

DEVELOPING SPACES

BUILDING BUSINESSES

ENJOYING PLACES

LIVING DOWNTOWN

newtownmacon



REPORT OF
PROGRESS
2014!

The graphic features a stylized city skyline in the background. The text 'REPORT OF' is in white on a dark teal background. 'PROGRESS' is in large, bold, red letters with a white outline. '2014!' is in white on a dark teal background with a gear-like pattern. The entire graphic is framed by a white border.



OUR TOWN.

YOUR TOWN.

NEW TOWN.

DOWNTOWN.

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FOR NEARLY TWENTY YEARS, NEWTOWN MACON HAS LED THE REVITALIZATION OF DOWNTOWN CONVENING MACON'S BRIGHTEST MINDS TO FORMULATE AND IMPLEMENT PROGRAMS THAT GROW JOBS, INCREASE RESIDENTS, AND CREATE A SENSE OF PLACE.

Thanks to support from the Peyton Anderson Foundation, our corporate, institutional, and individual donors, we are making real and tangible progress, which is reflected in this annual report. We have already exceeded our goals for loft apartment construction and occupancy, and we are standing on the precipice of achieving our goals for storefront occupancy and leveraged investment. Downtown's vitality is strengthening and its most notable changes have been evident within the past year.

Macon's renaissance is upon us. Downtown's revitalization is necessary because it creates jobs, produces new taxes, offers opportunity out of poverty, and strengthens community pride. I am strongly urging you to have faith that revitalization is possible and to take an active stance in our city's progress. Macon's progress over the next twenty years is crucial and our next steps in this path of progress belong to you.

Today, your donation is not speculative, but rather an investment in progress that you can see, touch, taste, buy, and live. The foundations are laid and I am asking you to join me in the rebuilding of our city.



WILLIAM D. UNDERWOOD
Chair of the Board of Directors



JOSH ROGERS
President and CEO

TRANSFORMATION

It is impossible to miss the rapid improvements appearing in Downtown Macon: new businesses occupy formerly vacant spaces, loft residents inhabit historic buildings with modern amenities, trees and vegetation shade and beautify sidewalks, storefronts are refurbished by existing businesses, and downtown events reach record levels of attendance.

A revived downtown improves the quality of life for all of us. For almost two decades, NewTown Macon has enabled public and private partners to carry out the community's vision for Downtown Macon's revitalization. NewTown Macon is reinvigorating downtown by focusing on increasing residents, growing jobs, and creating a sense of place. These results are being achieved by setting five-year goals, which provide benchmarks to evaluate progress.

INCREASING RESIDENTS

NewTown is increasing downtown residents by funding loft development through the Loft Development Loan Fund. In 2012 The Development Authority of Bibb County and NewTown Macon partnered to issue bond funds for loft developments. The Loft Development Loan Fund exists to convert vacant space to lofts, increase property tax revenue, create construction jobs, and improve the aesthetics of Downtown Macon. NewTown's role in the partnership is to act as the manager of these funds: accepting and reviewing applications, performing underwriting, making and managing loans, and repaying the bonds to bond holders. NewTown also attracts residents by promoting downtown living through marketing and branding, and by helping people find a place to live through the online service at NewTownMacon.com/Living.

Between 2012 and 2017, NewTown promised the community the addition of 125 apartments and that 85% of them would be leased within the first two years of the project's completion. NewTown's investments delivered 104 new apartments. The success of these developments encouraged private developers to complete another 45 units. NewTown is 16% ahead of its five-year target after only two years. Even more exciting, 97% of the units are occupied. NewTown's biggest challenge is delivering lofts fast enough to meet the incredible demand for downtown living.

INVESTMENTS
DOWNTOWN
\$3.8M =
(from NewTown)

\$18.9M
(in Private Investment)

LDLF
LOFT DEVELOPMENT LOAN FUND
\$567,087 Available

\$5M TOTAL BOND FUND
\$4.4M Committed or Expended

97%
LOFT OCCUPANCY
Exceeds the goal of 85%

149 APARTMENTS
Exceeds the goal of 125 units
104 units developed by NewTown
with 45 additional lofts currently under construction by private developers



Occupied/Under Construction ● Vacant ● Land lot ● Parking Lot

GROWING JOBS

The next step is to grow jobs in the downtown area by increasing commercial occupancy in storefronts. The Macon Action Plan will help us identify what type of new businesses would be appropriate for downtown and aid in our recruitment of 13 new storefronts in the target blocks for the next three years. We hope to invest in forming a new Business Recruitment Revolving Fund over the next few months that will assist us in meeting this goal.

