

# Laurens County

Tourism Product Development Resource Team Report

Georgia Department of Economic Development

April 2019



Georgia®  
On My Mind

# TPD Resource Team Report



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# Meet the TPD Resource Team





# Overview and Strategy



## Evaluation: January 2019 // Report: April 2019

- The TPD Office assists counties, cities and individual tourism partners in giving new life to existing resources and in fostering new tourism products within communities. Communities receive technical assistance and financial resources in hopes of creating new opportunities/markets for Georgia tourism products through strategic partnerships, packaging and marketing.
- In October 2009, TPD created a new initiative to focus technical assistance in the form of a reconnaissance and strategy visit to any community interested in developing its tourism potential. These TPD Resource Teams work to evaluate a community's past, present and potential for tourism growth and development in the future through innovative, unique local experiences. Selected participants host a resource team of experts in tourism and community development for an in-depth analysis of the community resulting in a full report of recommendations for existing product enhancements and ideas for future product development.
- The TPD Resource Team program has resulted in millions of dollars of tourism development throughout Georgia. Completed projects recommended through the program have ranged from small business ideas to large infrastructure development.
- Support from the TPD Team does not end with the community presentation of recommendations. The team will continue to work with your community on product development projects and will remain on the ground with you as a guide through the tourism development process.



# Tourism Product Development Team

## Resource team members

### Georgia DECD

- Cindy Eidson, Director, Tourism Product Development
- Tracie Sanchez, Manager, Tourism Product Development
- Tina Lilly, Grants Program Director, Georgia Council for the Arts

### Georgia DCA

- Lynn Ashcraft, Community Development

### Georgia DNR

- Chris Baumann, WMA Region 6 Supervisor

### Georgia DOT

- Kyle Collins, Communications

### Consultants

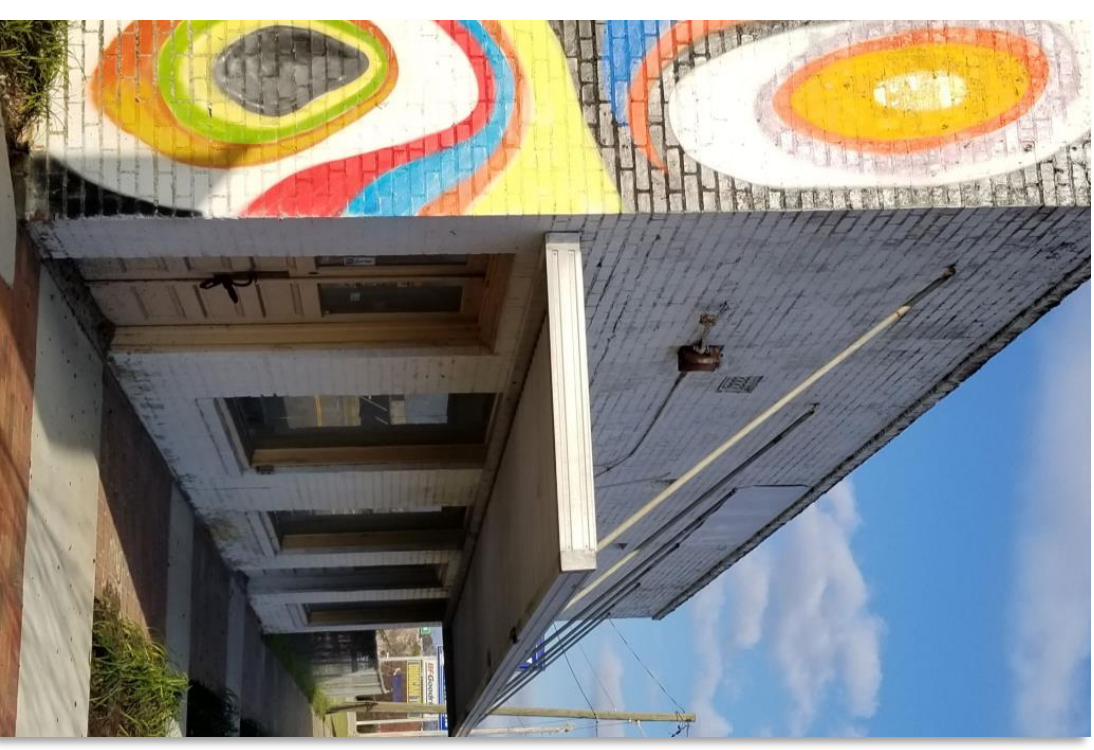
- Jeanne Cyriaque, DNR HPD retired



# Tourism Product Development Team

## What we saw...

- Carnegie Library
- Fred Rogers Hotel shops & coffee
- Lovett & Tharpe Building
- Hotel feasibility site
- Lofts and terrace
- Jackson Plaza park
- Co-work space at the Henry
- Landmark Café
- Skyscraper Tower
- 5 Points grass triangle by RR Tracks
- Old City Cemetery
- Stubbs Park
- First AB Church
- MLK Monument Park
- Poole Property
- Dudley Motel
- Company Supply Restaurant and Ice House
- Page House B&B
- Dublin Visitors Center
- Technical College Conference Center
- Connectivity/trails from hotels/V/C/college
- Highway exit signage and configuration
- Riverview Golf Course (former 4H camp site)
- Oconee Riverwalk sites
- Emory Thomas Auditorium
- Bellevue Avenue
- Southside Tour, Scottsville
- Cross the Creek Cemetery
- East Dublin river access
- Dublin Farm – Ristorante de Maria
- Riverbend WMA and Beaverdam WMA
- J.Y. Jones Animal Safari collection and building
- Dexter Meat Company
- Haunted Montrose



# Tourism Economic Impact Data







# Statewide Economic Impact of Tourism



## Georgia Tourism = \$63.2 billion/year impact

- Tourism is one of the world's largest industries and is essential to a community's economic vitality, sustainability, and profitability.
- In Georgia, tourism is one of the state's most important industries accounting for over \$63.2 billion in annual economic impact.
- Increasingly, tourism is often the preferred economic development strategy within a community, and it plays a significant role in most communities across the state. When included as a focus in a comprehensive economic development plan, tourism can play a major role in a local economy by infusing new money into the economy that generates jobs and spurs economic growth.
- Special interest tourism like nature-based tourism and heritage tourism create opportunity for communities to identify, package and market their existing assets.
- Communities throughout the state have substantial assets that need to be identified and incorporated into their overall economic development efforts. Increased tourism product can translate into local job creation and additional revenue in the form of property tax, bed tax, and sales tax for the community and the state.

 <b>GEORGIA TOURISM: BY THE NUMBERS (2017)</b> 	
DOMESTIC VISITORS <sup>1</sup>	1077 MILLION (+2.2% YOY)
INTERNATIONAL VISITORS <sup>2</sup>	1.4 MILLION (+3.7% YOY)
VISITOR SPENDING (DOMESTIC AND INTERNATIONAL) <sup>3</sup>	\$35.4 BILLION (+3.5% YOY)
TOTAL TOURISM OUTPUT <sup>4</sup> (ECONOMIC IMPACT) <sup>5</sup>	\$63.2 BILLION (+4.0% YOY)
TOTAL STATE AND LOCAL TAX REVENUES GENERATED <sup>6</sup>	\$3.2 BILLION (+3.1% YOY)
ADDITIONAL TAXES TO REPLACE TOURISM <sup>7</sup>	\$685 per household (+1.7% YOY)
TOTAL JOBS SUPPORTED <sup>8</sup>	462,000 (+2.7% YOY; 10.6% of all payroll/non-farm employment)
AVERAGE VISITOR OVERALL SATISFACTION SCORE <sup>9</sup>	8.45/10 (up 12 points YOY; 77% rated destination as Excellent)
AVERAGE VISITOR VALUE FOR THE MONEY RATING <sup>9</sup>	8.30/10 (up 10 points YOY; 74% rated destination as Excellent)
TOURISM PRODUCT DEVELOPMENT GRANTS <sup>10</sup>	More than \$174,000 awarded through 28 grants

Sources: <sup>1</sup>U.S. Traveler Profile; <sup>2</sup>U.S. Traveler & Arrivals; <sup>3</sup>U.S. Traveler & Arrivals; <sup>4</sup>U.S. Traveler & Arrivals; <sup>5</sup>U.S. Traveler & Arrivals; <sup>6</sup>U.S. Traveler & Arrivals; <sup>7</sup>U.S. Traveler & Arrivals; <sup>8</sup>U.S. Traveler & Arrivals; <sup>9</sup>U.S. Traveler & Arrivals; <sup>10</sup>U.S. Traveler & Arrivals



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# Regional Economic Impact of Tourism



## Magnolia Midlands = \$67/day per visitor in spending

- Limited resources means collaboration among various local groups and agencies is essential to enhancing and developing local tourism product.
- Additionally, when multiple state agencies work as Team Georgia collaboratively on tourism product development, Georgia wins and the visitor goes away with a unique experience.
- Find the opportunity for increasing visitors, overnight stays and visitor spending by targeting market segments that current research reveals.
  - 91% of visitors to the region come for leisure travel and they are primarily seeking: family life/events, libation & culinary, and outdoor sports.
  - 63% are Georgia residents, average age 48 with an average household income <\$70K and staying 1.63 days
  - More information available at right and from our Director of Research.

