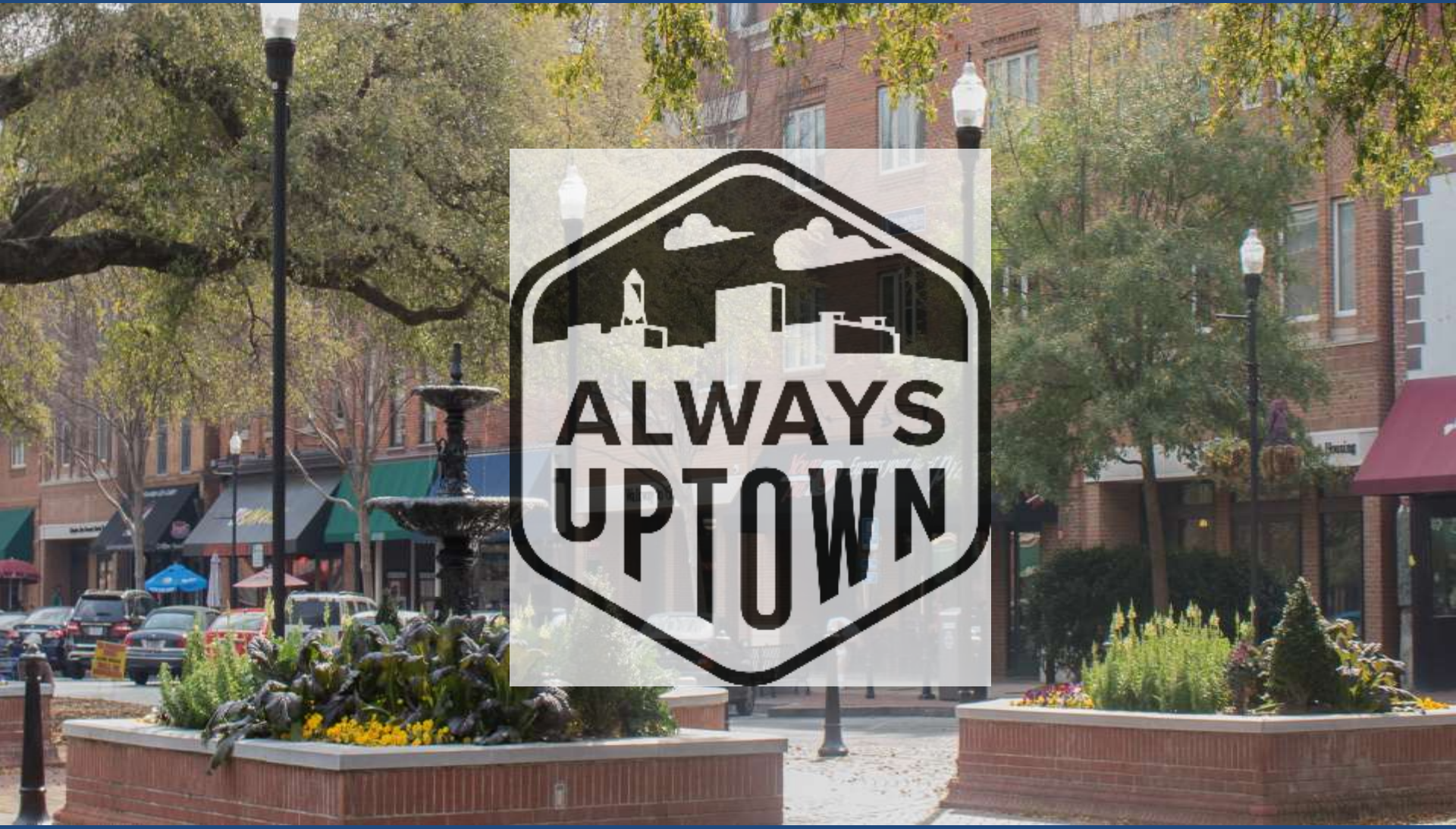


# Uptown Columbus Inc. & Uptown Columbus BID





# Mission

To Make Uptown an Inviting, Livable and Perpetually Active Place

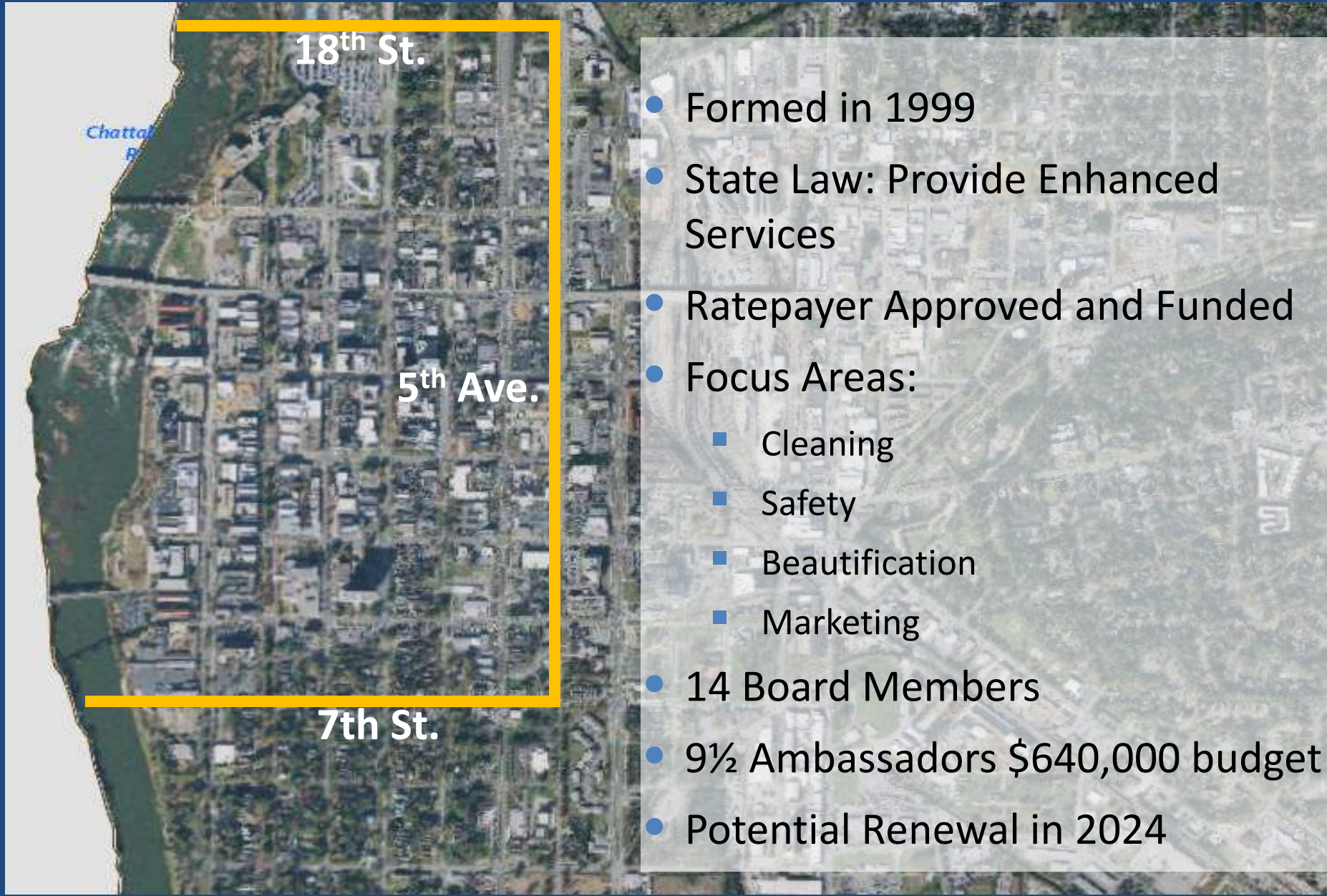


# Uptown Columbus Inc. Overview

- Formed in 1983
- Focus Areas:
  - Economic Development
  - Placemaking
  - Urban Design and Planning
  - Special Events
  - Marketing
- Whitewater LLC formed in 2013
- Private sector led and directed
- 28 Board members
- 3½ Professional/office Staff
- \$569,000 UCI operating budget  
*\$0 funding from City*