TARGET BLOCKS, 2014

\$22.1M
INVESTED IN TARGET BLOCKS
Of the \$27M goal, 81% is complete.

Of the \$27M goal, 81% is complete.



TARGET BLOCKS, 2012

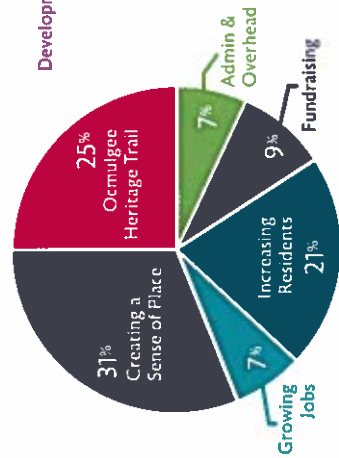
CREATING A SENSE OF PLACE

NewTown Macon wants our downtown to be an enjoyable place for the entire community and actively pursues this worthwhile goal in several ways: managing First Fridays, beautifying the streets, promoting downtown events, and funding the development of the Ocmulgee Heritage Trail. The most transformative way NewTown Macon is changing downtown is by turning vacant, dilapidated buildings into beautiful, useful spaces.

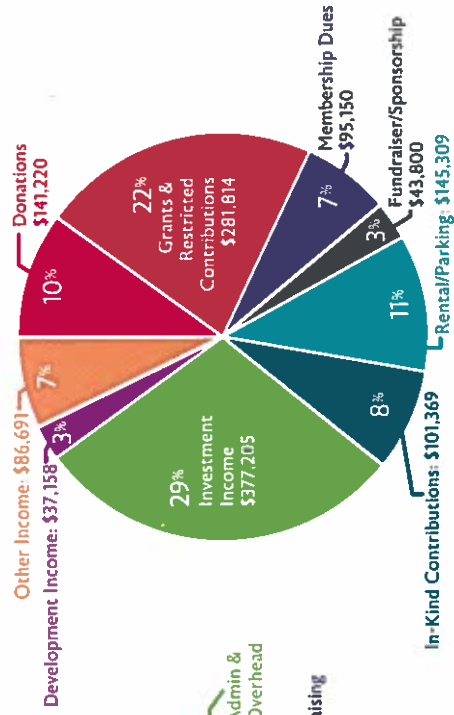
NewTown protects endangered buildings by using the Transitional Property Fund (TPF). The TPF allows a building owner to donate or partially donate a building to NewTown, and NewTown matches the building to capable developers. Individuals can make cash contributions to this fund to help NewTown purchase, rehabilitate and sell endangered downtown buildings.

The effect of the Transitional Property Fund is impressive. With this fund, NewTown has protected 518-530 Cherry Street, now home to Travis Jean, Doughboy Pizza, an additional commercial space, and multiple residential units. The fund also saved 476 Second Street, currently under construction and slated to be a restaurant and five apartments. 552-580 Cherry Street is a project that produced two commercial storefronts and 39 lofts. And finally, two developments on Poplar Street: 566 Poplar Street transitioned to 12 apartments, and 546 Poplar Street became Taste and See Coffee Shop and multiple lofts.

RESOURCE ALLOCATION

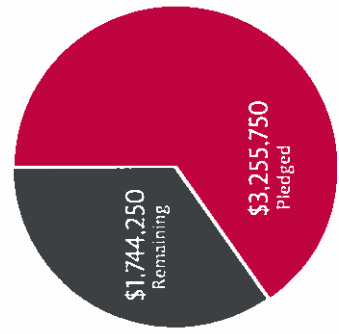


INCOME SOURCES



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

FIVE-YEAR CAMPAIGN



MORE THAN \$50,000

Anonymous
Peyton Anderson Foundation

\$10,000 - \$49,999

W.L. Amos Sr. Foundation
BB&T
Bibb County
Bragg Jam, Inc
Central Georgia Health Systems
Dorothy V. & N. Logan Lewis Foundation
Dr. and Mrs. R. Kirby Godsey
E.J. Grassmann Trust
Georgia Pine Level Foundation
Georgia Power
City of Macon
Macon Water Authority
Robins Federal Credit Union
Secure Health Plans of Georgia
Ed S. Sell, III, from his discretionary fund with The Peyton Anderson Foundation
Mr. and Mrs. Chris R. Sheridan
State Bank & Trust Company
The Medical Center of Georgia
Mr. and Mrs. Bill Thompson

