

Augusta Georgia
SPLOST Phase 8
Project Request Form

Project Name **Augusta & Co. - the city's front porch (a launch pad into all things Augusta)**

PROJECT SUMMARY SHEET

A. Submitting Department, Agency, or Association:

B. Project Name / Brief Description:

Augusta & Co. is the public-facing showcase of the building which also houses the offices of the Augusta Convention and Visitors Bureau and the Augusta Sports Council. The three-story building serves a public need by creating a unique identity for Augusta, while serving as both a launchpad for an amazing visit to the city and a brand identity itself. The ground floor operations highlight local attractions and local makers, while other floors act as multipurpose spaces for robust community programming, offer free meeting space for governmental and non-profit organizations, and where tourism recruitment takes place for economic impact on the city and region.

Check box if project represents a continuation from a previous SPLOST:

C. Project Location / Address:

Check box if Site Selection required:
(If site selection is required, fill out section VI. Site Criteria & Standards)

Current Property Owner (if applicable):

D. District:

E. Proposed Project Budget (round to nearest thousands):

Total SPLOST 8 Request: ¹	\$2,449,475
Annual Operating Cost: ²	\$ 169,090.00

¹ Figure from section III. Project Costs, first column (Total) for **SPLOST 8** Project Total

² Figure from section V. Operating Costs, first column (Annual Costs) for Total Operating Costs for Project.

F. Contact Person:

Work Phone: Home Phone:

Fax Number: E-mail Address:

G. Project Classification

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I. PROJECT JUSTIFICATION:

A. Project Mission Statement / Goals & Objectives:

Augusta & Co. anchors a one-of-a-kind space that adds a fresh new vibe to Augusta's growing downtown, yet it represents the story of Augusta's River Region. The experience center is designed to stimulate all senses and engaging visitors and residents in an immersive experience of the city. It is the perfect stop before venturing out on your own. It captures the idea of bringing people together, introduces them to "authentic Augusta" and provides meetings spaces for serious and creative business to take place.

B. How will this project help meet the Public Safety, Basic Facilities / Infrastructure, and/or Quality of Life needs in Augusta Richmond County?

The Augusta Convention and Visitors Bureau (ACVB) is contracted by Augusta/Richmond County to impact the area's tourism economy. The economy supports employment of approximately 5,000 residents, encourages support of primarily small businesses throughout the city and region, and the ACVB's efforts help to generate more than \$500 million annually in visitor spending for Augusta. Augusta & Co. features locally produced merchandise, goods, and local Augusta experts help to share information on authentic experiences for visitors and residents.

C. Why should this project be considered for SPLOST 2015 type funding?

The project at 1010 Broad Street directly meets the requirement as a capital project, and it specifically serves both infrastructure needs and quality of life needs of the community, city and region. This project is of a permanent, long-lived nature as required by SPLOST guidelines. The ACVB - a 501(c)(6) not for profit - pays taxes on the building to Augusta/Richmond County, and is contracted to recruit visitors who further bring sales tax and other revenue to the city and county.

D. To meet the Project Goals & Objectives, when should this project be completed?

This project was completed in April of 2019, but funding is still being requested for a portion of debt recovery. This follows the pattern of other capital projects within the city, to include the Municipal Building and the Cyber Center parking garage, which were built then factored into SPLOST or other forms of debt recovery. The ACVB had the opportunity to purchase the building at 1010 Broad Street at a specific time outside the SPLOST request cycle, and couldn't make the request in advance.

E. Is this project recommended / included in any existing Augusta Richmond County Land Use Plan or Masterplan? If yes, please explain and provide necessary information.

This project is recommended in the Commission-approved Destination Blueprint tourism masterplan. A copy of Destination Blueprint can be provided. Support of SPLOST will free funds for the organization to do more to positively impact the city/county tourism economy.

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II. PROJECT DESCRIPTION:

A. Project Construction Program / Description:

(Provide within this space a Construction Program / Description for the project. Agencies and departments submitting requests should be prepared to submit detailed construction information, etc., as required during the technical review process.)

This project revitalized a century-old building in the heart of downtown on Broad Street. It creates a space for visitors and residents alike. The theme of community engagement runs throughout the entire space, and is highlighted most in the community takeover zone. This open and flexible coworking area provides opportunities for local businesses to set up meetings, presentations, and informal workspaces while engaging residents and visitors as well. The design team was careful to ensure that new graphics were supported by local printers so the center could continue to engage surrounding "mom and pop" shops far into the future and forge a local sustainability.

B. Projected Useful Life of Project:

Renovations and upgrades to the building will help it to remain useful for another 30 years and more.

C. Site Specific Information: (address, tax map parcel #, etc.)

Address: 1010 Broad Street, Property ID #: 0364246000

Check box if site currently owned by Augusta Richmond County:

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III. PROJECT COSTS:

A. Detailed project capital budget costs (to be funded from *SPLOST 8* only):

Project Costs (round to thousand)	Total	YR1 (22)	YR2 (23)	YR3 (24)	YR4 (25)	YR5 (27)	YR6 (21)
1. Land Acquisition / ROW / Easement:	\$535,700	-	-	-	-	-	-
2. Design Fees:	\$0	-	-	-	-	-	-
3. Miscellaneous Fees:	\$0	-	-	-	-	-	-
4. Fixtures, Furniture, and Equipment	\$0	-	-	-	-	-	-
5. Construction:	\$1,913,775	-	-	-	-	-	-
6. Testing:	\$0	-	-	-	-	-	-
8. Construction Contingency	\$0	-	-	-	-	-	-
9. Project Management:	\$0	-	-	-	-	-	-
10. Other (describe):	\$0	-	-	-	-	-	-
11. Other (describe):	\$0	-	-	-	-	-	-
SPLOST 8 Project Total:	\$2,449,475	\$0	\$0	\$0	\$0	\$0	\$0