# Business Improvement District Overview



- Formed in 1999
- State Law: Provide Enhanced Services
- Ratepayer Approved and Funded
- Focus Areas:
  - Cleaning
  - Safety
  - Beautification
  - Marketing
- 14 Board Members
- 9½ Ambassadors \$640,000 budget
- Potential Renewal in 2024

# Overview



- \$540+ million total value
- 7,984+ employees
- 590+ businesses
- 6,658+ residents
- 112 shops, boutiques and salons
- 67 restaurants and bars
- 507,000 square feet of leasable commercial office space (excludes owner occupied)
- 3,593 publicly available parking spaces



# A Quick Introduction



- 25+ years of Downtown development experience
- River Cities:
  - Wilmington NC
  - Wichita KS
  - Savannah GA
- Shared Traits with Uptown:
  - Dominant Business Center
  - Entertainment & Artistic Hub
  - Historic Setting w/ Authentic Vibe
  - Everyone's Neighborhood
  - Linchpin of Hospitality Sector
  - Emerging Residential
  - Experiential Social Networks

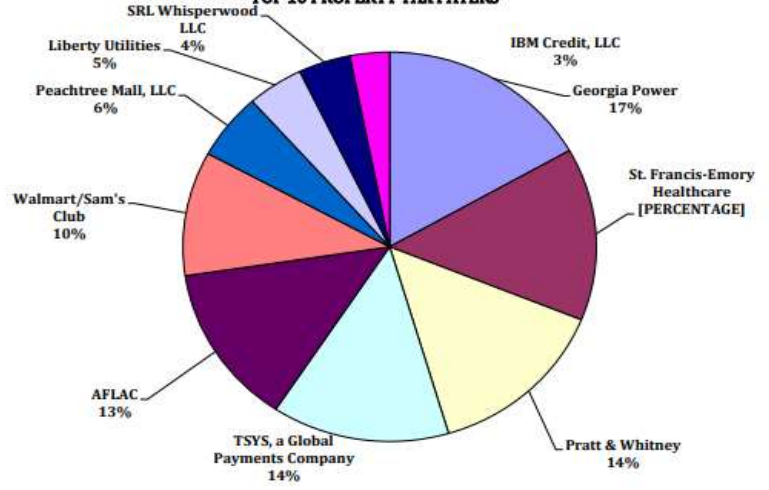
A screenshot of a LinkedIn profile for Ed Wolverton. The profile picture shows a man with a beard and glasses. The background image is an aerial view of a city with industrial buildings and a river. The profile text includes: 'Ed Wolverton', 'President &amp; CEO at Uptown Columbus, Inc. and Columbus BID', 'Wilmington, North Carolina, United States · 500+ connections', and 'Contact info'. There are buttons for 'Open to', 'Add profile section', and 'More...'. Below the profile, there are two cards: 'Share that you're hiring and attract qualified candidates' and 'Show recruiters you're open to work — you control who sees this'. The 'About' section is partially visible at the bottom, starting with 'Downtown revitalization expert with proven ability to nurture and attract economic growth, entrepreneurial activity and consumer engagement. Applied skills in urban planning, real estate, local government, historic preservation, public space utilization, non-profit management and investor relations to transform small towns and metropolita... see more'.



# Data Driven Results

## COLUMBUS BUSINESSES

### TOP 10 PROPERTY TAX PAYERS



Taxpayer	Type of Business	Taxes Levied	% of Total
Georgia Power	Utility	\$ 3,592,289	17%
St. Francis-Emory Healthcare	Hospital	3,055,923	14%
Pratt & Whitney	Aerospace	3,055,923	14%
TSYS, a Global Payments Company	Credit Card Processing	2,975,597	14%
AFLAC	Insurance	2,854,275	13%
Walmart/Sam's Club	Retail	2,210,553	10%
Peachtree Mall, LLC	Shopping Mall	1,175,603	5%
Liberty Utilities	Utility	944,168	4%
SRL Whisperwood LLC	Apartment Leasing	872,740	4%
IBM Credit, LLC	Lending	660,032	3%
<b>Total of Top 10 Property Tax Payers</b>		<b>\$ 21,413,745</b>	

Note: Numbers provided per Muscogee County Tax Commissioner's Office for FY19. The information provided relates to the Consolidated Government's tax levies, and does not include taxes collected on behalf of other governmental entities.