 <b>MAGNOLIA MIDLANDS DOMESTIC TRAVEL (2017)</b>			
TOTAL VISITORS		3.13 MILLION (-9.0% YOY)	
SHARE OF GEORGIA TRAVEL		1.58% (-0.03 points YOY)	
AVERAGE SPEND PER VISITOR PER DAY		\$67.20 (No change YOY)	
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)		1.63 DAYS (+13.3% YOY)	
AVERAGE ONE-WAY DISTANCE TRAVELLED		188 MILES (+18.2% YOY)	
TYPE OF TRIP		BUSINESS = 9% LEISURE = 91%	
VISITOR ORIGIN		GEORGIA RESIDENTS = 62.7% <i>Top 5 Georgia Resident Origin DMAs: Savannah, Atlanta, Augusta, Jacksonville, FL, and Chattanooga, TN</i> NON-GEORGIA RESIDENTS = 37.3% <i>Top 5 Non-Georgia Resident Origin DMAs: Jacksonville, FL; Augusta, Cleveland, OH; Albany-Schenectady-Troy, NY; and Charleston, SC</i>	
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)		FAMILY/LIFE EVENTS (55%); LIBATION AND CULINARY (22%); OUTDOOR SPORTS (7%);	
DEMOGRAPHICS		AVERAGE AGE = 48 YEARS AVERAGE PARTY SIZE = 2.00 PEOPLE <i>Party Composition: Adult Traveling Alone (48%); M/F Couples (19%); Adults with Children (19%)</i> AVERAGE HOUSEHOLD INCOME = \$70,800 MEDIAN HOUSEHOLD INCOME = \$64,800 MARRIED: 69% CHILDREN IN HOUSEHOLD: 53%	

Source: 2017 Georgia Report Visitor Profile (GVR) Survey & Analysis  
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# County Economic Impact of Tourism

## Laurens County = \$87.5 million/year in visitor spending

- Many small towns want a piece of the industry to bolster their economies. Visions include long-vacant buildings being repurposed into restaurants, community centers, or art galleries and surrounding scenic beauty being developed into parks, trails, river walks, fishing spots, or campsites.
- Sustainable tourism is defined by three pillars:
  - Environmentally friendly,
  - Protects natural and cultural heritage,
  - Benefits local people.
- Furthermore, research has revealed that when local people's livelihoods are improved by tourism, they, too, become important allies in protecting the planet and safeguarding its heritage for future generations.
- Your community impact is important not only locally, but in the grand scheme of things statewide. Visit [www.marketgeorgia.org](http://www.marketgeorgia.org) anytime for the annual snapshot of tourism economic impact for each Georgia county.
- More information available at right and from our Director of Research.





# Rising Tourism Segment: Outdoor Recreation



## \$27.3 billion is nothing to sneeze at in Georgia

- The Outdoor Industry Association reports that outdoor recreation in Georgia generates \$27.3 billion in consumer spending annually which results in \$1.8 billion in state and local tax revenue.
- From this industry, we find 238,000 direct jobs (ahead of the auto industry which offers 207,000) resulting in \$8.1 billion in wages and salaries.
- 58% of Georgia residents participate in outdoor recreation each year which includes hiking, trail running, fishing, biking, camping, hunting, and gear.
- Investing in outdoor infrastructure attracts employers and active workforces, ensuring those communities thrive economically and socially, e.g., KL Outdoor is a recreation supplier that brought 100+ jobs to Henry County recently to manufacture and distribute kayaks and canoes.
- So, if you aren't framing the natural assets of your community to invite folks to enjoy them, and if you haven't created access to reach the nature-based areas easily and safely, now is the time to jump on that, \$27.3 billion is nothing to sneeze at in Georgia!
- Also cite economic impact data on trails & pathways: <https://headwaterseconomics.org/trail/>

Source: [Outdoor Industry Association 2017](#); *Headwaters Economics*



# Rising Tourism Segment: Georgia Film



## \$9.5 billion impact puts Georgia at the top

- From iconic film favorites like Fried Green Tomatoes to mass market fandoms such as Stranger Things, Georgia's been steeped in movie magic for decades.
- Since introducing the Georgia Entertainment Industry Investment Act in 2005, Georgia's film industry has become a rapidly growing economic driver contributing \$9.5 billion in 2016 alone to the state's local economy.
- It's also garnered Georgia global recognition on the big screen and invited the state's destinations and, of course, the iconic peach into homes across the world.
- With a variety of feature films and TV series filmed in Georgia, the state's film industry portfolio only continues to grow, placing communities in a prime position to leverage growing film tourism location tours.
- As a form of cultural travel, film tourism is when a visitor travels to a destination as a result of being linked to a television show, video, or on the movie screen. TV and movies provide a link to destinations for visitors, with a film tourist seeking a first-hand-experience with the location captured on the screen.
- Be sure to add your sites to our Georgia Film Trail.



# Key Takeaways





# Key Takeaways



## Recommendations for your community

- At your request and in the interest of bringing more visitors and dollars to your community, a tourism resource team visited numerous sites to assess development and marketing of new events and attractions in the community. In this report we offer recommendations for the sites visited, examples of how other communities have implemented the product, and resources to assist with development of each of these ideas. Below we highlight our top **recommendations** for tourism product and full details follow in this report.
  - Anticipate increased interest in African American Heritage
  - Promote the Wildlife Management Areas (WMAs) and implement the Riverwalk
  - Consider uses for downtown vacancies especially Lovett Tharpe
  - Use an Artistic approach to improve collections and connect the community
  - Georgia DOT Planning and Collaboration
  - Connect with the Athens Land Trust for community housing solutions
- As the community prioritizes these ideas, keep in mind the TPD grants available after our site visit. Applications are accepted each June and December for a maximum of \$10,000 and \$5,000 amounts respectively to assist with implementation of a tourism development product. See TPD Grant Funding page in this report.
- Each takeaway presented here is supported with a resource page featuring links to similar ideas in neighboring communities or local/state/national agencies that may also be of value in creating and improving Georgia tourism assets.

# Anticipate Increased Interest in African American Heritage



# Heritage Tourism

## Why is historic preservation important to tourism?

- Heritage tourism helps make historic preservation economically viable by using historic structures and landscapes to attract and serve travelers. Heritage tourism can be an attractive economic revitalization strategy, especially as studies have consistently shown that heritage travelers stay longer and spend more money than other kinds of travelers. As an added bonus, a good heritage tourism program improves the quality of life for residents as well as serving visitors.
- By promoting a healthy environment of historic preservation in your community, historic properties can find new life in this millennium that allows visitors to continue to connect with their significant past. Historic downtown buildings can become unique lodging for visitors, old farm buildings transformed into boutique art shops, and former cotton warehouses into breweries or meeting space.
- By saving a historic structure and creating a new use for it, local communities benefit by reviving a dead structure on their tax rolls and spurring new development in blighted areas. Many state and federal programs also exist to make projects in historically significant structures more feasible and financially beneficial to investors.



Historic Photo of Downtown Rome, Ga



Historic building in Downtown Rome, Ga  
readapted as a hotel



# Celebrate the Footsteps of MLK Jr. Trail

## Celebrate and continue to add sites to the trail

Given that African American heritage is trending as 33% of why visitors travel to Georgia in the latest market research, the team advises that you promote what sites are ready for visitation and add those quickly, that are in progress. Build upon the success of Georgia's Footsteps of MLK Jr. Trail.

- Dudley Motel and Retreat Café
- Poole Property Building
- MLK Monument Park
- First African Baptist Church

Continue researching the assets and develop visitor experiences that capture the current national, regional and statewide interest in African American heritage. Examples follow of the potential product to develop and the great product the community can build upon. Well done!



# The Dudley Motel

## Plan new uses for this civil rights haven

When the Dudley Motel opened in 1957 on U.S. 80, it quickly became a safe destination for black travelers during segregation. The Dudley provided 12 motel rooms, a main house, an Amoco gas station, and food for its guests, and was listed in The *Bronze American* travel guide. It was a safe haven for Dr. Martin Luther King, Jr. and SCLC leaders Ralph David Abernathy and Andrew Young during the civil rights movement. The Dudley family should:

- Share the strategies recommended for its preservation from previous architectural studies and host a **community design charrette** to gather additional public input for its future use.
- Pursue its listing in the National Register of Historic Places.
- Add signage and interpretive panels or audio boxes outside the cafe so that visitors can still learn about the history of the location even if it is not open to the public or if they visit after hours.

