



Downtown people & places

NewTown Macon is a public/private partnership dedicated to Downtown's revitalization

Spring 2002, Vol. 1

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OUR MISSION

NewTown Macon is dedicated to implementing the community's vision of a comprehensive, coordinated and continuous plan to revitalize downtown Macon, Georgia.

Designed for Living, Working and Playing

The Downtown Macon Urban Design Plan (March 2000) will not gather dust for lack of financing. With assurances from its partners, the City of Macon, Bibb County, and the Urban Development Authority, NewTown Macon has launched an ambitious program for reinvestment in Macon's urban center. Eight initiatives financed with a \$36 million Community Capital Campaign will create economic catalysts that are projected to attract over \$150 million in new investment over the next 5 years, producing hundreds of new jobs and related economic well-being for our region's urban center. Here is a progress report on the eight initiatives.

The Ocmulgee Heritage Greenway, a 7-mile river-walk from the Ocmulgee Mounds to the 'Old Waterworks Park' is well underway. As modeled by other river cities, the river-walk will attract both locals and tourists alike to enjoy the Ocmulgee River, the source of a millennia of civilizations. Overseen by a technical committee of City and County Engineers, Parks and Recreation, NewTown Macon, and private volunteers, trail construction can be observed between Otis Redding Bridge and Spring Street. An Interpretive Center will open this summer with the rehab of the old Nelson Doctors Building next to Central City Park. A design team, headed by Nimrod Long and Associates, won the trail's design competition. The team's river-walk design will connect the now completed Jones Gateway Park to Central City Park along with a river-walk to the Ocmulgee National Monument. If interested in

being a part of the Ocmulgee Heritage Greenway Advisory Committee, please call Lynn Cass at NewTown Macon 722-9909.

Ten acres of blighted **Riverside Properties** have been assembled between the Second Street Bridge and Spring Street for a mixed-use development. Bibb County, through the Urban Development Authority, has taken the lead in Riverside's redevelopment. NewTown Macon has purchased property in the Historic Railroad District for the relocation of the Transit Authority facility. The proposed mixed-use master planned development will feature an overlook promenade to obscure the view of the existing railroad along the river as part of the Ocmulgee Heritage Greenway. The Urban Development Authority serves as the technical committee in cooperation with NewTown Macon. Formal Qualifications and Proposals from prospective developers will soon be requested.

Terminal Station's redevelopment is a priority for the City of Macon and NewTown Macon. A partnership, modeled after Washington D.C.'s non-profit Union Station Redevelopment Corporation, is being developed between the Terminal's eminent owner, the City of Macon and NewTown Macon. Financing for the purchase, redevelopment and operations are falling into place. The City, through an advisory committee administered by Planning and Zoning, has already developed phase 1 preliminary plans for a multi-modal facility attached to the station. The mix of many uses—retail, restaurants and service—

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FROM THE PRESIDENT'S DESK On the Same Team

NewTown Macon was organized as a public-private partnership to include the many stakeholders in downtown. We believe the return of downtown Macon as the economic center of the region is important to economic viability and citizens' livability. On more than one occasion in discussions with NewTown Macon partners, the term y'all has been used. Y'all is we, for we're on the same team. There are differences of opinion among us, but in renewing downtown the concern is more in tactics than results. As Dr. Godsey stated recently, "Achieving complete unity is not realistic, but we can attain consensus."

Some complain that Macon cannot get its act together and speaks with too many voices. I've found many of these voices come from informed and engaged folks who want input into the destiny of their hometown. We must do a better job coordinating with each other, especially in downtown where we find so many voices in agreement. I've heard some complain of a mentality of "Keep it small and keep it all." Sometimes we look for reasons and excuses for Macon failing to achieve all its potential, but I've yet to find downtown stakeholders, be they an individual or organization, that prefer control to center city growth.

Downtown redevelopment is similar in many respects to large real estate ventures I've worked on in the past, with one important exception. The Macon Mall has one owner; downtown belongs to everyone, from governments, authorities, organizations, businesses, entrepreneurs, to anyone who has ever called Macon home. I must admit I've stubbed my toe a time or two by moving too quickly. This is not a turf issue but a people with pride in their city and passion concerning the future of Macon's urban center. Downtown redevelopment allows one to see the importance of all stakeholders and the critical importance of playing on the same team.

