



# NEWTOWN MACON

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

Our home is beginning to look new again.

In 2006 and 2007, millions of dollars were invested in downtown properties, transforming historic spaces into stylish homes and thriving workplaces. This year we welcomed Georgia College & State University's graduate programs to the Jefferson Building on Cherry Street, a \$3 million project. The historic Trailways bus terminal on MLK Jr. Blvd. received a \$2.9 million rehab to become the new home of the Convention & Visitors Bureau, while local developers and entrepreneurs on Poplar Street invested more than \$3 million to dramatically change one city block. Just up the street, construction began on the Medical Center's \$80 million Albert L. "Buddy" Luce Heart Institute.

Word is getting out that downtown Macon *is the place* to work, live and play.

NewTown Macon is taking the necessary steps to grow jobs, increase residents and create a sense of place. After listening to stakeholders, NewTown launched a second revitalization phase this year. Our plan will create tangible improvements downtown while generating a potential \$149 million economic benefit for the entire community. This report card is a snapshot of our progress toward *exceeding* the measurable goals we have set for the next five years.

NewTown's evolution includes welcoming new leaders into our boardroom and launching a second fundraising campaign. With our board committing more than \$3 million toward a \$7.5 million private sector fundraising goal, NewTown Macon is sending a clear message to the community: Together, we will cross this threshold into a bright and prosperous future.

Macon is our home. As we move into the next year, our city needs your support.

*Thomas Wicker*

**Thomas J. Wicker  
Chairman**



2007 ANNUAL REPORT

MACON IS OUR HOME...

## NewTown Macon is... Growing Jobs

### Goals:

Net 60 businesses.

Restore 20 façades.

Leverage \$50 million in rehabilitation.

### On the Horizon:

- » Impulse loyalty card program supports downtown businesses with "savings from the heart of the city."
- » Quantum Dynamics, defense contractors, renovates Park Hotel and adds 50 employees.
- » A new dialysis center, two new bank branches and other businesses open.

**Macon is the place to work.** This year, 19 new businesses opened their doors downtown. Excellent restaurants, world-class graphic arts studios and home-grown boutiques are among the diverse and unique enterprises that can only be found downtown.

Over the past 12 months, NewTown's **Business Incentive Program** was the catalyst to add 120 jobs, fill nearly 90,000sf of commercial space and leverage a \$2.4 million investment by entrepreneurs. We launched a **Façade Improvement Program** with a grant to rehab a property on Third Street, which will become a realtor's office and music studio. Through the **Transitional Property Fund**, the Shrine Temple was sold to a physicians group for medical offices, and two other properties were sold to developers for commercial and residential use.

NewTown's work has created the climate to attract new investment. Projects by our partners and increased foot traffic downtown are directly and indirectly adding jobs. For example, over 500 students are enrolled in GC&SU's downtown graduate center, and that number is expected to grow to 2,000 within five years. Exceeding all expectations, the Cox Capitol Theatre drew 39,000 patrons in its first year; 23,000 tourists are expected each year at the new CVB visitor's center; and Tony Widner completely renovated Mulberry Street's historic library for commercial use.



## July 1, 2006 • June 30, 2007 | New Businesses in Downtown Macon

\$104,000 in business incentive grants and other assistance brought these enterprises downtown in fiscal year 2007:

- Alphagraphics
- Backdrops Fantastic
- Bankers Life and Casualty
- Bright Blue Sky
- Choice Concrete
- Citizens Advocacy
- Cocoon
- Convention & Visitors Bureau
- Federal Defenders of Middle GA District
- Georgia College & State University Graduate Ctr.
- James, Bates, Pope & Spivey
- Kristy Jones, CPA
- Market City Café
- Molly's Café
- One Fine Day
- Shekinah Boutique
- Spaghetti Alley
- Terrell Sandefur & Co.
- Xocolatl



## NewTown Macon is... Increasing Residents

### Goal:

Add 1,000 residents.

### On the Horizon:

- » Developer selected for condominium project at 167 Riverside.
- » Vern McCarty renovates four houses on Walnut Street Lane.
- » Residential development plans prepared for the Dannenberg and Silvers buildings.

Macon is *the place to live*. From graduate students to professionals to families, the charm of living in a historic and vibrant urban center continues to draw residents downtown. In fact, downtown apartments stay about 97% occupied.

This year NewTown accelerated new residential development by beginning construction of the **Cherry Street Lane Parking and Commercial Facility** funded by the Peyton Anderson and Robert W. Woodruff foundations. This catalytic development will provide the parking needed for 100 new loft apartments in adjacent buildings. We also helped to secure \$750,000 in loans from the Georgia Cities Foundation and the National Trust for Historic Preservation for Al & Key Gerhardt's build-to-suit condo project in the historic Telephone Exchange building.



## Welcome Home : NewTown Macon's 2007 Fundraising Campaign



While our home is beginning to look new again, there is much more work to be done. This year NewTown launched its second fundraising campaign with the goal of \$21 million to improve downtown - \$7.5 million from private businesses, foundations and individuals as well as \$13.3 million from government agencies.

The private campaign funds \$4.4 million in capital projects to improve infrastructure and

enhance the public realm and \$2.7 million for programs to attract entrepreneurs and increase the number of people living and recreating downtown. Specific, measurable results will be achieved.

We need everyone's help to exceed our goals. Please give thoughtful consideration to pledging a charitable contribution to NewTown Macon. Call Laura Makowski at 478-722-9909 or visit our website at [NewTownMacon.com](http://NewTownMacon.com).

# NewTown Macon is... Creating a Sense of Place

## Goals:

- Extend Ocmulgee Heritage Trail to 15 miles.
- Program 180-acre Water Works Park for public use.

## On the Horizon:

- » 1-mile Walnut Creek section of the Ocmulgee Heritage Trail completed.
- » Water Works Park master plan selected and canoe launch opens.
- » Drainage, lighting and aesthetic improvements to Cherry Street Lane and Wall Street Alley.
- » Aesthetic improvements to trestle at MLK Jr. Blvd. and Riverside Dr.
- » Historic markers placed on 50 buildings.
- » NewTown and Indigo Publishing release "Street Singers, Soul Shakers and Rebels with a Cause: Music from Macon."

**M**acon is *the place to play*. From Jazz on the Dock to Art on the Trail, Macon's residents are enjoying a lifestyle that celebrates the beauty of our riverside setting and pride in our historic character and diverse heritage. Recently, the Conference of Mayors awarded Macon an honorable mention as "The Most Livable City" for the **Ocmulgee Heritage Trail** project. To provide for ongoing maintenance costs of this community treasure, **Friends of the Trail** organized to appoint a board and committees who have raised over \$17,000 from memberships and special events in the first year. At the same time, archeology and environmental field work as well as site clearing were started in the much-anticipated **Water Works Park**.

A series of downtown beautification projects kicked off with streetscape improvements to Macon's signature boulevard, Cherry Street, and are continuing with construction of **Cherry Street Plaza**. NewTown was instrumental in passing a panhandling ordinance and keeping the popular **First Friday** event alive. We are also working with Mercer University and the City of Macon to promote business development along **College Hill Corridor**, a pedestrian-friendly route connecting the university and in-town neighborhoods to downtown.



**NEWTOWN MACON**

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