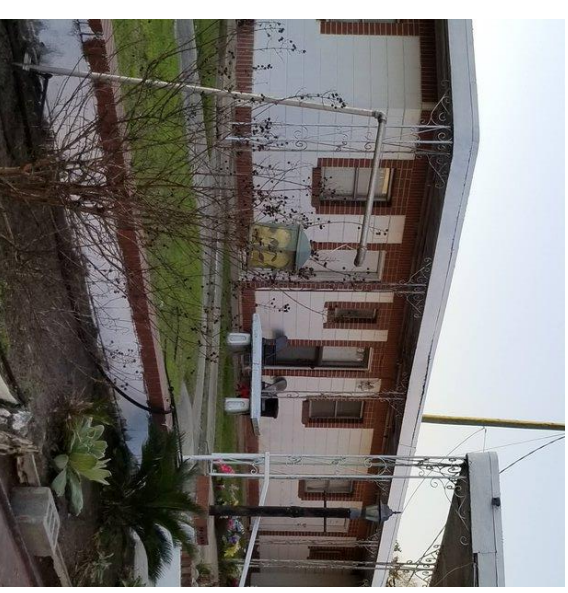
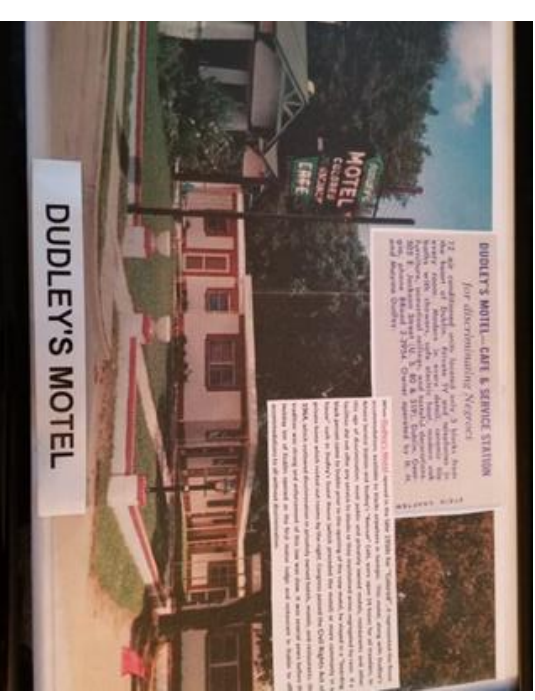


# The Dudley Motel

## Restore the motel rooms

The Historic and Cultural traveler wants to stand and “stay” where history happened. This type of traveler loves staying at roadside motels and this motel has so much history it would draw in this type of visitor. The Dudley family should consider:

- Restoring the 12 motel rooms and add interpretative plaques showing the room(s) where Dr. MLK, Jr. stayed.
- Completing a development plan for the renovation of the Dudley Motel. Could use the Tourism Product Development Grant to pay for the study.
- Funding sources that could be used to develop this project – for example, consider using the Federal and State Historic Tax Credits as an option for funding as well as DCA's and GA Cities Foundation Downtown Development Revolving Loan Fund(s).





# The Dudley Motel Retreat Café

## Reopen the café to augment motel restoration

The Dudley family still owns the Retreat Café, which can be used as a community space while restoration of the complex proceeds.

- Host the community design charrette here.
- Engage history departments at Georgia Southern University and Mercer University to gather oral histories of Dublin civil rights movement advocates and record them here.
- Seek technical assistance from archival organizations to preserve original Dudley photos and artifacts, and display these during MLK week activities.
- Partner with First African Baptist Church and Visit Dublin to include the café as part of Dublin's civil rights legacy.
- Install audio box outside the café to share the stories AND consider recording them for [TravelStories](#) app (described in the river walk section of this report).



# The Dudley Motel

## Movie screenings could jump-start visitor experience

- **Create a play:** Write a play that takes place in the Retreat Café space. It would start with people coming in to get a meal and describing their experience traveling across Georgia in the 1940s and 50s. It could include a discussion about Dr. King staying at the motel, and end with a protest or an arrest that involves one of the motel residents.
- **Symposium:** Arrange a weekend-long symposium on a guide for travel (similar to the Bronze American which listed the Dudley Motel), the **Green Book**, which was the subject of a recent Oscar-winning film. This could involve a showing of the film and/or screenings of the documentaries, speakers, and a tour of the Dudley Motel which would jump start visitation, so be ready!
  - The Green Book: Guide to Freedom: <https://www.businessinsider.com/green-book-documentary-tells-the-real-history-for-smithsonian-2019-2>
  - Green Book Chronicles documentary: <https://greenbookchronicles.com/>





# Oconee High School Gymnasium

## Recognize its importance to black education in Dublin

Oconee High School was Dublin's first black high school and was one of 500 equalization schools that were constructed in Georgia following the Brown v. Board landmark U.S. Supreme Court decision. The campus includes one remaining building that is used for offices, ball fields and the gymnasium, which is still used by the Southside community for recreation.

### Recommendations:

- Include this community landmark building in a potential Southside Historic District nomination for listing in the National Register of Historic Places.
- Establish additional signage or a mural to bring greater attention to the site's history.
- Host athletic events and community events on the site's ball fields.





# Emory Thomas Auditorium

## Preserve the remaining structure of the 4-H Club

The Emory Thomas Auditorium is the last remaining building from the Dublin 4-H Center that was Georgia's black state camp during segregation. It is named in honor of Emory Thomas, who was the first black city council member in Dublin. After integration, the auditorium and the camp grounds were repurposed as the City of Dublin's Riverview Golf Course, which opened in 1977.

### Recommendations:

- Continue research for listing in the National Register of Historic Places.
- Use building for wedding receptions, headquarters for golf tournaments and family reunions.
- Install a Georgia Historical Society marker to recognize Emory Thomas and the black 4-H Center that once existed at the site.
- Spruce up the front of the building with plantings.



# Martin Luther King, Jr. Monument Park

## Repurpose the Poole Building for community use

Visitors to Dublin see the welcome marquee in front of a 54-foot mural and sculpture designed by Georgia artist Corey Barksdale to depict the speech by Dr. King at the adjacent First African Baptist Church. With these completed elements, the city can now focus on new uses for the interior of the Poole Building.

### Recommendations:

- Use the building interior for DIY art classes.
- Organize art competitions for Dublin youth.
- Open space for receptions during the annual oratorical contest at First African Baptist Church and the MLK parade.
- Promote the site for its inclusion in the Footsteps of MLK Jr. Trail.
- Consider the latest technology of the [TravelStays](#) app which gets travelers off the road with stories at all Dublin visitor sites.



# Martin Luther King, Jr. Monument Park



## Calcium/Efflorescence issues

### Recommendations:

- Calcium deposits can be cleaned using 50/50 mix of white vinegar and water. Use a scrub brush, spot treat affected areas with the vinegar mix.
- To prevent Efflorescence use:
  - Hydrophobic Sealant – add sealant to building material can prevent the absorption of water and stop water from traveling within a building material.
  - Install capillary breaks such as a polyethylene sheeting between the soil and building material.





# First African Baptist Church

## Implement a Save-the-Bell fundraising campaign

The 1914 First African Baptist Church is Dublin's oldest black Baptist church building. A Hillsborough bell was added to the church's tower by 1920. A

National Register listing is pending for this building that is the place where Dr. King gave his first speech in 1944. FAB developed a script for a play about its civil rights legacy. Today, First African Baptist is the site for the annual oratorical contest and hub for the annual King parade. To augment efforts to restore the bell, FAB should:

- Work with high school students to formalize the script into a play that can be held in conjunction with the oratory contest and King parade events.
- Organize a church tour with other congregations.
- Seek technical and funding assistance with Partners for Sacred Places, an initiative of the National Trust for Historic Preservation, for the bell's restoration.

