Making Partnerships Work

Economic Restructuring for Success – UWG Newnan
Session Agenda

- What is Economic Restructuring?
- Funding, Partnerships – UWG Newnan Campus
- The role of the Newnan Downtown Development Authority
- Panel Discussion
  - Keith Brady, Mayor and DDA Member
  - Ray Dubose, Councilmember and DDA Member
  - Bob Heaberlin, CAO UWG Off-Campus Program
  - Cleatus Phillips, City Manager
Have you seen this before?
“Utilizing existing resources to positively enhance current uses and strategies for the overall improvement of the district's economic vitality”
Existing Resources

- Human Resources (board, committee, staff, business owners, property owners, SBDC, DCA, etc.)

- Planning Documents (work plan, comprehensive plan, preservation plan, LCI study, downtown master plan, etc.)

- Data (property and business inventories, local demographic survey, market analyses, consumer habits/surveys, recruitment packet, etc.)

- Built Environment (storefronts, green space, streetscape, civic center, cultural center, etc.)

- Financial Resources (incentives/programs to benefit public & private sector recipients)
Economic Restructuring Objectives

- Understand local conditions
- Address current market needs and expand to meet opportunities
- Recruit new businesses to compliment existing businesses
- Retain and strengthen existing businesses
- Stabilize and increase value of built environment
- Find new/better uses for existing structures
- Utilize financial incentives/resources
- Plan for long-term redevelopment
- Remain linked to organization’s mission/strategy
**UWG NEWNAN Redevelopment Project**

**OBJECTIVES:**
- Understand local conditions
- Address current market needs and expand to meet opportunities
- Recruit new businesses to compliment existing businesses
- Retain and strengthen existing businesses
- Stabilize and increase value of built environment
- Find new/better uses for existing structures
- Utilize financial incentives/resources
- Plan for long-term redevelopment
- Remain linked to organization’s mission/strategy

**UWG ALIGNMENT:**
- Had a user with needs (UWG)
- Had a property with vast potential (Hospital)
- Growing demand for full compliment of higher education opportunities
- UWG was willing
- The City of Newnan was willing
- Hospital Board was willing
- Community was supportive of the adaptive reuse
- DDA offered the structure
- UWG had a long-range plan
- Perfect fit for Downtown Newnan
NEWNAN, GEORGIA

$16.5 Million Total Project Cost

• $5 Million commitment from the Board of Regents of the University System of Georgia (University of West Georgia)
• $4 Million commitment from Newnan Hospital, Inc., including donation of real property
• $7.5 Million commitment from City of Newnan
DDA SECURED PROJECT FUNDS

- Utilized IGA with City Council
- $12.5 total loan amount
- Solicited competitive bids
- Direct loan with local bank
- 15 year term
- Used court validation process
- Greatly reduced issuance costs
OUTCOME/DELIVERABLE

• Project results in 51,000SF of usable space; 32,000SF of warm shell space.
• Project creates a more University-like campus within proximity to the historic downtown
• Upon completion, project title was transferred to the Board of Regents of the University System of Georgia
• UWG Newnan has current enrollment of 1,000 students
• The West Georgia Center for Business & Economic Research estimates that the operational activities and students will generate between $1.4 Million and $3.4 Million in local economic activity per year
EDUCATIONAL OFFERINGS

- Core Curriculum
- Bachelor of Science in Nursing
- Bachelor of Science in Early Childhood Education (Non-traditional)
- Bachelor of Science in Health and Community Wellness
- Bachelor of Science in Organizational Leadership
- Bachelor of Science in Social and Behavioral Health
- Bachelor of Interdisciplinary Studies
- MBA - Business Administration
- Ed.S. - Educational Leadership
- Continuing Education/Workforce Development Programs
Photographs/Schematics

Before – Historic Entrance

Interior Schematic
Schematic Drawing

Project Site - Master Plan

Main Level - Floor Plan
Photographs
Panel Discussion – Q&A

- Keith Brady, Mayor and DDA Member
- Ray Dubose, Councilmember and DDA Member
- Bob Heaberlin, CAO UWG Off-Campus Program
- Cleatus Phillips, City Manager