## 1 Uptown

- Georgia Power
- St. Francis-Emory Healthcare
- Pratt & Whitney
- TSYS, a Global Payments Company
- AFLAC
- Walmart/Sam's Club
- Peachtree Mall, LLC
- Liberty Utilities
- SRL Whisperwood LLC
- IBM Credit, LLC

Mixed Use

- Utility
- Hospital
- Aerospace
- Credit Card Processing
- Insurance
- Retail
- Shopping Mall
- Utility
- Apartment Leasing
- Lending

Total of Top 10 Property Tax Payers

# Total Taxes Levied Uptown: \$6.28+ million

# Uptown Economic Progress

## January 1 – December 31, 2020

**New Businesses: 13**

**Estimated New Jobs: 50  
FTE's**

**New Investment: \$74.8  
m**

- 42 Renovation and  
Construction Projects  
Generating \$62.4 million

- 53 Property Acquisitions  
generating \$12.4 million in  
new sales





# Clean Team and Ambassadors



- Trash/Debris Removed: 154+ Tons
- Street Cleaning: 2,614 Hours
- Pressure Washing: 330 Hours
- Safety Patrol: 2,197+ Hours
- Revised Job Descriptions/Duties
- Universal Keyless Access for Bollards and Gates
- Security Coordination with the City
- Shared Compactor Service
- Streamlined Trash Collections with City
- Expanded Late-Night Security Service



# Special Events and Marketing



- Launched New Website
- Shop, Dine, Entertain Brochure
- Market Days on Broadway
  - Socially Distanced
  - 121 Vendors
- Social Media Followers: 47,000+
- Monthly Newsletter Subscribers: 12,000+
- Pop Up Concert Series: 5 w/ CSU
- Mini Broadway Holiday Tree Light
- Uptown Tree Trail w/ CSU
- Small Business Saturday Neighborhood Champion





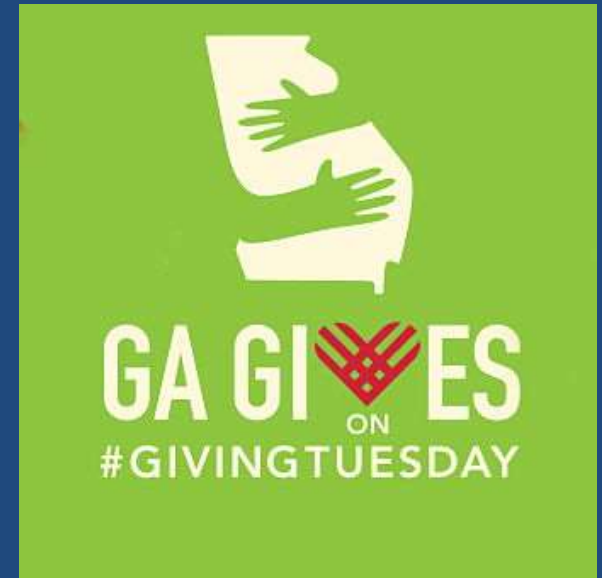
# RushSouth Accomplishments

- Total Rafters: 23,125 (*missed 2 months*)
- Total Zippers 7,866 (*missed 2 months*)
- RushSouth Pole Banners
- Safety Signs
- Wayfinding Signs
- Kayak Photo Ops Installed
- Splashpad Repairs
- Island Restoration
- Highwater Alarms Replaced
- AJC Digital Ad Campaign
- Beautification, Rails, Gates, Signs
- Applied to Host Kayak Competition
- Incident Response Plan Created



# Organizational Development & Fundraising

- Developed and adopted Strategic Plan
- Donor Contributions: \$175,857
- Giving Tuesday Raised \$4,090
- Donor Acknowledgement System Established
- Obtained PPP Loan/Grant
- Obtained EIDL Loan
- On-Boarded 2.5 New Staff Members
- Collaborations:
  - Chamber of Commerce
  - CVB
  - Historic Foundation
  - City of Columbus
  - Phenix City