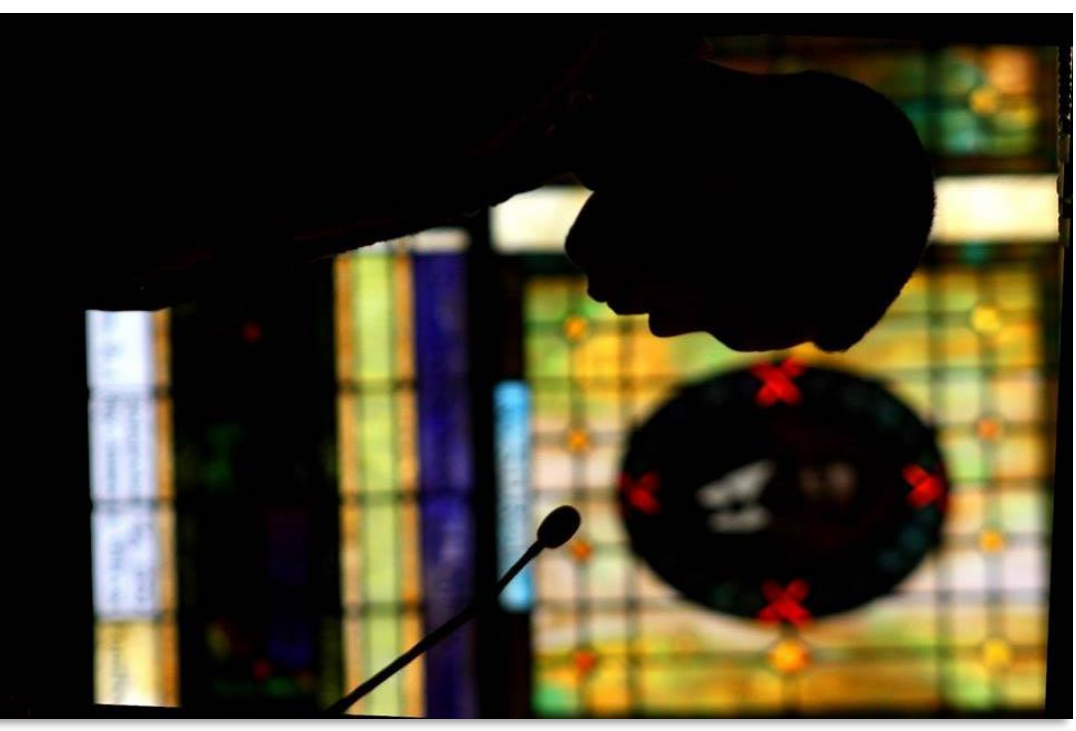


# Civil Rights Experience

## Tie the Civil Rights Experience to school curriculum

The Civil Rights Experience is a wonderful way to tell the story of Dr. King's first public speech in an interactive way that engages participants. The Resource Team had several recommendations to refine and expand the program:

- **Lesson plans:** Work with local teachers to develop lesson plans related to the Experience that are tied to curriculum goals. Publish these online and promote them to encourage additional visitation from schools.
- **Different levels:** Create different versions of the play for different age groups. Versions of the script for younger students could be shorter and contain simpler wording while the version for older students and adults could be more involved.
- **Create a tour:** Create a tour that starts with the Experience, but includes a trip to the Dudley Motel and a box lunch in the old café. A lecture during lunch could cover the history of the motel and an overview of what it was like for African Americans to travel during the time of Dr. King's speech. There would be a charge for this tour which could be split between the venues, the speakers and the organizers.



# Oratorical Speech Contest

## Increase promotion of annual oratorical contest

The annual Oratorical Speech Contest is a wonderful opportunity for young people to follow in the path of Dr. King. Increasing promotion of this event will encourage more families to come to Dublin. Ideas to promote oratory contest:

- **Kenny Leon's True Colors Theatre Company:** Each year, True Colors participates in the national August Wilson Monologue Competition for high school students. Contact True Colors and ask if the theatre would be willing to pass along information about the oratory contest to the monologue competition participants. <https://truecolorstheatre.org/event/august-wilson-monologue-competition-national-finals-2019/>
- **Georgia Council for the Arts:** GCA sponsors Poetry Out Loud, an annual poetry recitation contest for students. Contact the Arts Education Manager Allen Bell ([abell@gcaarts.org](mailto:abell@gcaarts.org)) and request an e-mail list of POL participating schools and send announcements to them. Also, ask if there are any statewide organizations that could help to get the word out.





# Bellevue District Banners

## Link the banners to additional information

- The Black History Month banners that were displayed during the Resource Team's visit were great. The Team recommends going a step further and adding a website link or QR code to the banners so that visitors can find out more about the people that are pictured. This should also be a practice with any other types of banners that are displayed the rest of the year. The link could also list any pertinent sites to visit or upcoming activities.
- Continue in any relevant corridors in the community.



# Old Dublin Public Cemetery

## **Delineate the site and continue interpretation**

Old Dublin Public Cemetery is the city's oldest public cemetery, with 244 burials dating back to 1819.

Today the burial grounds are located adjacent to a church parking lot.

- Install a low-level fence to delineate access to the cemetery
- Install audio box interpretive kiosks at all of Dublin's public cemeteries.
- Consider the latest technology of the [TravelStorys](#) app which gets travelers off the road with stories of all Dublin visitor sites.





# Cross the Creek Cemetery

## Continue preservation and outreach initiatives

Cross the Creek Cemetery was established in 1906 to provide a public cemetery for Dublin blacks during segregation. Over 1,000 estimated burials have been identified. Friends of the Cross Creek Cemetery should:

- Continue to mark grave sites and seek historic preservation grant funding for GPR analysis.
- Use ground penetrating radar to identify undiscovered graves throughout the cemetery.
- Get technical assistance from Chicora. Foundation, Georgia Municipal Cemetery Association and outreach archaeologists in the Historic Preservation Division.
- Create a walking tour of the cemetery based upon the people who are buried there.
- Apply for a Georgia Historical Society marker and erect it at the entrance to the cemetery. And consider signage for the site at the entrance given that the community does not know where the cemetery is located or that its okay to drive alongside the water tower roadway.
- Add an interpretative panel to tell the stories of people like Robert Shurney and others who worked for NASA.



*Example of interpretative panel*



# Laurens County Cemeteries

## Create a digital GIS maps/catalogue cemeteries

Since there is a vast wealth of genealogical information readily accessible online, many people have begun to reconstruct their family histories with historical documents. Having the information found on the graves in Laurens County's cemeteries readily accessible and available online would help those with family ties to the region to locate the site of their ancestors.

Current technology has made this tremendously easier with mapping programs such as ArcGIS. GIS Mapping gives coordinates for specific locations, allowing communities to accurately display sites in the cemetery with linked data.

Many different types of information can be linked to the map including interment records, photos of monuments, the site status (i.e. available, on hold, occupied), interment capacity, etc. This makes it much easier to locate families' loved ones or available sites for sale by performing a search and then providing directions to the sites. It also helps with cemetery maintenance, as you can determine the condition of monuments, drains, roads, fencing, etc. by looking at records in the database.

The GIS cemetery map could be published as a searchable database on the City's or County's website or on a smart phone app, which also displays the location of monuments. An app could become a vehicle to create a self-guided cemetery tour for visitors as well.



# Develop a Cemetery Play or Tour

Examples of communities that have successful cemetery tours are the cities of Macon, McDonough, and Rome. The team recommends visiting these communities to learn how they have made their tours so successful by experiencing them firsthand.





# Promote the Wildlife Management Areas (WMAs) and Implement the Riverwalk





# Outdoor Adventure Overview



## Land and water trails are in demand and impactful

In collaboration with the **Georgia Municipal Association**, **Georgia Trend** profiles cities that exemplify the total **Live, Work, Play** approach. Their advantages include everything from **outdoor recreation**, theaters, museums and concert venues to historic preservation, an uptick in small businesses and affordable housing. All are designed to appeal to visitors, residents and employers seeking that perfect combination known as quality of life.

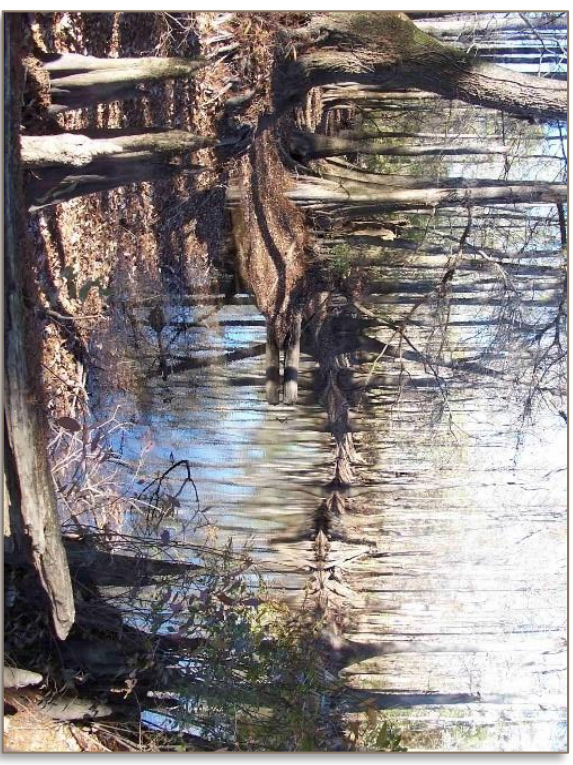
- The **Outdoor Industry Association** reports that outdoor recreation in Georgia generates \$27.3 billion in consumer spending annually. Biking, hiking, and paddling on land and water trails are new opportunities to capture some of that impact, in addition to existing fishing, hunting, and camping options.
- Trails, multi-use paths, blue ways and greenways provide opportunities for people of all ages and abilities to walk, bike, paddle and meander through your community in a comfortable off-street environment.
- In addition to expanding active transportation options and recreational opportunities, and being a vital facility on which to improve public health, trails also generate economic benefits, enhance sense of place, and help connect people to nature. Like most other states, Georgia has experienced significant growth in actual trail construction and a high interest in future trails in almost every community in the state.
- Greenways, paths, and trails have surpassed golf among the most sought-after facilities for buyers of new homes according to **NAHB**. In fact, they don't build golf courses next to homes anymore because most people living on them don't golf, they just love the view... so now they conserve park land and put walking trails on them as #1 amenity. Families and retirees increasingly seek fitness opportunities near home and relatives enjoy it as well when they visit.
- One consistent message received from the results of the **Georgia State Parks 2017-2021** plan\* underscored the popularity and importance of trails. Support was strongly expressed for all kinds of trails – from water trails, to paved trails, backcountry passages and others. Trails have enjoyed very strong support over the last decade. Fortunately, when compared to many kinds of recreation facilities, trails can be comparatively inexpensive to design, construct and maintain when strategically placed and supported by local communities.