\$1,000 - \$9,999

478 Bibb Fund, INC
Virgill and Paula Adams
Adams, Hemingway & Wilson, LLP
Bibb Distributing
Mr. and Mrs. Malcolm Burgess
Coca-Cola Refreshments
Cranston Engineering Group, P.C
Cummings Management Consultants
Mr. and Mrs. Jim Daws
ECI Contracting Group Inc.
Mr. and Mrs. C. Michael Ford
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Mr. and Mrs. Ronald K. Gilbert
Graphic Packaging International, Inc
Georgia and Bob Hatcher
Dr. and Mrs. Frank Kelly
Knight Foundation Fund of the Community Foundation of Central Georgia
Knight Fund for Georgia Gives Day of the Community Foundation of Central Georgia
L.E. Schwartz & Son, Inc
Mr. and Mrs. David Lanier
Mr. Blake Lisenby
Macon Civic Club
Macon Power
Mr. Jim Marshall and Ms. Camille Hope
McCarty Property Group
Millworks Holdings, LLC
Myers Mcrae, Inc.
Pawn Max, Inc.
Ms. Violet Poe
Porter-Moore, INC
Reichert Family Fund of the Community Foundation
Bebe and Albert Reichert Jr.
Sierra Development
Mr. and Mrs. Dan Speight
Mr. Talmadge Stuckey
SunTrust Bank
Drs. Bridget and Michael Wright
YKK, Inc.

THANK YOU TO OUR SUPPORTERS

\$500 - \$999

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Blair Furniture Company, Inc
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Mr. and Mrs. Bert Maxwell III
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\$1 - \$499

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Mr. and Mrs. Thomas Wicker
Mr. Tom Wight
Mr. and Mrs. John F. Willingham
Mr. Norman L. Wilson

IN-KIND DONATIONS

13WMAZ
Cox Communications
Cumulus
Geotechnical & Environmental Consultants, Inc.
Howard, Moore, McDuffie
Litho Press
Middle Georgia State College
Mr. Martin A. Wilson
Sell & Melton
Mr. Chris R. Sheridan

