



NEWTOWN MACON

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

Recently, NewTown Macon invited Maconites, both past and present, to rediscover the wonders and progress of Macon and renew commitments to our great city. In the weekend we called Macon Reunion 2010, guests experienced the beauty, charm, talent, history and promise of our city, and many left proud to call Macon home and inspired to help the city fully realize its potential. We heard comments like *"For the first time in many years, I felt like a Maconite again!"* and *"I have fallen in love with Macon."*

We all need to fall in love with Macon and believe that no other city has greater promise for making Georgia a premiere place to live. Macon has many gifts – its location at the center of the state, beautiful historic architecture, a rich musical heritage and excellent higher education opportunities to name a few. We also have an intact downtown that is progressing toward a thriving, modern urban center - a place where people want to live, to open businesses, to shop, to dine and to just have fun.

NewTown Macon is working to add businesses and residences while enhancing our city's unique sense of place. Much of the progress in downtown in the last 10 years is a direct result of NewTown Macon's efforts, and this report is a snapshot of recent progress in our three focus areas: Growing Jobs, Increasing Residents and Creating a Sense of Place. Despite an economic recession, 14 businesses opened downtown, the Ocmulgee Heritage Trail expanded and new events and initiatives were successfully launched. None of this progress would have been possible without the generous support of our donors and the commitment of our many partners. We are grateful for your gifts to NewTown and your service to this community.

Certainly, there is more work that needs to be done. We need your experience, enthusiasm and support if we are to fully realize Macon's potential as a great destination and a desirable place in which to live, work, study and play.



William D. Underwood
Chairman

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2010 ANNUAL REPORT

FALLING IN LOVE WITH MACON...

NewTown Macon is...

Growing Jobs

Goals:

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

On the Horizon:

- » Brilliant Linens opens on First Street in the Armory Building
- » Caulfield's Vintage opens on Cherry Street
- » Quantum Dynamics moves to the former Park Hotel on Poplar Street
- » Upscale nightclub and cigar bar opens at 473 Cherry Street
- » Final renovations to the historic Terminal Station will add a conference room and upgraded HVAC



Downtown Macon is the place to work. Over the last 12 months, 14 new businesses opened in 32,000 square feet of previously vacant space. More than \$350,000 was invested in the properties and businesses by entrepreneurs, and 90 new employees went to work in downtown.

Recently, Secure Health, which provides health management services for smaller companies with self-funded insurance plans, relocated 50 employees to the Fickling Building from an office in North Macon. Rob Morton, president of Secure Health, said his employees enjoy working downtown and regularly patronize downtown restaurants. On Pine Street, restaurant-owner Cesare Mammarella opened his newest nightclub venture, Asylum. The cutting-edge club features the largest nightclub video mapping system in the United States spanning 120 feet with custom-made content changing by the second.

Construction crews have also been at work around downtown most notably finishing the \$4.5 million Capital City Bank Macon main branch at the intersection of Martin Luther King Jr. Blvd and Fifth Street. The stately building creates a grand entranceway into the museum district and the rest of downtown. "We were outgrowing our former building, so we looked throughout the County for a site on which to construct our new Macon main offices," said Steve Jukes, president of Capital City Bank in Bibb County. "After considering all options, we decided that remaining downtown was in the best interest of our clients and associates. Our new building is easily accessible from anywhere in Bibb County, and we enjoy being close to the businesses, historic buildings, museums and other attractions in downtown."

Just down the street, NewTown is managing a \$5.3 million renovation of the historic Terminal Station that will create a multi-modal transportation and commercial center and prepare the building for the eventual return of passenger rail. This year the lobby was renovated and features gold-leaf on the extensive ceiling molding as well as restored wooden depot benches; the lobby has become a popular venue for wedding receptions and parties. NewTown also managed the construction of the adjacent bus transfer station creating a comfortable, indoor waiting area for public transportation customers. Since the station opened, Macon Transportation Authority has seen an increase in ridership.



NewTown Macon is...

Increasing Residents

Goal:

- Add 1,000 residents.

On the Horizon:

- » "A Little More Soul" - Macon's own song and music video
- » Regional plan for Transportation SPLOST projects



Downtown Macon is the place to live. This year, Dr. Ken Harper opened 8 loft apartments on Third Street, which feature original hardwood floors, architectural tin ceilings and modern kitchens. At the corner of Fifth and Poplar Streets, Bryan Nichols is restoring the original location of Schofield Iron Works, a warehouse built in 1905, into three uniquely different lofts each with granite countertops, exposed brick and all the character and charm of historic downtown living. And, Wes Griffith is preparing two new condos in the Armory Building.

