

STIMULATING MAIN STRET

Prepared by Sheronn Harris, Keishia NiBlack, John Hillman, Aisha J. Thomas, and Jenny Wilkirson





STIMULATING MAIN STREET

OUTLINE OF TOPICS

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- CHALLENGES
- CASE STUDY-MODEL NEIGHBORHOOD
- SOLUTIONS I

 - GRASSROOTS OPPORTUNITIES
 - FUNDING SOURCES
- DELIVERABLES
 - OFFERING MEMORANDUM
- ULI mTAP TEAM
- Q & A

• CIVIC BRANDING AND MARKETING SOLUTIONS II - DEVELOPMENT POTENTIAL

COMMUNITY INFORMATION BROCHURE



Project Goal

(HSA) REDEVELOPMENT

IDENTIFY OBSTACLES AND LAND USE OPTIONS TO MEASURE THE FEASIBILITY OF A SMALL MIXED-USE, MIXED INCOME, COMMERCIAL CORRIDOR FOR HISTORIC SOUTH ATLANTA .

FCS HISTORIC SOUTH ATLANTA

<u>CHALLENGES</u>

Civic Branding and Marketing

Funding Sources

Driving Commercial Retail Commitment to Main Street

Achieving Set Goals Amid the COVID-19 Pandemic & Market Changes



<u>SOLUTIONS</u>

Activate & Increase Civic Branding

Grass Roots Opportunities

Funding

Development Potential





CASE STUDY MODEL NEIGHBORHOOD

VILLAGES AT

TREE



ASPIRATIONS





DOWNTOWN KIRKWOOD

professional/creative spaces and more.

Downtown Kirkwood has become what neighbors call "the small town in the big city," hosting its own post office, newly constructed fire station, police precinct and public library. Residents and visitors also have a host of shopping and dining options at their disposal, including: day spas, furniture galleries, gift shops, restaurants, bars, coffee shops, real estate offices,

COMPARISON

Branding Roadways Designation Population **Median Income #** of business Median Age **Unemployment rate Community Offering Urban Forest**

Kirkwood **Established Neighborhood Brand Border Neighborhood National Register of Historic Places** 6,362 a hlished 1899 \$82,477 172

4.5%

37.5

South Atlanta **No Neighborhood Brand Identity Bifurcate Neighborhood No Designation** 1,796 \$19,585 54 31.1 14.8% **Carver Market / Beltline**

KIRKWOOD'S SUCCESS



KEY FACTS EDUCATION 6,362 Population Median Age 17% 2.2 \$82,477 No High School Diploma Some College 18% 55% Median Household Income Average Household Size High School Graduate Bachelor's/Grad/ of Degree EMPLOYMENT BUSINESS **B B** 81% White Collar 4.5% Ċ, 10% Blue Collar 1,174 172 Unemployment 8% Total Employees Total Businesses Services Households By Income INCOME The largest group: \$100,000 - \$149,999 (20.3%) The smallest group: \$15,000 - \$24,999 (6.0%) Indicator Value Difference <\$15,000 9.0% +0.2% \$15,000 - \$24,999 6.0% -2.4% \$25,000 - \$34,999 6.6% -2.1% \$35,000 - \$49,999 8.3% -3.9% \$50,000 - \$74,99 15.4% -3.5% \$75,000 - \$99,999 13.2% \$100 000 - \$149 999 20.3% +5.8% \$48,167 \$82,477 \$115,080 \$150,000 - \$199,999 9.9% +3.2% 11.4% +2.8% Per Capita Income Median Net Worth Median Household Income Bars show deviation from DeKalb County

his infographic contains data provided by Esri, Esri and Infogroup. The vintage of the data is 2019, 2024

Low Unemployment

Average Median Income

Recognized Branding & Identity

Community Gathering Spaces



Historic South Atlanta will be a destination neighborhood in the City of Atlanta



OUTCOMES

Job Creation

Economic Development

Neighborhood Stabilization





ESTABLISHING YOUR CIVIC BRAND

ENGLEWOOD MANOR











COMMUNITY AT LARGE THROUGH BRANDING.

CHALLENGES:

- Community Buy-in
- Influence Residents & Legacy Businesses Neighborhood v. Municipality Perception: Economic Vitality = Displacing
- Residents
- Beltline, State Roads and Transportation Image of Legacy Businesses

FCS IS WELL POSITIONED TO RE-INTRODUCE THIS GEM OF A NEIGHBORHOOD TO THE

Establish your Brand & Identity Through Civic Branding

WHAT IS CIVIC BRANDING?