List of donors who contributed between July 2013-June 2014

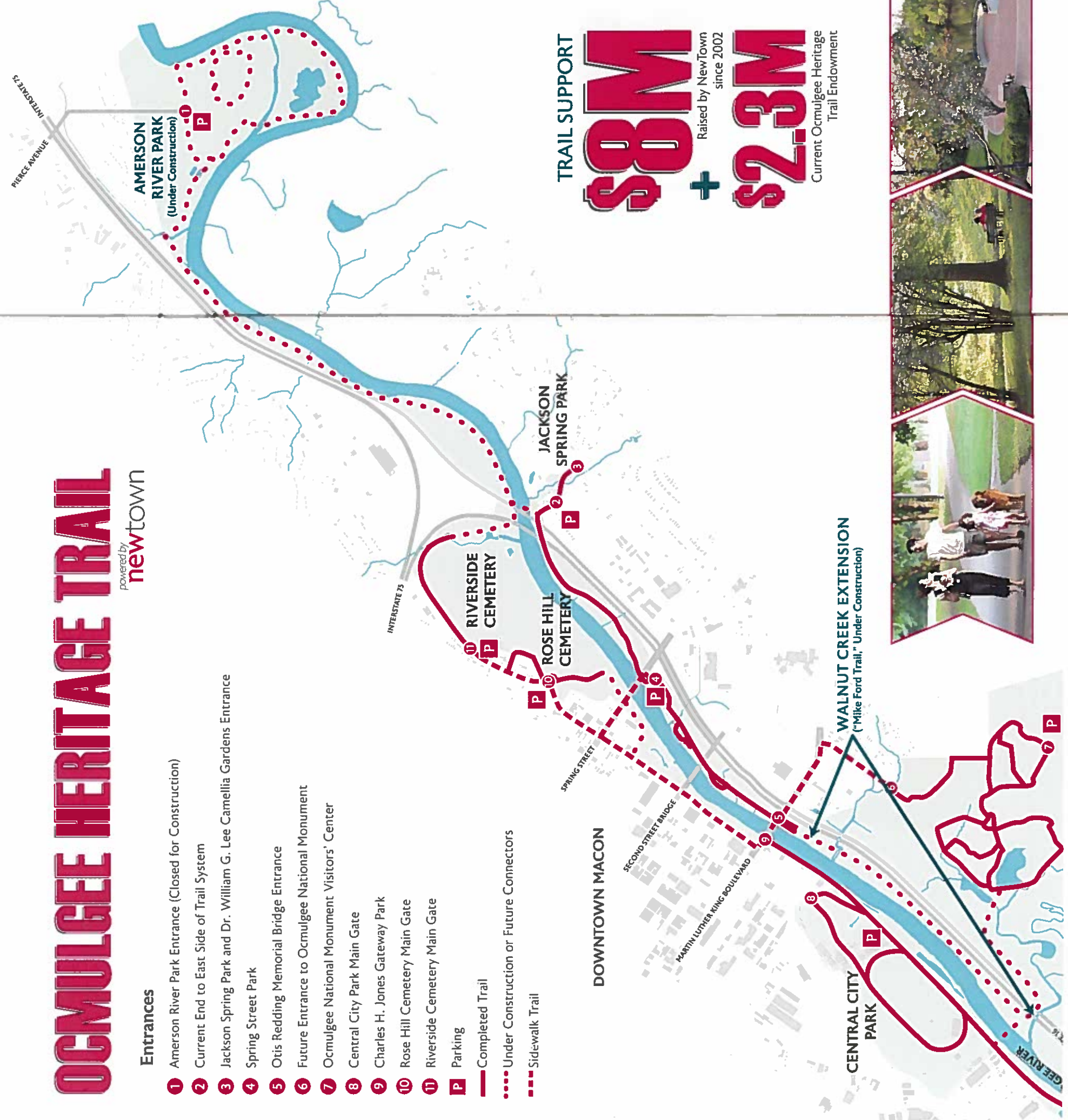
OCMULGEE HERITAGE TRAIL

powered by **newTown**

Entrances

- 1 Amerson River Park Entrance (Closed for Construction)
- 2 Current End to East Side of Trail System
- 3 Jackson Spring Park and Dr. William G. Lee Camellia Gardens Entrance
- 4 Spring Street Park
- 5 Otis Redding Memorial Bridge Entrance
- 6 Future 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



ENJOYING PLACES

OCMULGEE HERITAGE TRAIL SYSTEM

Currently over eleven miles long, the Ocmulgee Heritage Trail is one of Macon's jewels. The trail runs on the east side of the Ocmulgee River near Jackson Springs Park, Spring Street, and Martin Luther King, Jr. Boulevard and also along the west side of the Ocmulgee River at the levee, to Central City Park, Gateway Park, Rotary Park, and through Riverside Cemetery.

Now the trail is expanding to include Amerson River Park. Thanks to your generosity, NewTown Macon raised private funds to match the multi-million dollar federal grant to improve Amerson, which Macon-Bibb received with the assistance of former Macon Mayor and U.S. 8th District Congressman Jim Marshall. The park improvement project, which began in early 2014, will add miles of paved trails, restrooms adjacent to the playground and Atlanta Gas Light Pavilion, picnic shelters and an observation shelter at the bluff, Canoe Take Out at Bowman Creek sponsored by Bragg Jam, improvements to the event facility at Porter Pavilion, and improved parking and road systems.

The great news does not stop there! Thanks to grants from the Community Foundation of Central Georgia, E. J. Grassmann Trust, and James Hyde Porter Charitable Trust plus more than \$225,000 from individual donors, NewTown Macon raised private funds to match a grant to Macon-Bibb from the Georgia Department of Transportation to connect the Ocmulgee National Monument to the Ocmulgee Heritage Trail at Walnut Creek. This connection—named the *Mike Ford Trail*, in honor of NewTown's former president—will tie together eight miles of trails, none of which will be on shared sidewalks. The *Mike Ford Trail* has reached the final design phase and is currently in the final clearance and bidding processes. The connection should be under-construction soon and you will be able to enjoy the new portion within a year!

Your support fuels the Ocmulgee Heritage Trail's success and NewTown thanks you for using the trail, helping to keep it beautiful, reporting issues and donating volunteer time and resources. The next challenge for the Ocmulgee Heritage Trail will be to connect the downtown trail from Riverside Cemetery to the expanded Amerson River Park.

You can support this goal by donating to NewTown.

TRAIL SUPPORT

\$8M

Raised by NewTown since 2002

\$2.3M

Current Ocmulgee Heritage Trail Endowment





NEWTOWN MACON

479 Cherry Street
Macon, Georgia 31201
(478) 722-9909

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DAVID MOORE
Urban Planning Fellow

MARK THOMPSON
Corporate Photographer

DANNY BULLINGTON
Director of Trolley Services

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NewTown Macon thanks Litho Press for printing the invitations for the Tour of Progress.
Report design by Burt&Burt.

THANK YOU FOR YOUR SUPPORT

Name (as you prefer to be recorded)

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

Donation

\$25 \$50 \$100 Other

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