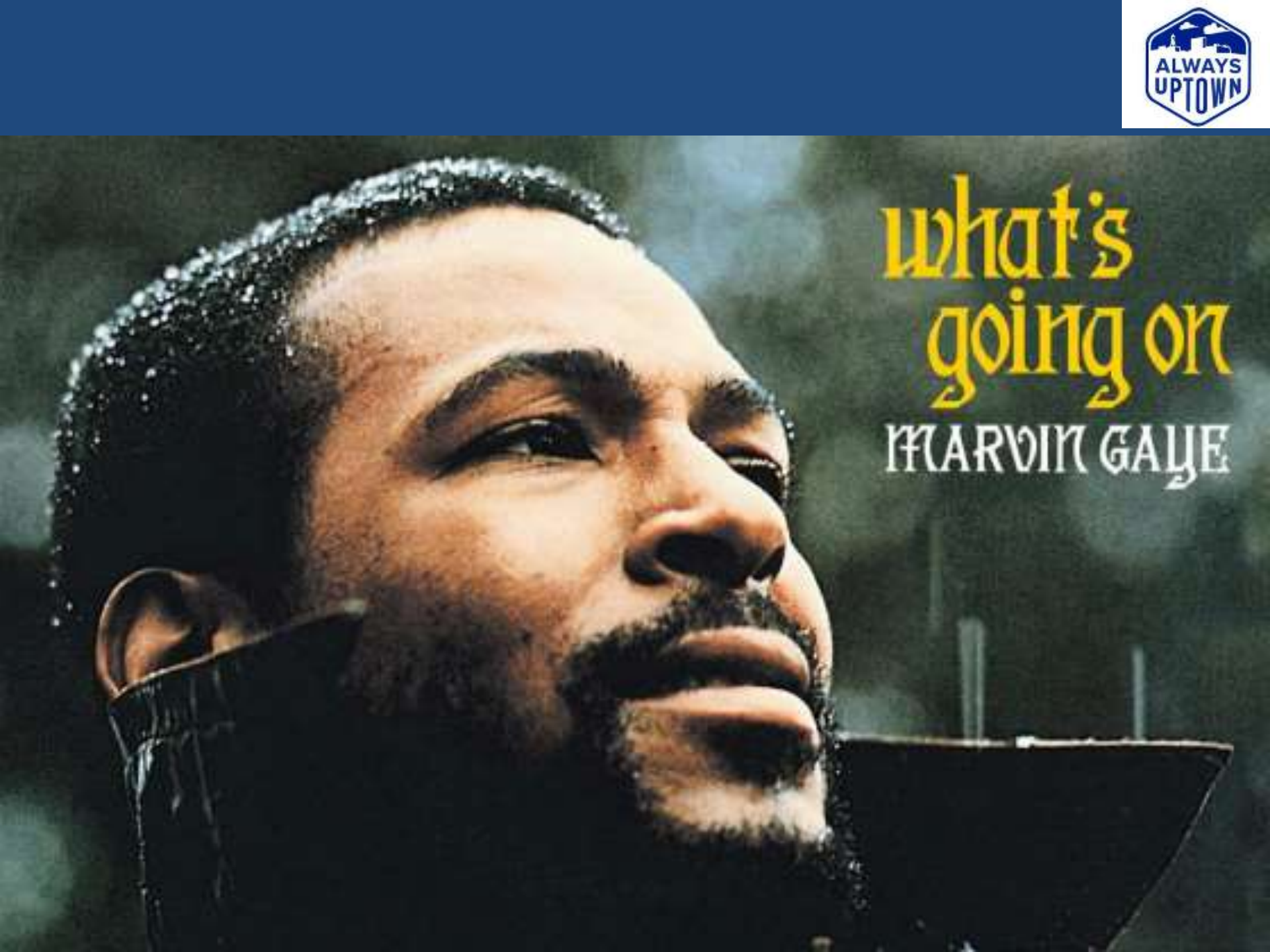




# Special Projects and Infrastructure

- COVID 19 Recover
  - Assisted w COLUMBUS CARES Act
  - Sustained Services Throughout the Pandemic
  - Curbside/Outdoor Space for Restaurants
  - Communications About SBA Programs for Small Businesses
- Added New Banners
- New Toppers for Wayfinding Signs
- New Directional Blade Signs
- Beautification Projects: Flower Beds, Irrigation, Landscaping
- Lighting - Riverwalk and Broadway



