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?



Economic Restructuring: Defined

"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

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

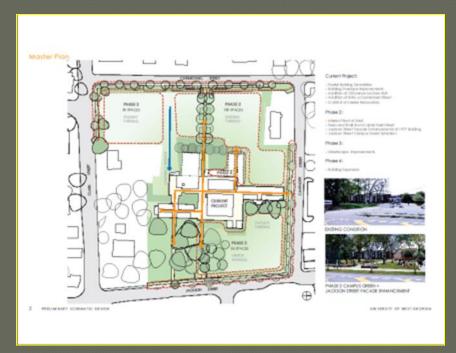
Photographs/Schematics



Before – Historic Entrance

Interior Schematic

Schematic Drawing



Project Site - Master Plan



Main Level - Floor Plan

Photographs



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