

ALL IN AUGUSTA

2018

- ➔ Golf Car (PTV) tours and shuttling service in downtown Augusta – private funds will help carry this through to 2023

2019

- ➔ Establish a new center to welcome, inform and inspire visitors and residents
- ➔ Invest in the new Augusta & Co. headquarters; a collaborative space of the destination marketing organization, Augusta Sports Council and a public take over space for community engagement
- ➔ Enhance beautification and cleanliness in downtown Augusta
 - Work with the Downtown Development Authority to reestablish the Business Improvement District, fund mural art for vacant buildings
- ➔ 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; will be installed in phases with total completion in 2023 after the T-SPLOST Broad Street project is finalized

2020

- ➔ Expand and enhance Augusta's bike/pedestrian/water recreation network
 - Assist the Augusta Canal Authority with their plan to expand the trail on the SW side of the Canal in downtown Augusta creating a walkable and bikeable loop
 - Implement bike rental/share system
- ➔ Inaugural Annual International Soul Festival infused with James Brown inspired music and southern food
- ➔ Establish sculpture gardens and trails/Develop public art throughout Augusta
 - Following the Public Art Master plan implement a public art sculpture garden and host inaugural temporary public art festival- private funds will help support this through 2024

2021

- ➔ Champion the development of the new River Destination Center
- ➔ Facilitate the expansion and enhancement of the Augusta Common
 - Recruit developers and investors for adjacent properties

2019-2024

Occurring annually throughout life of All In investments

- ➔ Annual key stakeholder event
- ➔ Tell Our Story
 - 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
- ➔ Promote incentives for downtown redevelopment and investment
 - Work with the Downtown Development Authority to fund Retail Strategies (consultants) and to prepare collateral material to promote incentives