Conie Mac Darnell

The Georgia Conservancy A Blueprint for the Ocmulgee

Great partnerships are capable of great things, and that's just what NewTown Macon would like to see come out of its new pairing with The Georgia Conservancy.

A "Blueprints for Successful Communities" process designed by The Georgia Conservancy was designated to incorporate public participation in an effort to consider planning for a National Heritage Area along the Ocmulgee River through Macon. "The Blueprints format was designed five years ago by The Georgia Conservancy and Georgia Tech to meet the needs of communities across Georgia that want assistance as they look for more innovative ways to care for natural resources while developing jobs," says Susan Kidd, vice president, education and advocacy for The Georgia Conservancy. The Blueprints process has already reached 10 communities through similar workshops and given them an opportunity to plan for current and future challenges based on the specific values of their communities.



The collaboration between NewTown Macon and representatives from The Georgia Conservancy began in early December following a bequest from the late Charles Hertwig to the Conservancy to do a project in Macon. A meeting in February to begin the process included Kidd and other representatives of the Georgia Conservancy, and Randy Roark, Georgia Tech professor of both planning and architecture. Also on hand were four Georgia Tech graduate students who are collecting information and preparing materials to provide the analysis.

At the initial planning session, NewTown president Conie Mac Darnell described the eight initiatives of NewTown Macon and his desire to see an increased public awareness and appreciation of the Ocmulgee River, the source of a millennium of civilizations.

Lynn Cass, Director of Public Relations for NewTown Macon and a Trustee for The Georgia Conservancy, said "We are most appreciative of the Hertwig family for making this possible. The success of this initiative is a wonderful legacy to Charles Hertwig."

Additional meetings are scheduled for March 14 (the first stakeholders' meeting), April 4 and April 25, with a final presentation date to be announced.

Board Member Spotlight

Bob Hatcher Always There to Help Downtown

It's a bird, it's a plane, it's ... Bob Hatcher! The old saying goes that when you want something done, you find someone who is very busy to do it. Indeed, it seems more and more each day that there's nothing this man can't do.

Treasurer for NewTown Macon, Chairman of NewTown's Capital Campaign, and a member of the executive board since the public-private partnership was founded with a charter group, Hatcher has more than a vested interest in the well-being of downtown Macon.

"I have worked downtown for more than 40 years," says Hatcher, who also is the Georgia president of BB&T. "Downtown is the heart of the community. We have to do all we can to keep it vibrant and make it grow."

Toward that end, Hatcher has fingers in other pots as well. As former chairman of the Urban Development Authority, the Downtown Council and the Greater Macon Chamber of Commerce, and the current co-chair of the Tubman African American Museum's capital campaign, he is bent on ensuring the vitality of downtown Macon. Hatcher also is the chairman of the Board of Trustees at Mercer University. "There are great people hard at work in all these organizations," he says. "That's a big part of what makes it all worthwhile."

More recently, Bob Hatcher was appointed as chairman of the Georgia Chamber of Commerce for 2002. "This is a real boon for economic development and will give me a voice for business in the legislature," Hatcher explains.

As Georgia president of BB&T, Hatcher has had a very demanding role recently. When the company purchased seven community banks in the state and reorganized the group into three community banks, Hatcher saw his job description evolve. "The transitions we've seen have changed my job dramatically," he says. But it's obvious that juggling responsibility is no problem for this man.

As busy as Bob Hatcher is, a priority is still enjoying his family, including his grandchildren. "Family is crucially important to me," he says. "It takes a real balance of business and family to make it all run smoothly."



Bob Hatcher

Business Spotlight

Bowen Brothers Clothiers The Place to Shop

They may just have sales in their blood. After all, brothers George and Harry Bowen, proprietors of Bowen Brothers Clothiers, have been in the business a long time. "We've been working within two blocks of our Mulberry Street store since the 1960s," admits Harry Bowen. The brothers began their apparel career selling shoes in high school, then worked in other stores until they branched out on their own in 1982. "We negotiated our first lease, pooled our savings, borrowed what we still needed and signed a lease," Harry explains. And this year Bowen Brothers Clothiers is celebrating its 20th anniversary.