Source: GMA; [Georgia Trend](#); [Outdoor Industry Association 2017](#); *National Association of Home Builders*; *Georgia State Parks SCORP 2017-2021*

# Beaverdam WMA

## Help visitors find and enjoy an outdoor experience

- Offer information on kiosks that explains what can be done in the area for the non-typical user—Flyer could produced by DNR PR staff and/or a collaboration with Visit Dublin.
- Add a driving/hiking interpretive trail with number markers along with coinciding pamphlet located at kiosk describing habitats/plants/wildlife associated with site. Consider these stories for TravelStorys.
- Signage
  - Update DNR signage on Old Toombsboro Road indicating turn to WMA access point, check-in station and information kiosk.
  - Add DOT wayfinding signage from Dublin to WMA on 441 in town center and additional signage at turn to Old Toombsboro Road. This will make these outdoor recreation areas more prominent to the community and visitors by leading them to the sites.
- This area has a user base mostly from outside the community. Sign-in information during one hunt on this area had users travelling from 48 counties of GA and FL to participate.
- A poster/map of Dublin amenities related to hunter/fisherman needs could be posted at kiosk to steer users to town. We recommend noting where to eat outdoors, a Georgia Grown store, outfitters, fuel, bait, and groceries.





# Riverbend WMA

## Encourage visitors to come and keep it simple

- Offer information on kiosks that explains what can be done in the area for the non-typical user—Flyer could produced by DNR PR staff and/or a collaboration with Visit Dublin.
- Add a driving/hiking interpretive trail with number markers along with coinciding pamphlet located at kiosk describing habitats/plants/wildlife associated with site. Consider these stories and that of the adaptive hunt for TravelStorys.
- Signage
  - Add DOT wayfinding signage from Dublin to WMA with sign on I-16 and at exits on Hwy 199. Signs will make these outdoor recreation areas more prominent to the community and visitors by leading them to the sites.
  - Add signage & logo at the Check-in Station identifying it. Add directional signage on the WMA site leading users to the boardwalk wildlife viewing deck and to Troup's Lake and Spring.
- Identify camping sites more prominently by installing fire rings and/or picnic tables.
- This area has a significant user base from outside the community. Sign-in information during one hunt on this area had users travelling from 46 counties of GA and FL to participate.
- A poster/map of Dublin amenities related to hunter/fisherman needs could be posted at kiosk to steer users to town. We recommend noting where to eat outdoors, a Georgia Grown store, outfitters, fuel, bait, and groceries.





# Hugh Gillis Public Fishing Area

## Promote **ALL** the amenities at the fishing area

### Accommodations & Activities

#### Facilities

- Boat Ramp
  - Canoe Access
  - Fishing Pier
  - Lake
  - Nature Trails
  - Picnic Shelters
  - Picnic Sites
  - Primitive Campsites
  - Restrooms
- Boating
  - Camping
  - Canoeing
  - Geocaching — not during managed hunts
  - Hunting
  - [Quota Hunts](#)
  - [Youth Hunts](#)
  - Lake Fishing
  - Primitive Camping
  - Wildlife Viewing



# Riverview Golf Course New Ideas

## Preserve that greenspace for the community

- Efforts to manage the turf with improvements in the irrigation system are underway. Consider additions to the course:
  - Offer Segway golf carts, or launch an entirely new sport like [FootGolf](#),
  - Create a riverside observation deck for the River walk, which is sure to generate lots of passerby and might just sustain the course.
- Recommendations on use of the Emory Thomas auditorium are included in another slide but certainly it is the focal point of the property to be included in current or future use.
- The greenspace is an asset for the community to treasure, so be ready with alternate ideas like a park with trails offering yurts or glamping type experiences.
- Consider the value of in-town cottages or camping in 4-H era cabins or less permanent structures like yurts or tent cabins.



*FootGolf equipment and player featured*

# TravelStories: Connect People to Place



## Collaborate on storytelling podcast along I-16

TravelStories app is a global tool that uses storytelling to help the visitor plan or **experience** a site. Given its design to auto play when you are passing by an area with travel stories, you might imagine luring road trippers off of I-16 with a fascinating story of a Dublin site they are not aware of, e.g., MLK Monument stories could exist on the app and not just on the audio box at the site!

- **TravelStories** is a hands-free, location-aware app sharing authentic stories by locally sourced, podcast-style audio guides. And you or your local experts record the stories in their voice!
- Most communities start with 10-20 site stories on the app at a cost of \$7,000 and those costs could be shared across the region with other resource team-slated communities this year like Metter, Claxton, Twin City and Swainsboro and is perfect for a TPD grant request. 5 towns with 4 stories each = 20 stories, which cost \$7,000/5 towns = \$1,400 per town!
- Explore the product and see if it's useful to fill the miles between Macon and Savannah with stories that inspire the traveler to detour and experience Dublin!
- <https://www.facebook.com/pg/TravelStoriesGPS/posts/>
- Contact: Story Clark, CEO/Founder. She has been to Georgia recently and is starting to collect our stories.



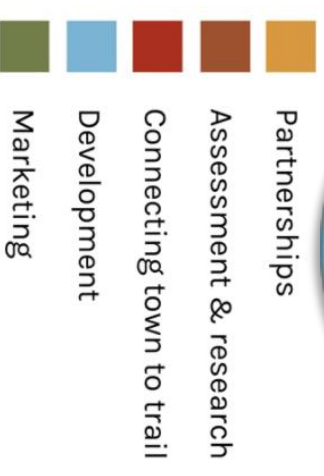


# A Trail Town Program



## Regional trails = heads in beds and a recruitment tool

- Ultimately trails are not just recreation, transportation, and tourism. If done well, a path system serves as an economic driver for businesses looking to keep and **recruit** younger talent, according to Ed McBrayer, PATH Foundation Director.
- Trails support a wide range of outdoor recreation activities (e.g., walking, hiking, biking, birding, mountain biking, trail running etc.); all of which can serve as gateway activities for engaging in other activities. Trail systems can increase access to adjacent outdoor recreation areas as well as provide important habitat corridors for wildlife. Moreover, trail systems can often be established in urban environments that would otherwise no longer be suitable for conventional, large-area parks or in floodplains that otherwise go unused.
- In fact, trail systems are one of the few kinds of recreation facility that can be designed to **cross a large number of jurisdictions and landowner types**. Linear trails reveal the power of trails to increase real estate values and to deliver strong, positive, sustainable contributions into the local economy. Many organizations in Georgia are dedicated to developing extensive, high-quality, inter-connected trails systems throughout the state.
- Professional trail planners advise communities to put a very high priority on trail **connectivity** not only across their own community but the region, as a key component of any comprehensive plan. The Resource Team echoes that advice and recommends interspersed lodging and services along multi-county trails that invite overnight stays to experience the attraction from beginning to end. The average trail tourist will need lodging every 20-25 miles and services every 5-10 miles.
- In their guide, the Trail Town Program outlines recommendations for: **partnerships, amenities, connections, development, and marketing** as keys to successful trail towns...and [Florida](#) has put this into practice, so Laurens County should develop trail towns Georgia!

