

## Letter from the President

The Two Rivers Company is pleased to provide this Annual Report for Fiscal Year 2014-2015 to give the community an overview of our accomplishments for the period of July 1, 2014 through June 30, 2015.

First we want to thank those who provided our funding, the Aspire Foundation and the City of Clarksville. We cannot overstate the value of partnerships in being able to effectively accomplish our mission of downtown and riverfront revitalization.

Secondly, we need to gratefully acknowledge the outstanding service, input and effort of our Board and Committee members, all of whom volunteer their time and expertise. Without the support and participation of the community, we would be unable to carry out our charge. We will continue to strive to build relationships with other local organizations in order to enhance the quality of life and improve the economic vitality of downtown and the riverfront.

We would also be remiss if we did not recognize how fortunate we are to have Brenda Kelley as our Executive Director. The skills and energy she brings enables Two Rivers Company to be much more than a group of well-intentioned volunteers. Her expertise and organizational abilities have made possible many of the accomplishments listed hereafter.

With the continued support of volunteers and funding, we look forward to doing even more to improve the vital City Center for the good of all citizens of Clarksville and Montgomery County during FY 2015-2016 and beyond. I am grateful to have this opportunity to serve.

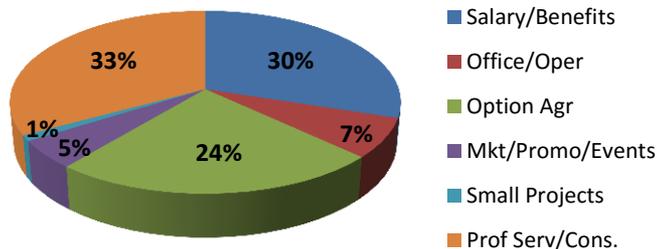
Sincerely,  
*Charles Foust, Jr.*

<b>Incentive applications approved:</b>	<b><u>FY2014-15</u></b>
	<b>2</b>
<b>Incentive \$s approved:</b>	<b>\$60,000</b>
<b>Public investment leveraged:</b>	<b>\$1,091,875</b>

### New Business Licenses Issued by the City of Clarksville:

<b>CBID:</b>	<b>45</b>
<b>Riverfront:</b>	<b>4</b>

### FY14-15 Expenditures



### Below are some of the bigger accomplishments for FY 14/15:

- Developed and obtained Board approval of a downtown Façade Improvement Incentive program to offer grant funding towards downtown commercial property façade improvements in a targeted area. If successful, this program will assist with improving downtown commercial spaces in order to make leasable inventory available in the downtown.
- Coordinated with city departments to purchase and install hanging baskets on Strawberry Alley and to plant seasonal plants in existing sidewalk pots.
- Entered into an Option Agreement for purchase of the former Bank of America site in downtown Clarksville – hired professional planning/architectural/economic analysis firms to study the feasibility of developing a downtown civic square and the economic impact this would have on redevelopment efforts on adjacent properties and the downtown.
- Hired consultants to prepare construction documents for two phases of a pedestrian connectivity project between Franklin Street and Spring Street and the Upland Trail. The construction of this project is budgeted in the City's FY15/16 budget.
- Started a commercial space inventory which will be updated regularly.
- Prepared an arts competition program to produce a new street light banner program on Strawberry Alley, Public Square and other areas of downtown and selected an artist.
- Prepared and presented budget requests to the Aspire Foundation, City and County for FY15/16.
- Issued a Request for Proposals for auditing services, selected an audit firm and prepared an audit.
- Issued a Request for Proposals for Marketing, Graphic Design and Promotional services, and selected a consultant.
- Prepared and issued a customer survey for downtown and riverfront. We received over 1200 responses to the survey. It is intended to issue this survey annually to evaluate the positive and negative downtown and riverfront conditions.
- Developed a First Hour Free parking logo that will be available for use in various public and private marketing formats.
- Revised/updated the TRC by-laws and worked with the Mayor and City Council to revise the City Code relative to the Directors of the Central Business Improvement District Management Corporation.
- Sponsored the Jammin' in the Alley event.
- Sponsored the Frolic on Franklin event.
- Worked directly with the private development community through advocating for the district and assisting developers to navigate the development process.
- As downtown and riverside leasable, commercial spaces become available, continued to target recruitment efforts to those uses identified in the market analysis study.
- Processed, and received Board approval, of an incentive application to assist with the façade improvement and rehabilitation of a privately-owned building located at 128 Franklin Street.
- Processed, and received Board approval, of an incentive application to assist with development of a fourteen unit multi-family project at 611 Madison Street.

**Board of Directors**

**President - Charles Foust, Jr., Clarksville Foundry, Inc.**

**Vice President - Stanley M. Ross, Harvill Ross**

**Past President - Mary Nell Wooten**

**Mayor Kim McMillan, City of Clarksville**

**Councilman Geno Grubbs, City of Clarksville**

**Ryan Bowie, Roxy Theatre**

**Michael W. Dale, Harvill Ross**

**Charlsie Hand, Riverview Inn**

**Mike O'Malley, Wendy's of Bowling Green**

**Laura Schroeder, Hawkins Partners, Inc. Landscape Architects**

**Allen Senseney, Downtown Resident**

**Sammy Stuard, F&M Bank**

**Cal Wray, Executive Director, Clarksville-Montgomery County  
Economic Development Council and Aspire Clarksville Foundation**

**Ex-Officio Members**

**Dr. Alisa White, President, Austin Peay State University**

**Ted Crozier, Jr., Chairman, Clarksville Parking Authority**

**David Riggins, Chairman, Clarksville Housing Authority**

**Richard H. Swift, Chairman, Clarksville- Montgomery County  
Regional Planning Commission**

**Don Jenkins, President, Clarksville-Montgomery County  
Economic Development Council**

**Katie Gambill, Chairman, Clarksville Chamber of Commerce**

**State Senator Mark Green**

**State Representative Joe Pitts**

**Executive Director**

**Brenda Kelley, AICP, CRA**

**MISSION**

The Two Rivers Company is a non-profit organization focused on enhancing Clarksville, Tennessee's downtown and riverfront areas. Two Rivers employs a holistic approach to address all facets of the downtown and riverfront, including organization, design, economic restructuring and promotion. It serves as a catalyst by partnering with other entities and the private sector to attract investment to this area. Two River's long-term goal is to make downtown and the riverfront premier locations in Clarksville to live, work and play, which will require sufficient and permanent financial resources.



329 Main Street, Suite 3  
Clarksville, TN 37040  
(931) 217-6538  
tworiverscompany.tn@gmail.com



**Clarksville CBID Management Corporation of 1999  
(dba Two Rivers Company)  
FY 2014-2015 Annual Report**