A close-up, low-angle photograph of Marvin Gaye. He is wearing a dark, possibly black, raincoat with a high collar. His hair is wet and glistening, suggesting it has been raining. He is looking upwards and to the right with a thoughtful expression. The background is dark and out of focus, with some vertical lines that could be streetlights or building structures.

what's  
going on  
MARVIN GAYE

# Current Development Project



**Marriott Hotel  
Renovation  
Budget: \$10m  
Re-opened Fall 2020**

# Current Development Project



**Banks Food Hall**  
**Multiple Vendors**  
**Budget: \$2.4m**  
**Opened Sept. 2020**



# Current Development Project

Hotel Indigo  
107 rooms  
Budget: \$30m  
Opened Feb. 2021



# Current Development Project



**AC Hotel**

**125 rooms; 109 parking**

**Budget: \$18.7m**

**Opening March 2021**

# Current Development Project



Hampton Inn  
88 rooms  
Budget: \$12m  
Opening 2021

# Current Development Project



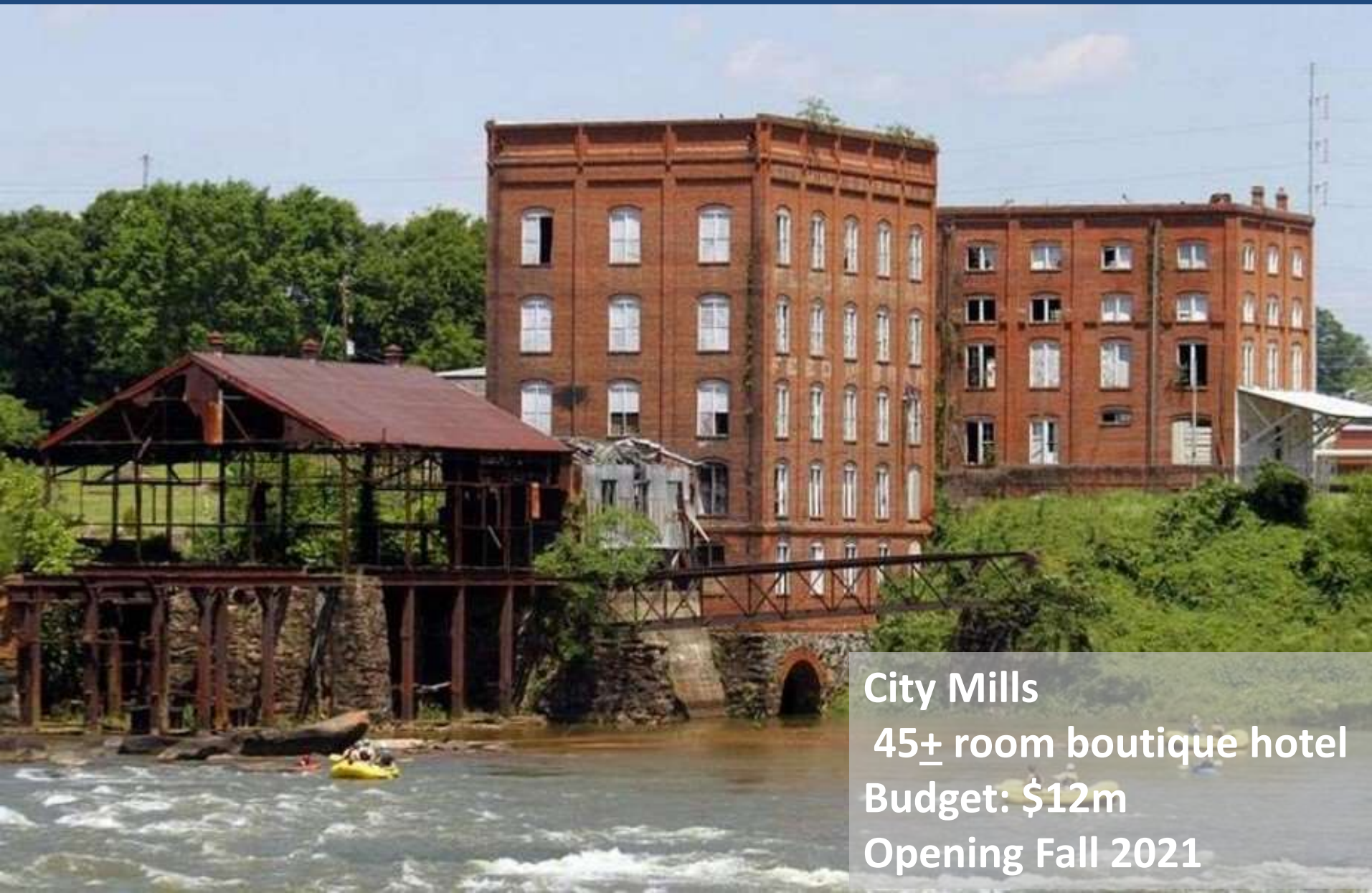
**Mercer Medical School**  
**240 Students**  
**Budget: \$32m**  
**Opening 2022**