IV. PROJECT FINANCING:

A. Detailed project capital budget costs (to be funded from *SPLOST 8* only):

Project Sources (round to thousand)	Total	YR1 (22)	YR2 (23)	YR3 (24)	YR4 (25)	YR5 (27)	YR6 (21)
1. <i>SPLOST 8</i> *	\$2,449,475	-	-	-	-	-	-
2. ARC General Fund:	\$0	-	-	-	-	-	-
3. State Grant:	\$0	-	-	-	-	-	-
4. Federal Grant:	\$0	-	-	-	-	-	-
5. Previous SPLOST:	\$0	-	-	-	-	-	-
6. Testing:	\$0	-	-	-	-	-	-
7. Reimbursement Amount	\$0	-	-	-	-	-	-
7. Other (describe):	\$0	-	-	-	-	-	-
8. Other (describe):	\$0	-	-	-	-	-	-
Total Sources:	\$2,449,475	\$0	\$0	\$0	\$0	\$0	\$0

* Amount from section III.A., "Detailed project capital budget costs" (*SPLOST 8* Project Total).

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B. Describe the current commitments for the other sources funding this project:

Current commitments include a small portion of the private dollars committed to the All In Augusta Campaign. Otherwise, the primary source of funding for this project is the ACVB's primary revenue provided through lodging tax. Lodging tax collected through the city also fund all aspects of the ACVB, and support through SPLOST would allow the organization to use more of its resources to be more competitive in tourism marketing and sales efforts, which increases revenue coming to the city. A small facade grant was also provided by the Downtown Development Authority.

V. OPERATING COSTS:

A. Total Annual Operating Costs when Project is complete:

Operating Cost (round to thousand)	Annual Costs
(Estimated) Operating Revenues	\$ 99,000
1. Personnel Costs:	69,000
2. Utilities:	
■ Gas:	-
■ Electrical:	6,070
■ Water:	300
■ Sewer:	520
■ Phone:	680
■ Computers:	120
3. Operating Supplies:	11,590
4. Equipment Maintenance:	480
5. Facility Maintenance:	6,930
6. Non-Capital:	-
7. Other (describe): Local Merchandise	73,400
8. Other (describe):	-
TOTAL OPERATING COSTS OF PROJECT:	\$ 169,090
NET INCOME (ESTIMATED):	\$ (70,090)

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B. Additional Personnel Information:

1. Identify the number of additional staff positions needed when project is completed:

- Full-Time: N/A
- Part-Time: N/A

2. Briefly describe the responsibilities of each additional staff position:

N/A

3. Identify the projected salary and fringe benefit cost for each additional staff position:

N/A

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VI. Site Criteria and Standards (only applicable if site Selection is required):

A. General Criteria:

1. Acreage:

- **Size:** Minimum acreage necessary for project, inclusive of parking and other
- **Topography:** Describe type of topography necessary to meet Goals and Objectives.
- **Estimated cost per acre:** Provide an estimated cost per acre and an explanation of how

2. Location / Accessibility:

- **Relative to its service area:** Define location relative to the project's service area that
- **Vehicular:** If necessary to meet the Goals and Objectives, describe what types of
- **Pedestrians:** Same as vehicular, but for pedestrians.
- **Bicycle Access:** Same as vehicular, but for bicycles.

B. No further information on site criteria and standards is necessary for the project request form at this time. However,

- **Development / Adjacent Impacts** (visibility, compatibility with land use plan, buffering,
- **Economy / Financing** (on- and off-site development costs, joint development
- **Environmental** (historic standards, traffic impacts, aesthetic standards, air quality, noise
- **Community Values** (displacements required, security needs, etc.)

VII. OTHER IMPACTS:

A. Positive / Negative Impacts on ARC Departments, Agencies, or other Organizations:

In recent years, cities have realized the value of creating a brand image to attract businesses, residents and tourists. One positive impact of the building and its use is that Augusta & Co., on the ground floor and the ACVB's major marketing efforts help Augusta develop a unique brand identity and put it on the map to stimulate growth and investment. This is critically beneficial to ARC departments, agencies and many other organizations

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B. Positive / Negative Impacts on existing Infrastructure / Systems:

Because meeting space in the building is offered at no cost to governmental and non-profit entities, the project provides optional space for use by ARC departments and numerous local agencies. It also adds visible vibrancy to Augusta's downtown, showing how redevelopment of historic building stock becomes unique, useful modern space that helps supplement the city's infrastructure needs.

C. Positive / Negative Impacts on Augusta Richmond County Tax Base:

The ACVB pays property tax to the city for the building. The work of the ACVB helps to generate nearly a half billion annually for the benefit of Richmond County's tax base.

VIII. OTHER INFORMATION:

A. Provide other information that would assist in the review of this proposed project:

It is relevant to repeat that this project was completed in April of 2019, but funding is still being requested for a portion of debt recovery. This follows the pattern of other capital projects within the city, to include the Municipal Building and the Cyber Center parking garage, which were built then factored into SPLOST or other forms of debt recovery. The ACVB had the opportunity to purchase the building at 1010 Broad Street at a specific time outside the SPLOST request cycle, and couldn't make the request in advance.