Located at 484 Mulberry Street, Bowen Brothers is a purveyor of quality, traditional men's clothes. Suits, sport coats, dress clothes and shoes are a specialty, though the store caters to its customers' casual side as well.

A fiercely loyal clientele isn't hard to maintain when a savvy retail location like Bowen Brothers is positioned smack in the middle of downtown Macon's courts, CPA firms, banks, attorneys' offices and hospitals. "We really get to know our customers well," Harry says. "We're easy to get to, so they come in often."

Harry Bowen admits the business wouldn't be nearly as successful if it were located outside downtown. "Downtown is the best location when you're catering to the professional man," he says.

The store's hours are reflective of its commitment to downtown. Open Monday through Friday from 9:30 to 5:30 and Saturdays from 9:30 to 2, Bowen Brothers Clothiers is in operation when most of downtown Macon is doing business. "Convenience for our customers is what it's all about," Harry Bowen says.



Harry Bowen with customer

Restaurant Spotlight

H & H Restaurant They Always Come Back

Longevity must surely be a sign of unrivaled success. If that's so, then H&H Restaurant, open since the late 1960s, has achieved it. First opened at Hayes and Third streets, then moved to Cotton Avenue, "Mama Louise" Hudson finally settled in at 807 Forsyth Street and has been happily feeding folks at this location ever since.



"Mama Louise" Hudson

Serving up "home cooked" food in a casual, comfortable setting "where everyone knows your name" has been Mama Louise's specialty for these many years. Her regulars wouldn't dare miss out on her fried chicken, baked ham, collard greens and black-eyed peas. "And don't forget the potato pie," she says. "You can't forget about that."

The H&H lunch crowd is usually just that: a crowd. "Except when the weather isn't good," Mama Louise says. "Folks like to come out when the weather's pretty."

Most of her best customers, however, will be sitting at a table at the H&H no matter the weather. D.T. Walton, a longtime Macon dentist with his office on Cotton Avenue, has known Mama Louise since the 1960s. "She's always had a great business," Walton says. "Mama Louise has the ability to maintain a diversity in her clientele that can't be easily matched," he says.

Among her faithful followers over the years have been a few famous names, too. The Allman Brothers, of course, wouldn't dream of not visiting Mama Louise while they were at home in Macon. They even took her along on a couple of tours. The Molly Hatchet Band and the Wet Willie Band have also felt right at home at the H&H.

"Word pretty much got around the music world that this was the place to eat when you were in these parts," Mama Louise says. "All I'd have to say is, 'Hurry back, darlin,' and they'd be back alright."

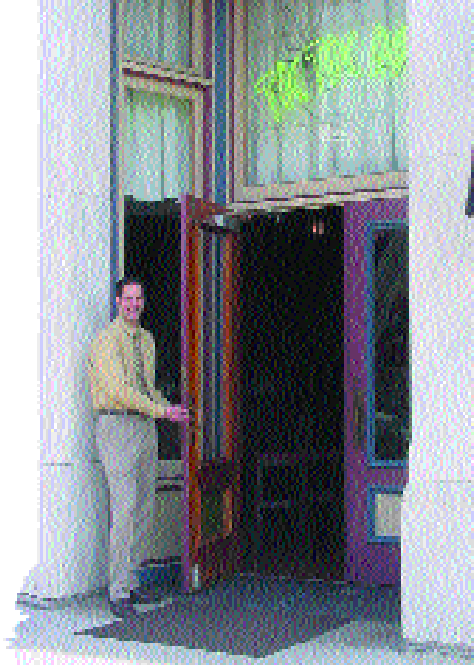
Restaurant Spotlight

Tic Toc/ Déa

So, is it true what they say? Is there really a little bit of New York City right here in Macon, Georgia?

Indeed, the rumors that have been circulating for the past several months are true: walk into the Tic Toc Room at 408 Martin Luther King Jr. Blvd. and you'll feel as though you've been transported to the Big Apple. The look, the feel, the whole dining experience at Tic Toc has at least temporarily convinced countless Maconites they've been treated to an evening in a fine New York establishment.