# Current Development Project



**1516 2<sup>nd</sup> Avenue**  
**75 Apartments**  
**Budget: \$10m**  
**Opening Summer 2021**

# Current Development Project



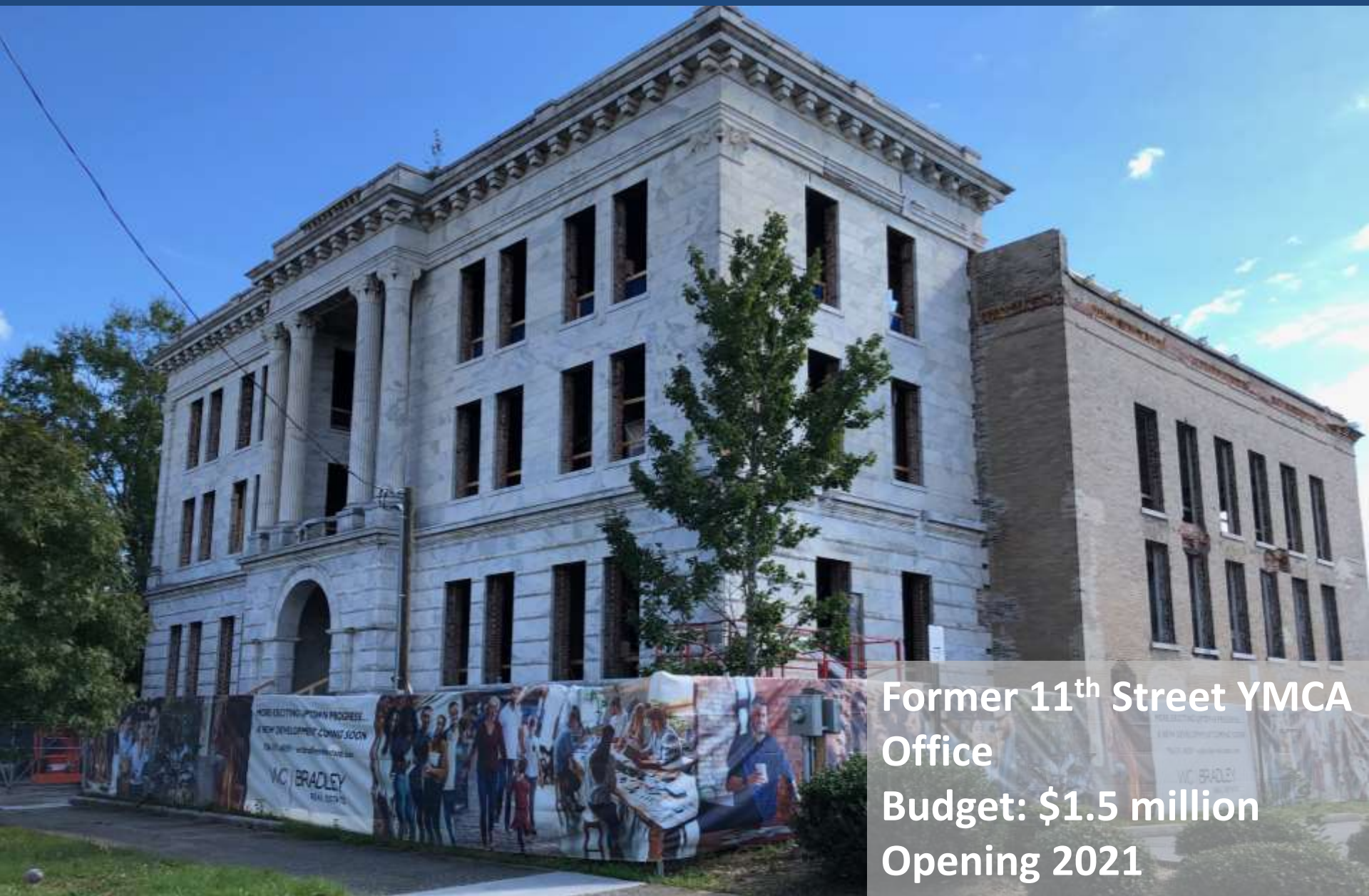
**City Mills**

**45+ room boutique hotel**

**Budget: \$12m**

**Opening Fall 2021**

# Current Development Project



Former 11<sup>th</sup> Street YMCA  
Office  
Budget: \$1.5 million  
Opening 2021

# Current Development Project



**1023 Broadway  
Entertainment (Axe)  
Budget: \$315k  
Opening 2021**



# Current Development Project

1234 & 1238 2<sup>nd</sup> Ave.  
Historic rehab/housing  
Budget: \$1.7 m  
Opening 2021



# Current Development Project



**1110 Broadway  
Commercial  
Budget: \$300k  
Opening 2021**

# Current Development Project



16 W. 11th  
Commercial  
Budget: undisclosed  
Opening 2021

# Current Development Project



Highside Market  
Retail and Office  
Budget: \$11m  