Why is Downtown Macon a popular address (loft apartments stay 95% occupied)? "I decided to move downtown because this is where I work and because of all the exciting things going on downtown," said Brian Adams, a partner in Adams, Childers & McCain law firm located on Cotton Avenue. "It seems like every night of the week there is something fun and interesting to do. I also love not getting in my car for days at a time."

The day may come when cars are not necessary, even to travel to Atlanta. NewTown Macon is collaborating with Georgians for Passenger Rail (GPR) to restore rail service between Macon and Atlanta. Passenger rail has the power to transform Macon into a bedroom community of Atlanta while positioning the state to compete in a global economy. The Peyton Anderson Foundation and the Macon community recently contributed \$500,000 toward GPR's state-wide \$3 million campaign, which has funded a feasibility study of the proposed service. According to the Brookings Institute, "rail transit is a catalyst for walkable urban development...investment in rail transit is the most important transportation infrastructure for metro Atlanta and Macon in the early 21st century."

Without a doubt, passenger rail will support urban living. In 2008, NewTown Macon hired Zimmerman/Volk Associates, Inc. to study the market for downtown housing units and found that we can add and fill 189 new apartments a year. One of the study's more interesting findings is that nearly 60 percent of the prospective residents for these units would be willing to move to Macon from the Atlanta area and even from areas outside of Georgia. Therefore, promoting the benefits of living, working and playing in Macon to other markets is important. Recently, The Peyton Anderson Foundation announced a \$1.5 million grant for the Gateway Initiative, a community-wide effort for which NewTown will provide administrative support and assistance. The initiative encourages collaboration among more than 24 organizations and institutions to connect efforts to promote Macon to a regional, statewide and national audience. The result will be a multifaceted, highly strategic initiative - centering on the brand 'Macon: It's Hotter Here' - that promotes the city's primary assets: location, status as the cultural center of the region, colleges and universities and availability of affordable and exceptional real estate.

July 1, 2009 - June 30, 2010 New Businesses in Downtown Macon

- Adams, Childers & McCain
- Asylum
- Bottoms Up
- Cherry Street Cycles
- CorPilates
- Dolce Vita
- Jack & Coat
- Killian's
- Secure Health
- The 567 Center for Renewal
- The 567 Business Incubator
- Thompson Entertainment Group
- Trained by Cain
- Yoga Moga

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 \$6.8 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 generously offered a \$250,000 challenge grant to raise an additional \$250,000 by October 2010. Thanks to the generosity of our partners, we were able to meet the challenge three months early!

We continue to need your support and your involvement. Please give thoughtful consideration to pledging a charitable contribution to NewTown Macon. Call Laura Schofield at 478-722-9909 x 107.



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:

- Trail extension along Riverside Drive from MLK to New Street
- 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 including outdoor entertainment area
- Second Street Master Plan



Downtown Macon is *the place* to play, and this year there are more reasons than ever to play in downtown. We launched the very successful Cherry Blossom Ball Drop event to ring in the New Year. The only New Year's Eve ball drop outside of Atlanta, our ball of pink-lit cherry blossoms is uniquely Macon. A crowd of over 3,000 celebrated the last day of 2009, and this year's event, which will be managed by the Cherry Blossom Festival, is expected to be even bigger and better. Downtown Macon is the place to be for New Year's Eve!

Downtown is also the place to be every Friday. City Council voted to expand First Friday, which was chosen as the Best Entertainment for Adults in Middle Georgia in 2009, to every Friday. Renamed Friday Fest and presented by Robins Federal Credit Union, the event features wine tastings, children's activities, artists painting in their studios, gallery openings, poetry readings, live music, special movies, discounts and great food – all in downtown. Each Friday there is live entertainment in Third Street Park between the hours of 5 pm and 10 pm. If you can't wait for Friday, then get downtown every third Thursday for the NewTown GetDown, presented this past year by Capital City Bank. The rolling happy hour is a great opportunity to visit unique downtown venues and network with colleagues.

Visitors to downtown are now greeted by new signage at MLK and Riverside Drive thanks to a grant from Central Georgia Health Network. Sporting the new brand for downtown that will be carried through directional signage and banners, the entranceway highlights the historic trestle, which can eventually become a unique special event space. In further beautification of downtown, we began a graffiti removal program with a grant from the Community Foundation of Central Georgia and help from Keep Macon-Bibb Beautiful and Façade Squad. Anyone needing graffiti removed from their downtown buildings can contact NewTown's office.

The Ocmulgee Heritage Trail is growing again. The newest extension, the Levee Trail, which is a crusher run surface along the top of the levee at Central City Park, provides a beautiful almost 1-mile walk with views of the Ocmulgee National Monument. Additional extensions are underway along Riverside Drive. Also, the education program at Amerson Water Works Park was expanded this year to serve all Bibb County seventh graders with funding from the Dorothy V. & N. Logan Lewis Foundation.

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479 Cherry St., Macon, GA 31201

478-722-9909

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