

# Making Partnerships Work



Economic Restructuring  
for Success – UWG Newnan



# Session Agenda

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- 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

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“Utilizing existing resources to positively enhance current uses and strategies for the overall improvement of the district's economic vitality”



# Existing Resources

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- 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

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- 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

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### OBJECTIVES :

- Understand local conditions
- Address current market needs and expand to meet opportunities
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### 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



# UWG NEWNAN Redevelopment Project

## NEWNAN, GEORGIA

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- \$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



# UWG NEWNAN Redevelopment Project

## DDA SECURED PROJECT FUNDS

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- 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



# UWG NEWNAN

## Redevelopment Project

### OUTCOME/DELIVERABLE

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- 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



# UWG NEWNAN

## Redevelopment Project

### EDUCATIONAL OFFERINGS

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- **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