That ambiance is exactly what owner Cesare Mammarella had in mind when he set out to renovate the historic location. "When I went in to rehab the building, I had a vision of something elegant but casual, with a modern southern cuisine that would pay homage to the historic building," Mammarella says. He chose the name "Tic Toc Room" in recollection of Miss Ann's Tic Toc Lounge that operated in this location from the mid 1940s until the mid 1970s. The building briefly hosted other businesses, but then sat vacant for 15 to 20 years before Mammarella got his hands on it.



Mark Toomajian invites you to a fine dining experience.

It wasn't in Mammarella's original game plan to open an eatery in Macon, but he'd had a place in Atlanta for several years and felt a pull to a second tier city. "I hadn't thought of Macon," he says. "But I came here with a friend and liked what I saw. I was impressed with the city, the old buildings, and knew I belonged here."

Mammarella was anxious to breathe new life into one of Macon's historic structures. "As I designed the Tic Toc, I was trying to do something sophisticated, with a fresher ambiance and décor," Mammarella says. "I was trying to achieve that big city feel, but with more edge to it." Toward that end, his interior design includes metalwork on the walls, sandblasted brick washed with two different shades of color and other architectural improvements.

The menu, too, shares that flavor of uniqueness. "I like to think that the menu at Tic Toc is reflective of what you'd find in a big city," Mammarella says. Black bean hummus, fried green tomatoes, steaks, salmon and crab cakes are all on the menu, but have been "jazzed up" to appeal to a more discerning palate. According to Mammarella, Tic Toc also boasts the largest wine list in Middle Georgia, with more than 200 selections. Specialty drinks are also featured; the drink list offers over 30 different martinis, for example.

And service is, perhaps, the most important aspect of the Tic Toc experience, Mammarella says. "Without excellent service, the rest is unimportant."

Gene Dunwody, Jr., local architect and landlord for the property, has been impressed with Mammarella's project. "He saw a vision for what could happen in Macon," Dunwody says. "It was an opportunity to fill a gap in the market, not just for the restaurant concept, but he used the architecture of the buildings to bring his image to life." Dunwody also is pleased that Mammarella has truly used the multiple levels of his historic building by having the restaurant at street level, providing renovated meeting spaces on the second floor, and living on the third floor.

After opening Tic Toc in April 2001, Mammarella felt a calling to open a nightclub with a similar "big city ambiance." Thus, Dea, whose name means "Italian goddess" was born last November. The club, which features a small dance floor, is unique in its shape and size, and is furnished comfortably with red leather couches and brushed stainless steel. Catering to both young and established professionals, Dea also has the ability to transport its guests to another place. "That's just what a good evening out should do," Mammarella says.

The Tic Toc Room opens Tuesday through Sunday at 4 p.m. and Dea opens Wednesday through Saturday at 8 p.m.

New Businesses Downtown

Adriana's Express, offshoot of the very popular Adriana's Café, is serving up coffee and lunchtime goodies at its new location on Cotton Ave. The historical building, first a bank and most recently a coffee shop, is well suited to owner Phillip Rossini's newest business venture. Serving salads, sandwiches, desserts and a variety of coffees, the place is already popular with the weekday lunch crowd. Warmer spring weather will see outdoor tables, extended hours and menu additions, such as gelato. Adriana's Express presently is open Tuesday through Friday, 9 a.m. until 5 p.m. and Sundays 9 a.m. until 3 p.m.

New to town last summer is Macon Occupational Medicine (MOM), located at 124 Third Street. Formed by the merger of Work Horizons and Macon Industrial Medicine Center, MOM offers a variety of injury prevention programs, OSHA compliance and safety programs, comprehensive injury treatment and rehabilitation services. According to Bill Lindsey, senior vice president and chief administrative officer, the downtown location gives business and industry in Central Georgia easy access to high quality healthcare dedicated to keeping employees on the job.

The renovation business is on the upswing in downtown Macon, as evidenced by the increased number of historic spaces being rehabilitated. Piedmont Construction Group is contracting two significant projects at present: Poplar Pointe and the Napa Building. At the corner of Third and Poplar streets, Poplar Pointe is made up of five separate, but connected, buildings. The first level is being renovated to accommodate medical uses and restaurant space. Upstairs, 17 loft apartments are taking shape.