ACCORDING TO THE BRAND & MARKETING AGENCY COMMUNITY AT THE LARGE THE PURPOSE OF A CIVIC BRAND IS TO SUPPORT THE HEALTH AND SUCCESS OF A PLACE. THIS MEANS THE SUCCESS OF THE PEOPLE AND STAKEHOLDERS THAT MAKE UP A PLACE. CONNECTING THE "UNAWARE" TO ITS BUSINESSES, AMENITIES & ACTIVITIES IS THE RESPONSIBILITY OF YOUR CIVIC BRAND. - CIVIC BRAND AGENCY DALLAS, TX

The Four Components of Civic Branding

PLACE BRANDING

PUBLIC ENGAGEMENT

DESTINATION MARKETING

ECONOMIC DEVELOPMENT



BRAND RECOMMENDATIONS

- HISTORY
- ART, CULTURE & PLACEMAKING
- HSA WELCOME VIDEO

• DEFINE HISTORIC SOUTH ATLANTA ENGAGE EXPERTS TO BRAND & CONNECT NEIGHBORHOOD

• INCREASE SOCIAL MEDIA & WEB PRESENCE

• ACCENTUATE CURRENT & POTENTIAL ASSETS

(BELTLINE, SOUTH ATLANTA PARK, LAKEWOOD TRAIL)

Art, Culture & Placemaking Examples



Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.





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GRASSROOT ALTERNATIVES



FOOD TRUCK PARK

On FCS owned land.



POP-UP SHOPS

In Vacant FCS Owned Space.





COMMUNITY FARMER'S MARKET

On FCS owned land.



GRASSROOT ALTERNATIVES



THE BELTLINE

Mobility and Connection to East Side Trail and West to Pittsburgh Yards







NEIGHBORING AMENITIES

Summerhill, Grant Park and other close Neighborhoods

Sample Video (Welcome to Historic South Atlanta)

<u>Summerhill Video</u>

A video similar to the above could bode as very valuable digital marketing to peak the interest of investors, potential residents, business owners and local municipalities.

INVEST ATLANTA

FUNDING SOURCES







Enterprise

- Urban Enterprise Zone Tax Abatements for Mixed Use and Commercial
- Federal Opportunity Zone Project Eligibility
 - Private Capital Investment
 - https://atlopportunityzones.com

TRANSIT ORIENTED DEVELOPMENT FUNDING

- Low Income Investment Fund
- Enterprise Community Loan Fund ightarrow Atlanta e-TOD Fund
 - Acquisition or Pre-development Funds
 - Up to \$2 million for vacant or non-cashflowing property
 - Up to \$5 million for operating properties w/ 80% occupancy
 - Up to \$250,000 for pre-development

ISCALANA



- Small Business Loans • \$250,000-\$5 million
- Micro Loans \$1,000-\$10,000
- Technical Assistance Grants

 - Help establish Merchant Association
 - Organize a Farmer's Market
- Interns from Americorps
- Grant Funding for Youth Sports • NFL, ESPN, Atlanta United

NEW MARKET TAX CREDITS

http://atlantaemergingmarkets.org/new-markets-taxcredits/

LISC ATLANTA

• For expansion, equipment, and working capital

• Funds to Launch a Marketing Campaign



ATLANTA REGIONAL COMMISSION

- Updated Livable Centers Initiative
 - The LCI program is funded with federal transportation dollars. The grants cover 80 percent of the cost of each study or transportation project, with the recipient making a 20 percent match.
 - Study specific to this corridor.
 - Annual call for projects, Jan-Feb

PLACEMAKING & ART GRANTS

- AARP
- CHALLENGE AMERICA
- ARTWORKS
- THE MALONE FAMILY
- THE ROTARY EDUCATION FOUNDATION OF ATLANTA
- WELLS FARGO METRO ATLANTA GRANTS
- YOUTH SERVICE FUND OF THE ATLANTA ROTARY CLUB
- GEORGIA COUNCIL FOR THE ARTS
- KAISER PERMANENTE
- TULL CHARITABLE FOUNDATION
- DAVID, HELEN AND MARIAN WOODWARD FUND
- ARTHUR M. BLANK FOUNDATION