Start date: 1<sup>st</sup> Quarter 2021

# Other Development Projects & Issues

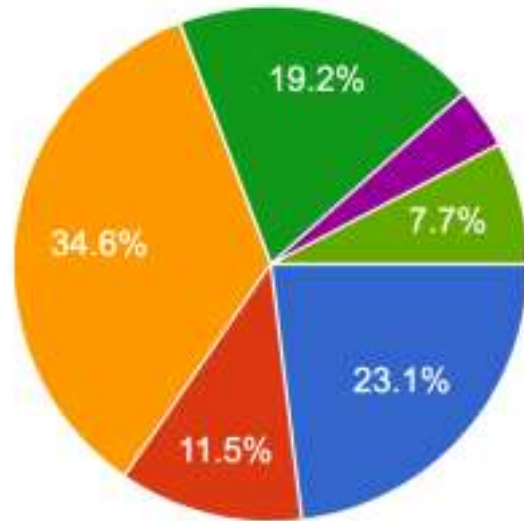
- Paid On-Street Parking
- Dragonfly Trail
- High Uptown District
- Trevoli's Italian Kitchen
- Southern Roots
- Gabion Wall Replacement
- Raft Launch: Power Pole Replacement
- Back That Axe Up
- Barnes and Noble (@ CSU)
- Frank's Alley
- Posh Peach (Gamache)
- New Committees
- Post COVID Recovery



# COVID Recovery

In comparing sales or revenue figures for the month of January through December 2019 to January through December 2020, my sales have (check one):

26 responses



- **2/3<sup>rd</sup> reported sales decline of 25% or more (*true for UCI*)**
- **Loss of Full-time jobs: 8.9%**
- **Loss of Part-time jobs: 22.5%**
- **Office workers return???**

# Uptown Columbus



More Information: **Uptown Columbus, Inc.**

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706.596.0111