Around the corner, the Napa Building on Third Street, a vintage 1910 structure, is seeing new life as medical offices downstairs and nine loft apartments upstairs. According to David Thompson, of Poplar Development LLC, the development arm of Piedmont Construction Group, he's bullish on downtown Macon. "We're continuing to investigate the possibility of even more projects downtown," he says.

Other new downtown businesses:

Bella Donna Boutique, opening soon on Cherry Street in the old Shoe Blossom location;

Willow on Fifth, at 325 Fifth Street, opening in early April;

Technicon Engineering Inc., opening in May at 440 Martin Luther King Boulevard and bringing 120 new jobs to downtown;

and Genesis Tailor, now open under new management and with a completely remodeled location on First Street across from City Hall.

If you know of a new business downtown that needs mentioning in our newsletter, please call Lynn Cass at 722-9909, and we will be happy to write about it.

Business Spotlight

Karla's Shoes Living the Dream

It's been said that a successful retail operation requires three important elements: location, location and location. If that's so, then Karla's Shoe Boutique on Cherry Street has achieved great success. Going into its 11th year, the business is run by Karla Redding-Andrews and her mother, Zelma. Daughter and wife (respectively) of music legend Otis Redding, they are following a dream.

"It's always been a dream of mine to have a downtown store," Karla says. "As a child, I loved to come downtown and shop at the department stores. Now I'm living my dream."

Karla's Shoe Boutique specializes in the extraordinary. "We try to be different, in terms of what we carry," Karla explains. The moderate- to high-end footwear she carries is part of a mission to carry long-lasting, quality brand names. "This is good, high fashion," she says. "My customer base is looking for this kind of product."

Karla's customers come from all over Middle Georgia and even Atlanta to check out what's new. "I'm a real destination-type store and because of my unique product line, I draw customers from out-of-town. If you offer people true service and a quality product, they'll come from wherever."

It is Karla's hope that other potential retailers will see the success of her business and choose to locate downtown, too. "I think that success is an impressive lure," she says. "The same determination and drive we have in our business can be contagious."

"I think downtown is the perfect opportunity for a small business venture," she continues. "It's a great avenue on which to preview yourself. It's an outstanding environment in which to shop."

Karla's Shoe Boutique is open Monday through Friday from 10 a.m. until 5:30 p.m. and Saturdays from 10 a.m. until 5 p.m.



Downtown involved in Conferences

Four events important to NewTown Macon have occurred recently: the Beall's Hill Charrette, NewTown Macon's Annual Meeting, the Second Annual Loft Conference and the Brownfields Redevelopment Conference.

For a week in late October and early November, Macon was host to the Beall's Hill Charrette, a design workshop by professionals from community development fields and a team of 25 University of Miami, University of Georgia and Mercer University faculty and graduate students. The mission of the event was to refine a master plan to rebuild a community in the 54-acre Beall's Hill neighborhood that lies immediately east of Mercer University and Tattnell Square Park.

After first listening to 750 of Macon's residents and community leaders for the first three days of the Charrette, the design teams hit the drawing boards and over a three-day period of continuous production and debate, produced 60 design renderings in a master plan for the redevelopment of Beall's Hill.

The Annual Meeting of NewTown Macon convened on December 3, 2001 at the Douglass Theatre, with Richard T. Reinhard as the guest speaker. President of Central Atlanta Progress and the Atlanta Downtown Improvement District, the organizations responsible for revitalizing downtown Atlanta, Reinhard who also teaches public administration at the Andrew Young School of Policy Studies at Georgia State University, challenged the NewTown Macon partnership to continue in its coordinated mission bringing life to downtown, using examples from Atlanta.

At the Second Annual Downtown Macon Loft Housing Conference, held December 7, 2001 at the Douglass Theatre, attendees were addressed by guest speaker Kenneth C. Bleakly, Jr., president of Centennial Olympic Park Area (COPA), shared with us, with visuals, the obstacles and success of mixed-use development, including residential around the park.

A group of loft developers took their turns at the microphone, talking about their current downtown projects. Among them, Gene Dunwoody, Jr., Vern McCarty, Chris Sheridan, Jr., Scott Thompson and Sammy Thompson shared their visions for loft development in the city. A panel discussion on loft housing featured questions and answers from several individuals intimate with the various workings of loft development. The conference was capped off with a tour of loft space in downtown Macon. As Tom Glennon, a recent downtown resident, noted at the conference, "Bringing residential life to downtown will make this city hum, 24/7, and it is happening right before our eyes."