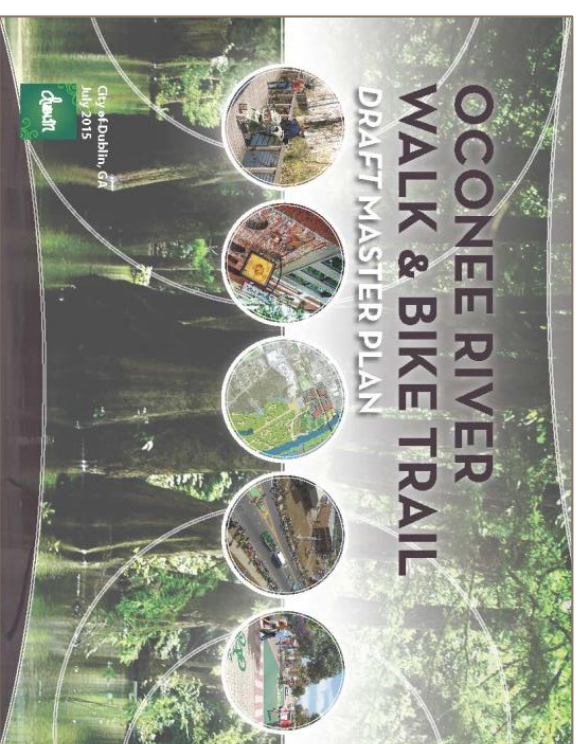


# Riverwalk Master Plan

## Implement Oconee River Walk & Bike Trail

With parcels acquired, the master plan in hand, and an imminent increase in visitors who value walkability, it's time to implement the Riverwalk!

- Keep in mind all trails projects are incremental in nature so give thought to the **model mile** and construct that first. Alta Planning + Design come highly recommended across the state for trails and greenway design.
- Also carefully locate trailheads so that there are numerous points to access the trail which are visible to the visitor and locals, trailheads serve as entry points, parking and comfort stations.
- Offering a walkable experience in the community on multi-use trails ensures longer visits, and desire to recharge and refresh afterwards.
- Create/mark/publish a 10,000 steps circuit downtown for Fitbit users that passes by the most prominent amenities. See [Savannah](#) model.
- Always connect the trail to town so that it has an economic impact from visitor expenditures and include wayfinding which serves locals as much as visitors.
- Plan to activate the river at the same time or shortly after, because once visitors get a look at it, the next question will be, how do we get in it!





# Water Trails are Low-Hanging Fruit

## Make paddling mainstream in your community ★

- Paddling helps reconnect locals and visitors to the history, heritage, geology, and wildlife of an area. Water trails promote an ethic of caring, function as educational venues, and raise awareness of our environment. Paddling is a popular activity, and a reason for travel which contributes to the economic impact.
- Work with Gwyneth Moody at Georgia River Network to promote your designation as a Georgia Water Trail!
- Georgia Water Trails maintains the list of 16 completed and 18 developing water trails in Georgia.
- Create and market packages via the CVB and participating partners that encourage overnight visits by creating paddle packages to include boat rental/support, lodging and dining.
- Continue to develop additional launch sites/enhance current launch sites with amenities such as adequate parking, informational kiosks, picnic tables and camping.

- Georgia River Network (GRN):  
<https://garivers.org/gwtc/georgia-water-trails.html>





# Join the Oconee River Water Trail Efforts



## Activate and create access to the river

- Work with Gwyneth Moody at GA River Network (GRN), to put in kayak/canoe launches every 3 miles, add mileage and amenities' signage to meet the water trail criteria that GRN outreach suggests.
- Water trail efforts are often championed by local river keepers, so make sure you connect with and attend their meetings. Their mission will take care of removing obstacles, testing the water, keeping folks safe, educating and going hand in hand with the tourism committee's needs for a great visitor/local experience.
- Offer/sell Joe Cook's Oconee River Paddle Guide at the Visitor Center or local outfitters.  
Note: Rome put in a kayak launch right in town and almost immediately [Riverdog Outpost](#) opened with a beer garden, deck chairs, music and refreshment to be enjoyed riverside. It has become a hotspot in town!

**BARNES & NOBLE**  
**Events**  
THURSDAY, APRIL 11TH, 7PM  
**JOE COOK**

**Author Event**  
Barnes & Noble Athens  
3650 Atlanta Highway, Athens, GA, 30606  
(706) 354-1195

A photo of Joe Cook, the author, sitting in a kayak on the Oconee River.

A photo of the book cover for "Oconee River User's Guide" by Joe Cook, featuring a star icon.

Social media icons for Barnes & Noble, Oconee River Network, and Georgia On My Mind.

# Trail Champions



## Empower a trail friends group to build 'model mile'

Trail systems connect communities and help create a sense of place. The multi-use trail makes a community accessible for both locals and visitors alike and will make the community more marketable for tourism and other forms of economic development and will recruit workforce. In short, it will be **transformative**.

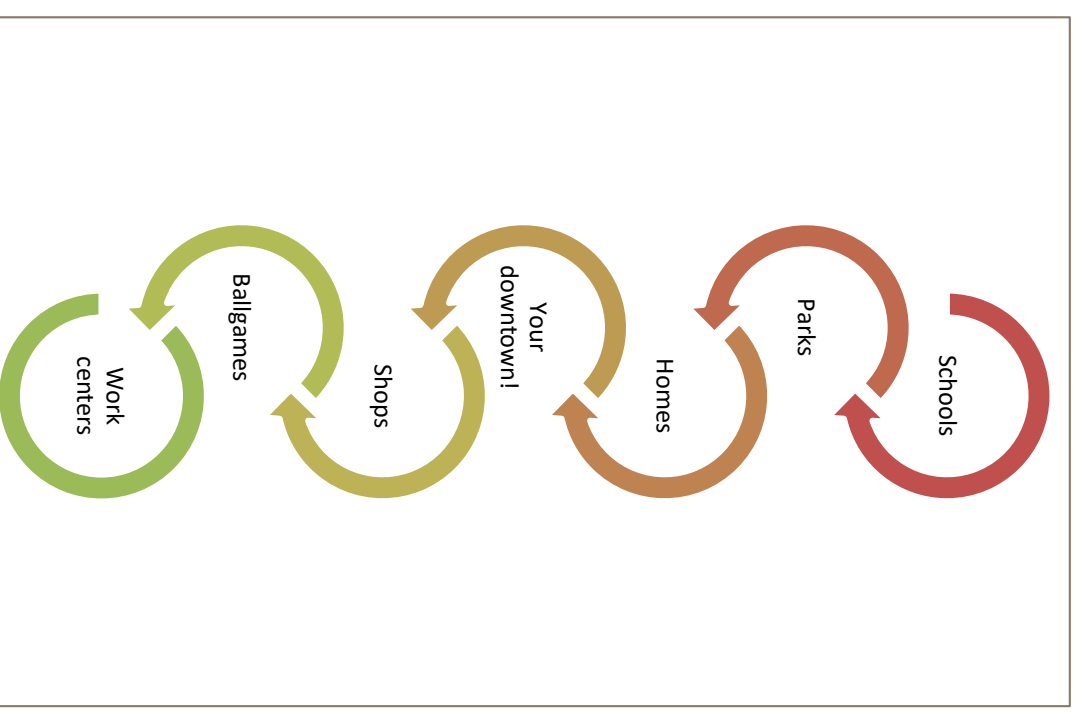
- Empower a Friends Group to fundraise, set program, and champion the trail project now and in the future. At right are logos of Friends Groups. Newnan found [creative funding](#) to hire an ED to champion the efforts of their friends group.
- Start small and promote the **model mile** (the most eye-catching mile that connects nodes or touches several) to the other nodes: schools, parks, hospitals, neighborhoods, colleges, natural and historical sites. IOBY.org is a popular self-funding site for model miles. The model mile always sells the project to the book-end trail sections and accelerates the progress and support.
- Consider a field trip to: Columbus, Carrollton, Proctor Creek, Arabia Mountain, Conyers, St. Simons, LaGrange to see how those systems, also designed and built by Kaizen Collaborative, PATH Foundation and Nature Bridges, are thriving.



# Connect the Trail to Town

## Connect the visitor to your cash registers

- Connect the trail to town! A peaceful trail circuit around the perimeter of the community may be beautiful but it won't offer an economic impact unless the trail user passes cash registers!
- It is the cash registers in town that allow trails to claim the economic impact when visitors seek out shopping/lodging/dining or simple refreshments.
- Not only will trails offer connectivity for visitors to tour your community, they will connect locals 24/7 to the places they need to go on a daily basis and offer an alternative travel mode.
- Develop wayfinding signage along the trail to match that used in town, so that it's easy to continue the journey via a recognizable brand.
- AND absolutely leave room on trail signs that are built for commerce to advertise retail, dining and attraction opportunities nearby and note either time or distance to such attractions.





# Trail Wayfinding and Marketing

## Market and create programming for the trail

- Create wayfinding signage **built for commerce** that not only helps one navigate but also leads them to services.
- Arrange family **5Ks** and lantern walks, commission local public art, start healthy family walking clubs, all of which are great events to hold **ON** the trail.
- Overlay the trail route onto your visitor **MAP**
- Bike racks - If there aren't any **bike racks** yet, have a local artist design them using the logo and have public works install them at bike friendly businesses as well as on the trail.
- Place **trail logo stickers** on the doors of establishments with bike racks, that are friendly to cyclists, and that offer bike services.
- Share your trail success story at annual planning, tourism, trail/bike **conferences** which gets the word out among tourism family.
- Locals also appreciate an exercise circuit in the community, or a car-free route for kids to bike to ballfields, and the increased property values that always come when a trail system is installed.