• GREATER ATLANTA COMMUNITY FOUNDATION/METRO ATLANTA ARTS FUND



Georgia Department of Transportation

PLACEMAKING & GRANTS CONTINUED

- People for Bikes

 Supports bicycle infrastructure projects
- Transportation Alternative Program (TAP)-Georgia DOT and Federal Highway Administration (FHWA)
 - Providing an opportunity to pursue non-traditional transportation related activities such as pedestrian facilities, bicycle facilities, and pedestrian
 - streetscaping projects.
- Roadside Enhancement and Beautification Council (REBC) Grant
 - Landscape roadside beautification





U.S. Small Business Administration

CITY OF ATLANTA

FEDERAL ASSISTANCE/CDFI

ACCESS TO CAPITAL FOR ENTREPRENEURS (ACE)

improvements.

• City of Atlanta Department of City Planning • Main Street program will be funded in 2020 • CDBG Funding will be available for existing and new businesses under the Disaster Relief Funding.

• Partner with SBA and its affliliates to provide new and existing business support and funding opportunities.

• ACE offers loans over \$50,000 to qualified applicants. If you are looking for help to purchase a building, upgrade expensive equipment, or make other costly



CROWDSTREET

gofundme



DEVELOPER PARTNERSHIPS/JOINT VENTURES

- Crowdstreet
 - Minimum investment \$25,000, highly selective, growing rapidly
- GoFundme
- Kickstarter
- Tulsa Real Estate Fund

CROWDFUNDING

Submit projects for investment consideration



REALTYMOGUL

REALCROWD

Small Change



CROWDFUNDING CONTINUED

- RealCrowd
 - Investors need a minimum of \$25,000; investor goes through deal's sponsor
- Groundfloor
 - Investors provide short-term, high-yield loans, secured by real estate
- Small Change
 - $\,\circ\,$ For the socially conscious small investor
- RealtyMogul
 - Caters to accredited and non-accredited investors
- Fundrise
 - No accreditation required, a \$500 account minimum
- Patch of Land
 - Peer to real estate lending marketplace
- Realtyshares
 - Real estate investing platform that gives investors direct access to quality investing opportunities and real estate operators the ability to raise capital
- FundThatFlip
 - Works in real estate debt investments (fix and flip loans) as well as multifamily and business loans, lowest LTV of any platform



OFFERING MEMORANDUM



Job Creation

UNMET RETAIL DEMAND

The Primary Retail Trade Area for the South Atlanta Neighborhood is based on a 10 minute drive time, as reflected in the Marketing Brochure. In determining job creation, a 5 minute drive includes almost 6,700 households and just over 17,000 residents. From this trade area, it's estimated that there is an annual retail leakage of \$59.5M. In converting the amount of leakage to projected store size based on national averages for sales per square foot and then converting that to the number of potential employees, there is the potential to create up to 381 jobs just by the sub-categories below.

> FOOD & BEVERAGE GENERAL MERCHANDISE STORES HOME IMPROVEMENT HEALTH & BEAUTY STORES TOTAL

Home Improvement 30.2%

DEMAND	SUPPLY
\$22.8M \$16.1M \$12.2M \$8.3M	\$11.3M \$4.3M \$4.5M \$8.1M
\$59.5M	\$28.3M



General Merchandise Stores 47%

GAP	JOB CREATION POTENTIAL
\$11.5M	84
\$11.8M	179
\$7.6M	115
\$100K	3
\$31.2M	381

POTENTIAL JOB CREATION

381



Vovità

11.11

Next Steps

STEP 1

Understand Your Market Potential and Define your Target Segments

STEP 2

Define your Identity and Brand. Who Does South Atlanta Want Be Known As?

STEP 3

Find and apply for capital campaign funding sources

STEP 4



Create leasing velocity and development momentum through rebranding and though marketing material

Watch South Atlanta's growth!

ULI mTAP TEAM





SHERONN HARRIS The Harris Firm, P.C.

S.Harris@TheHarrisFirmPC.Com

KEISHIA NIBLACK Piedmont Healthcare Inc.

keishia.niblackepiedmont.org



JOHN HILLMAN Jones Lang Lasalle

john.hillman@am.jll.com

ULI mTAP TEAM



AISHA J. THOMAS The Thomas Agency

aisha@the-thomasagency.com



JENNY WILKIRSON Walton Communities

jwilkirson@waltoncommunities.com

Thank you! for the opportunity to assist fcs ministries