The city hosted a very successful Brownfields Redevelopment Conference at the Macon Centreplex on February 5. The Brownfields Redevelopment Conference focused on the Downtown Historic Railroad Quarters, the first industrial district established in the City of Macon. The proposed redevelopment is a multi-use plan to include retail, entertainment, recreation, industrial and transit oriented development within the centrally located area behind Terminal Station. Among the speakers at the conference were Dr. Catherine Ross, Executive Director of the Georgia Regional Transportation Authority, and Dr. Hilburn O. Hillestad, Senior Vice President of Environmental Affairs, Jacoby Development, Inc. who was influential in the Atlantic Station (formally Atlantic Steel) redevelopment.

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again modeled after the very successful Washington D.C. Union Station, will serve as an economic catalyst for downtown renewal. Sponsored by NewTown Macon, the Commission on Middle/Georgia Rail (COMR) continues to pursue the return of passenger rail. If interested in joining COMR, call Lynn Cass at 722-9909.

In a related initiative the City, County and NewTown Macon will continue the redevelopment of Cherry Street Plaza, an important public gathering place in front of the Terminal Station, Georgia Music Hall of Fame, Georgia Sports Hall of Fame, the

Tubman African American Museum (under construction), the Georgia Children's Museum and the Douglass Theatre. Additional public amenities, as well as programming, will be developed in the near future.

The Transitional Property Fund allows NewTown Macon to react quickly to market conditions. In partnership with the City of Macon and the UDA, a commitment has been made to attract the Willow on Fifth (of Blue Willow fame), a regional restaurant attraction, to Macon. In partnership with Bibb County and the UDA, some of the Riverside properties have been purchased to attract a major new downtown anchor. Again, in partnership with the City and the Middle Georgia Coliseum Authority, NewTown Macon is pursuing the development of a Convention Center Hotel to establish the Centreplex and Macon as a regional convention attraction.

The Urban Design Center serves as the non-profit CDC (Community Development Corporation) that oversees the development, implementation and management of the several initiatives. In addition, the Urban Design Center organizes the comprehensive planning, communication (newsletters, collateral materials, website, and advertising), and on-going fundraising efforts. The Urban Design Center (UDC) continues to develop a

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Downtown on the Rebound!

Recently the Urban Design Center estimated the direct economic impact in terms of new revenues generated by the eight initiatives. This information is important to the City and County leadership's decision to invest \$10 million in revenue bonds to support the \$36 million capital campaign.

The direct economic impact of \$36 million in the eight downtown initiatives will create:

- \$74.5 million in direct new investment or \$7.45 for each seed dollar from the City/County Bonds
- The over \$1 million in property taxes and sales taxes and other income revenues will more than cover the debt of the amortized bonds

In addition to the above direct economic impact, there are the indirect benefits from construction:

- The five Bond initiatives alone will generate \$24 million in construction materials purchased
- An annual payroll of over \$10.4 million or 371 FTE jobs
- Sales taxes on purchases over \$125,000

Additional benefits from employment:

- Three initiatives (Terminal Station, Riverside Development and the Convention Center Hotel) will generate 1,400 jobs.
- Assuming an average salary of \$28,000:
- represents a net new payroll of \$39 million
- assuming 30 percent spend on retail = \$11.7 million in regional retail purchases annually
- assuming 20 percent spend downtown = \$2,340,000 or enough to support 13,700 square feet of retail and generate \$24,000 in new sales taxes

Additional benefits from increased visitation:

- Assuming downtown attracts an additional 300,000 visitors annually from the initiatives (only 820/day)
- Assume they spend average \$50 per day (non-lodging):
- this is \$15 million in additional sales and services in the local economy
- this results in \$15,000 in new sales taxes

Growth in sales tax base:

- The eight initiatives will significantly add to Macon/Bibb's retail sales and its tax base
- total retail sales in Macon/Bibb will grow by over \$10,775,000 annually
- State sales tax (4 percent) will grow by \$431,000 annually

