



For Immediate Release
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President named for new nonprofit focused on downtown revitalization

A local businessman with strong community ties has been named president of a new nonprofit that will focus on funding residential development in downtown Brunswick and providing expertise and training for entrepreneurs interested in the city.

Justin Callaway will head NewCity Brunswick, which will use private capital to support projects that bring new residents downtown.

The nonprofit will use creative financing tools such as historic tax credits alongside a revolving loan program to fill the gap in conventional approaches to financing such projects. It also will provide support to local businesses and startups through training and some financial assistance.

"I'm honored to have the opportunity to be a part of the revitalization," Callaway said. "NewCity Brunswick adds a powerful and nimble tool to the effort to make Brunswick all we want it to be."

NewCity is a byproduct of months of conversations among Brunswick stakeholders, who concluded that bringing in new residents is key to revitalizing downtown. The conversations have been facilitated by the Coastal Georgia Foundation.

Jack Kilgore, the foundation's chairman, said the undertaking is fortunate to have a president with Callaway's energy, experience and passion for the area. "Justin is exactly who we needed to lead this very important initiative," Kilgore said. "Justin has creativity and business savvy that complements his community leadership experience."

Callaway, 37, worked over a decade with GenSpring Family Offices, a division of SunTrust Bank Private Wealth. He rose to the position of vice president and investment strategist. Callaway also, alongside his wife Sarah, owns Sandy Bottom Bagels on St. Simons Island.

He graduated from Furman University in Greenville, SC and is an alumnus of Glynn Academy.

Callaway has demonstrated a strong commitment to the community currently serving as a vice chairman at the Brunswick-Golden Isles Chamber of Commerce and as a member of the executive committee on the board of the United Way of Coastal Georgia. He is an ambassador for the St. Simons Land Trust and serves as an advisor for Coastal Outreach Soccer/Coastal Outreach Academies. Callaway also founded and runs the Community Leadership Council, a program of the local United Way that promotes volunteer leadership for local nonprofit organizations.

NewCity Brunswick is being constituted as a 501(c)(3). The Coastal Georgia Foundation will serve as NewCity Brunswick's fiscal sponsor and is able to receive charitable contributions to support the nonprofit's mission.