people daily and is expected to double the capacity of the Ocmulgee Heritage Trail system.

The next phase is fundraising to connect Amerson River Park to the existing trail in Riverside Cemetery.

You can support NewTown and the Ocmulgee Heritage Trail by donating online at NewTownMacon.com/donate.



NEWTOWN MACON

479 Cherry Street Macon, Georgia 31201

NewTownMacon.com (478) 722-9909



THE NEXT STEPS FOR NEWTOWN

Increasing Residents

Rehabilitate vacant buildings and empty lots

Create more downtown lofts by issuing new loans with the NewTown Development Loan Fund

Improve NewTown's Live Downtown website to help prospective residents

Growing Jobs

Train new and existing entrepreneurs with the Entrepreneur's Academy

Establish a Business Assistance Fund

Renovate existing commercial storefronts with loans using the NewTown Development Loan Fund

Creating a Sense of Place

Implement the Macon Action Plan

Create a Challenge Grant Program for Downtown

Improve aesthetics, sanitation, and safety in downtown with a Community Improvement District

Ocmulgee Heritage Trail

Connect the Trail at Amerson River Park to Riverside Cemetery

Improve walkability and bikeability in downtown

Build a better connection between downtown and Ocmulgee Heritage Trail

SUPPORT THESE INITIATIVES. DONATE TODAY.

Address _____

City _____ State _____ Zip Code _____

Phone _____

Email(s) _____

In Honor/Memory of _____

Please send notification of this honorarium or memorial to:

Name _____

Address _____

Card Number _____

Expiration Date _____ CCV _____ Zip Code _____

You may direct your donation to a specific purpose below:

- Where the need is greatest
- Ocmulgee Trail Expansion
- Transitional Properties Fund
- Revitalization Loans
- NewTown Endowment
- Ocmulgee Trail Endowment

Method of Payment

- Check
- Credit Card

Please remit to NewTown Macon, 479 Cherry Street, Macon GA 31201

You can also donate online at newtownmacon.com/donate.

OUR TOWN.

YOUR TOWN.

NEW TOWN.

DOWNTOWN.