Downtown momentum:

- loft living exploding (250 units permitted in last two years; only 28 lofts in downtown in 1998)
- New downtown restaurants opening
- Cherry Street retail growing
- Existing office expanding
- Historic buildings rehabbing
- Bibb Mill Property redeveloping
- Mercer University investing
- Business Improvement District organizing
- Medical related thriving
- City/County/State governments cooperating
- Parking and transportation improving
- Brownfields redevelopment progressing
- Tourism and events increasing

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comprehensive data base of downtown properties while assisting public and private retail, residential and office redevelopment. The UDC is sponsoring the development of a Downtown Business Improvement District (BID) to manage safety and promotional opportunities. A BID steering committee of property owners has organized to engage other property owner support and to implement the business plan upon City Council's approval. For more information and to support the BID, please call Jeffrey Greene, 722-9909.

In a related initiative, NewTown Macon is establishing a **Public Amenity Endowment** in association with the proposed BID for benches, banners and other public amenities. **Transportation and Parking** is a critical initiative to downtown progress. NewTown Macon is assisting other partners in a comprehensive plan for efficient pedestrian friendly streetscapes, parking, and transit.

A New Century. A New Challenge. A NewTown. Macon

Community Challenge

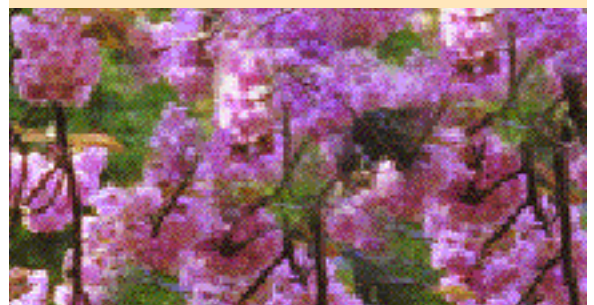
The City of Macon, Bibb County, NewTown Macon and other downtown partners are working together to attract people and resources – businesses, jobs and residents – back to downtown Macon.

NewTown Macon was founded in 1996 for just this purpose; its mission, to implement the community's vision of a comprehensive, coordinated and continuous revitalization of Macon's urban center, continues.

Although private investment drives and sustains any revitalized inner city, a public-private partnership most often proves the catalyst. NewTown Macon is on schedule to direct millions in public and private dollars to seed eight redevelopment initiatives designed to improve downtown's economy and its quality of life, thereby spurring additional private investment. Two early \$3 million, \$5-to-\$1 challenge grants issued by the Peyton Anderson and Robert W. Woodruff foundations require NewTown Macon to raise \$30 million over three years from private funds, foundations, city, county, state and federal funds. The City of Macon and Bibb County governments are responsible for at least \$12 million, \$10 million of which is the revenue bonds as agreed upon by the governments. The total \$36 million will be used as an economic catalyst to secure prosperity for the center city.

The City of Macon and Bibb County support revenue bonds of \$5 million each to be issued through the Macon-Bibb County Urban Development Authority. The bonds, while all for public purpose, were selected to support initiatives that will stimulate additional investment and procure future matching funds for federal money. This \$10 million public investment in downtown will prime the economic pump by leveraging additional public and private funds for the eight initiatives, which will increase employment, employment taxes, sales taxes and property taxes. This growth will reverse the detrimental trends in downtown while new public revenue generated from new development is used to repay the bonds.

Several individuals have agreed to support the vision through their time, their service and financial support. Among them is Horace Holmes, a photographer with a downtown business, who has supported NewTown's efforts to establish a Business Improvement District as well as the campaign. Dr. W. John O'Shaughnessey has been on board with NewTown since the beginning of the campaign. A retired physician and present campaign cabinet member, Dr. O'Shaughnessey helped organize the homecoming of former Macon residents. Bill Hodges and Chris Sheridan, volunteers on the Ocmulgee Heritage Greenway Technical Committee, have been driving forces in the development of the riverwalk.



Donors

We would like to thank the following private sector contributors who have generously supported the NewTown Macon Community Challenge. Special recognition is provided to donors at each giving level. For more information on donating to the campaign, please call Laura Makowski at 478-757-8105.