# Trail Enhancements

## Recruit bike trail patrol ambassadors

- Similar to the JCP Velopiste, a well-used trail in Quebec, recruit college students to bike the trail circuit during heavy visitation hours and voila, you have eyes on the trail and a safer trail.
- Students wear a branded polo shirt (example at right in red) which has a trail label on back, and a front banner on their bike basket reads AMBASSADOR.
- Ambassadors are hired to act as trail experts, offering bike assistance, directions or encouragement to visitors new to biking and it keeps eyes on the trail.
- Sample tasks are to assist the locals or visitors with unlocking and using bike share, point out sites of interest, and perhaps carry branded Visitor Center water in their basket to hand out along the trail especially on hot summer days.
- They can also offer unofficial user counts and identify trail maintenance needs.

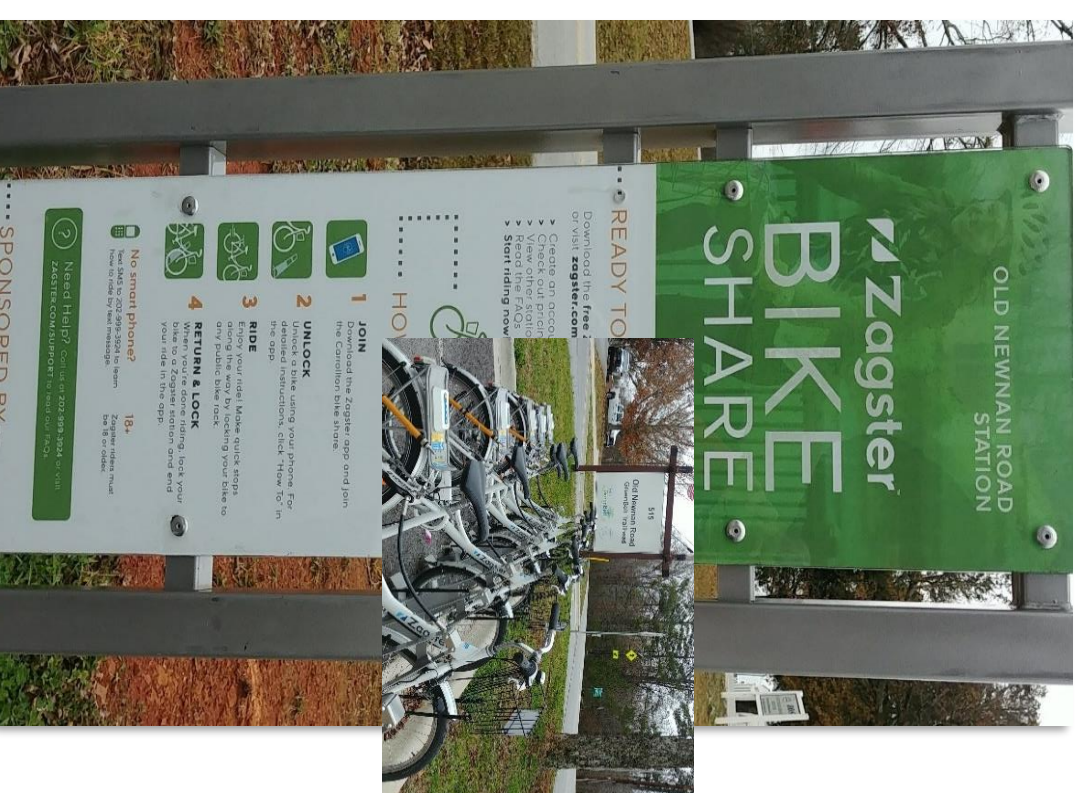




# Trail Enhancements

## Install a bike share program (~30 bikes)

- Buy step-thru frames with adjustable seats, a few gears and a basket, standard issue nowadays, from Zagster and this model offers an easy mount and comfortable ride for all.
- Offer free bike use to begin with, and add a nominal rental fee, \$2/hour after pilot succeeds.
- Bikes lock to docking station and release with a code from a smart phone app or keypad built onto each bike. Bikes must be used along trail and returned to any docking station within trail community.
- Upon launch, direct the trail ambassadors to assist visitors with how to use the app to unlock bikes, and get rolling!
- Even consider e-bikes which have an electronic assist button for assisted pedaling!
- Visitors have come to expect bike share and take many photos, so brand the bikes with a local logo and #hashtag.
- Hold a contest for a local entrepreneur to win a revolving loan fund grant to establish the program.
- Carrollton Greenbelt reported \$50K in revenue from bike share rentals in the first 18 months after the trail opened!





# Consider Uses for Downtown Vacancies, Especially Lovett Tharpe



# Downtown Lodging Opportunity

## Implement the Jackson Square Inn

The Resource Team reviewed the 2016 hotel feasibility study and suggests the hotel and conference center be built in downtown: Jackson Square Inn.

- Horwath HTL assessed the factors of site characteristics (topography, zoning, size), access, visibility, **demand generators**, and local attractions. The site benefits from its prime location in downtown Dublin and there are no competitors nearby. The visibility of the property from the main street in downtown and nearby area is favorable, assuming the developer attains all proper permits and licenses.
- Outdoorsy demand generators right downtown are:
  - Oconee River Bike & Walk Trail
  - Oconee River Water Trail
  - MLK Monument Park
  - Travel ball tournaments
  - Festivals & events: MLK parade, St. Patty's day parade, Christkindl Market, DubJam





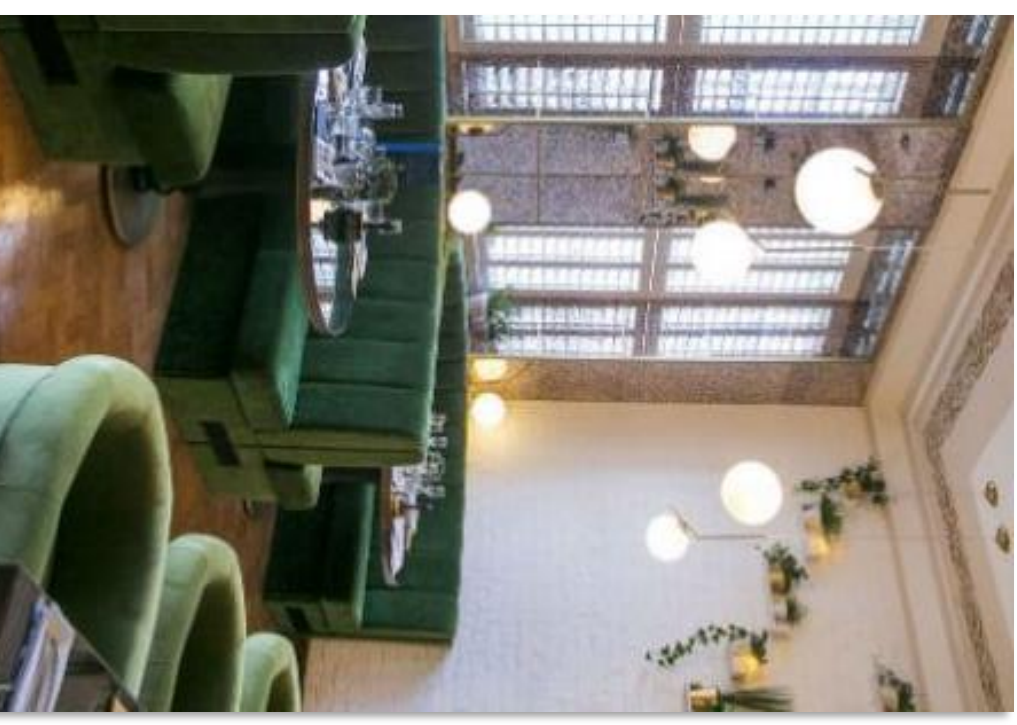
# Lovett Tharpe Building

## Ideas for the Masonic Lodge on the third floor

The 1904 Lovett Tharpe building is a contributing resource in the Dublin Commercial Historic District. The third floor was formerly a Masonic lodge.

Possible new uses for this portion of the building when developed are:

- Weddings and Receptions
- Community Programs and Lectures
- Downtown Bar or Speakeasy
- <https://ilovemanchester.com/review-masons-restaurant-bar-is-a-glamorous-space-with-a-warm-welcome-and-a-martini-trolley/>



Masons Restaurant and Bar in Manchester Hall



# Lovett Tharpe Building

## Consider live/work spaces for artists

The Lovett Tharpe building could be used for apartments, condos, lodging, etc.

