

ALL IN AUGUSTA

Five-Year Strategy Budget

Current: May 7, 2018

Tell Our Story		
ANNUALLY	FIVE-YEAR	
154,000	770,000	» Create a sense of community pride and awareness of events, activities and cultural amenities
		» Expand and elevate Augusta’s brand identity internally and externally
		» Engage Augusta’s young new leaders
6,000	30,000	» Annual key stakeholder event
300,000	1,500,000	» Establish a new center to welcome, inform and inspire visitors and residents
	\$2,300,000	Total
Tell Our Story Marketing/PR Plan Breakdown		
ANNUALLY	FIVE-YEAR	
21,000	105,000	» Digital billboards in Augusta
35,000	175,000	» Local PR campaign
12,000	60,000	» Local paid influencer campaign
6,000	30,000	» Social media paid advertising
12,000	60,000	» Street team—physical presence and social media coverage at key events
20,000	100,000	» Video/photo for web and social media use
8,000	40,000	» Website design—\$20k for initial build out and \$5k per year for upgrades
40,000	200,000	» Ad agency—collateral and pre-production for video/photo
	\$770,000	Total
Enhance Downtown		
ANNUALLY	FIVE-YEAR	
15,000	75,000	» Facilitate the expansion and enhancement of Augusta Common • Recruit developers and investors for adjacent properties
20,000	100,000	» Identify and establish districts in downtown Augusta • Following Destination Blueprint recommendations, designate a Hospitality, Arts & Cultural District and Dining & Entertainment District with banners and signage

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Five-Year Strategy Budget, continued

Current: May 7, 2018

Enhance Downtown		
ANNUALLY	FIVE-YEAR	
300,000	1,500,000	» Investment in the new Augusta & Co. headquarters; a collaborative space of the destination marketing & management organization, sports council and a public takeover space for community engagement
5,000	25,000	» Promote incentives for downtown redevelopment and investment · Fund retail strategies consultant and prepare collateral material to promote incentives
5,000	25,000	» Enhance beautification and cleanliness in downtown Augusta · Work with the Downtown Development Authority to reestablish the Business Improvement District, attorney fees and collateral; fund mural art for vacant buildings
	\$1,725,000	Total
Develop New Attractions		
ANNUALLY	FIVE-YEAR	
15,000	75,000	» Champion the development of the new River Destination Center · Engineering analysis and stakeholder sessions
10,000	50,000	» Golf Car (PTV) tours and shuttling service in downtown Augusta · Subsidize PTV shuttling service pay for drivers and promotional materials
220,000	1,100,000	» Establish sculpture gardens and trails/Develop public art throughout Augusta · Following the Public Art Master Plan implement a public art sculpture garden and temporary public art festival
60,000	300,000	» Expand and enhance Augusta's bike/pedestrian/ water recreation network · Augusta Canal plan to expand trail on SW side of Canal in downtown Augusta, creating a walkable and bikeable loop; bike rental/share system investment
100,000	450,000	» Promote an International Soul Festival infused with James Brown-inspired music and southern food · Follow Destination Blueprint recommendations, establish local committee, contract with national concert promoter like Live Nation, AEG, or AC Entertainment
	\$1,975,000	Total

\$6,000,000 **Five-Year Total**