CHALLENGE

Peyton Anderson Foundation -
\$3 million challenge grant
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TO SUPPORT A NEW CENTURY for Macon's urban center, I/we hereby:

Make a gift commitment of \$_____ to the NewTown Macon Community Challenge

payable as follows:

Payment in full enclosed Payments will be fulfilled on the following schedule (up to three years):

\$_____ in mo/year_____

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Street

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State

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I/we would like recognition of the gift recorded in the following way:

____ Please contact me about a planned gift.

Significant gifts will be recognized in a permanent and prominent location downtown. NewTown Macon is a non-profit 501(c)3. Your gift is tax deductible as provided by law.

Checks should be payable to
NewTown Macon, Inc.
200 Cherry St., Terminal Station
Suite 200
Macon, GA 31201

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Jeffrey Greene – Administration Director
Laura Makowski – Development Director
Wade Wilbourn – Real Estate Analyst
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Calendar of Events

March 7: The Mercer Recital Series presents "Great Composer Series Concert V" featuring the works of Bach and Mason at the Music Recital Hall, Mercer University. 8 p.m. \$5 per person
Call 301-2748 for more information

March 15-24: The City of Macon's 20th Annual Cherry Blossom Festival takes place, including numerous events celebrating Macon's 271,500 Yoshino cherry trees. Call 751-7429 for a complete schedule of events or more information.

March 17-18: "Cabaret," part of the Broadway Series at the Grand Opera House, nightly at 7:30 p.m. For ticket information, call 301-5470

March 23: The Macon-Bibb County Fire Department's Pink Pancake Breakfast, from 7:30 until 10:30 a.m. under the Cricket Communications Food Tent at Central City Park. \$5 per ticket; call 751-9180 for details.

March 23-24: The Mulberry Street Arts & Crafts Festival, presented by the Middle Georgia Art Association, takes place daily from 9 a.m. until 3 p.m. A gathering of more than 200 artists, artisans and crafters will line the 400 and 500 blocks of Mulberry Street. A free event. Call 751-7429 for details.

April 5-13: Theatre Macon presents "Master Class." Call 746-9485 for more information.

April 15: Christ Church (538 Walnut Street) presents the Winchester Cathedral Choir of Men and Boys at 8 p.m. Free. Call 745-0427 for more information.

April 21-28: The Annual Pan African Festival hosted by the Tubman African American Museum is sure to attract crowds. Call 743-8544.

April 23: NewTown Lecture Series. 7:30 p.m. Douglass Theatre. Sponsored by NewTown Macon and Macon State College.

Throughout May: The Douglass Theatre hosts a Saturday morning Kid's Matinee each Saturday at 10 and 11:30 a.m., for ages 4 and up. Call 742-2000 for more information.

May 3-4: It's "Ragtime" at the Grand Opera House, in another installment in the Broadway Series. Call 301-5470 for tickets.

May 3-5: Treasured Antiques, Historic Homes, Secret Gardens - A Pilgrimage Through Time. Sponsored by Georgia Trust for Historic Preservation, Hay House and The Museum of Arts and Sciences. Call 742-8155 or 477-3232 for ticket information.

News of Note

- A gala to celebrate the culmination of NewTown Macon's capital campaign has been planned for June 22. Everyone who has donated \$100 or more to the campaign will be invited to the celebration, so look for more information and an invitation in mid-May. It is still not too late to contribute and to be included in the gala, or you can purchase a ticket to the gala for \$100.. You will be glad you did.
- The Macon Town Committee of the National Society of the Colonial Dames of America has formed a committee to oversee the restoration of Rose Hill Cemetery. The group has identified three goals, one of which is to provide an on-going and committed public-private partnership to restore, maintain and manage Rose Hill Cemetery and provide long-term stable oversight of the property. The committee will also be researching the history of Rose Hill and restoring the landscaping and sacred artwork. One of the outcomes will be to publish a brochure listing the location of African American, Confederate, Catholic, Jewish and other sections of the cemetery and listing grave sites of interest to the public. Jim Barfield has been named chairman of this committee.
- NewTown Macon's website is up and running. Go to newtownmacon.com and check it out for meeting information and updates on our eight initiatives.

For questions or comments concerning this newsletter please contact Lisa Mayfield, Editor, at lmayfield@mindspring.com



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