- An additional idea would be to use the smaller spaces as artist studios, or else combine the rooms into live/work spaces.
- A live/work project is a residential building in which each dwelling has extra space (100 to 150 square feet) that the artist can use as a studio (ArtPlace). This type of space is also attractive to someone who works at home.
- The large windows provide outside light, which is imperative for an artist studio. And affordable space is an attraction for artists that are just starting their careers, such as those that are graduating from SCAD that cannot afford to live in Savannah.
- Jamestown Properties did a great job with Ponce City Market in Atlanta & Chelsea Market in NYC.



*Ponce City Market loft studio / Airbnb*

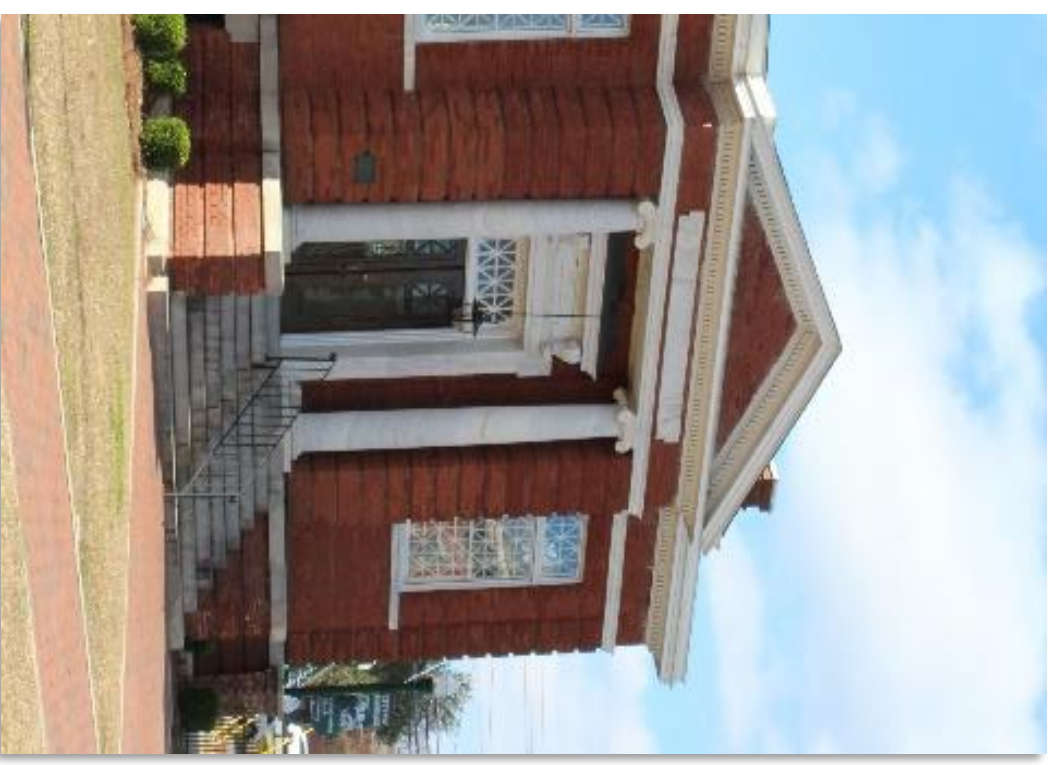
# Carnegie Library & Martin Theatre

## Trailheads are community gathering points for all

The 1904 Carnegie Library and the 1934 Martin Theater are contributing community landmark buildings in the Dublin Commercial Historic District.

Possible continuous uses of these restored buildings are:

- Trailhead for downtown architectural walking tours
- Reception for new movie showings at the theatre
- Community programs and lectures
- Small group luncheons
- Art exhibits so that the wall space is never vacant and always stimulates interest in community attractions. See similar recommendation for the OFTC Conference Center artwork.

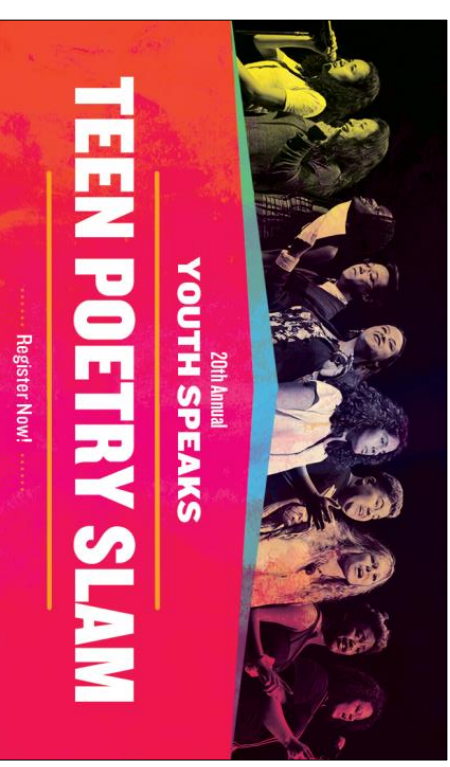


# Programming for Young Adults

## Create experiential programs for young adults

Sometimes it is challenging for adults under the age of 25 to find activities that are focused on them. The Resource Team recommends that Theatre Dublin create a committee of young adults to recommend and plan programming for the Theatre as well as for all of downtown. Programs that work in other communities include:

- No Shame Theatre - Springer Theatre in Columbus- <https://springeroperahouse.org/no-shame-theatre/>
- Improvisation shows and classes - Dad's Garage in Atlanta- <https://dadsgarage.com/outreach/>
- Poetry Slams - <https://youthspeaks.org/youth-speaks-teen-poetry-slam/>



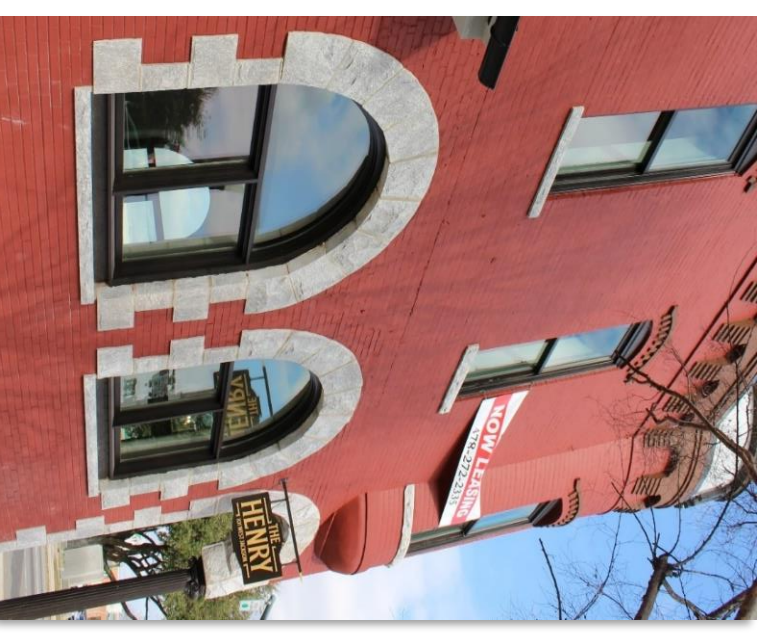


# The Henry

## Add First Floor Retail

Adding retail to the first floor space seems a good fit for the Henry as its current features do not support a pub, brewery or kitchen.

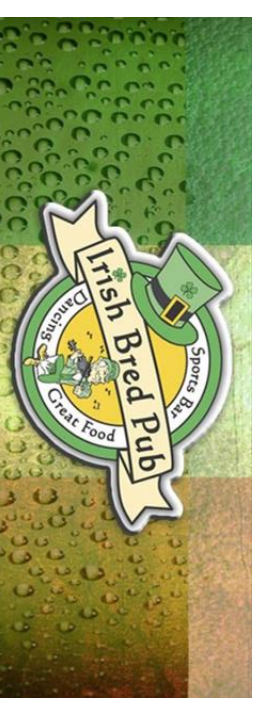
- Consult with the co-work space upstairs to see what complementary business might support their clientele.
- Made in Dublin or a Georgia Grown shop featuring other locally grown or crafted products is an idea. One might even look at the Farmview Market at the 1-20 Madison exit or Striplings General Stores for ideas.
- If the Visitor Center found that a satellite location was needed, a very visible location in the windows of the Henry would make for a perfect draw to downtown visitors and locals who often need reminding of the attractions and experiences offered in their own community.



# New Business Concept (Luck of the Irish)

## Consider opening an Irish Pub

- Based on Dublin's Irish history, downtown Dublin needs an Irish Pub.
- Recruit potential business owner for an Irish Pub and encourage them to contact Small Business Development Center (SBDC) to develop a business plan.
- Offer incentives for business start-up by layering multiple financial incentives to help future business owner - the Georgia Department of Community Affairs' Downtown Development Revolving Loan Fund, the GA Cities' Foundation Downtown Development Revolving Loan Fund (these two incentives can help a business owner with low interest loans) and the Tourism Product Development Grant Program.
- Set-up meeting with DCA to go over financial incentives available to business owner.

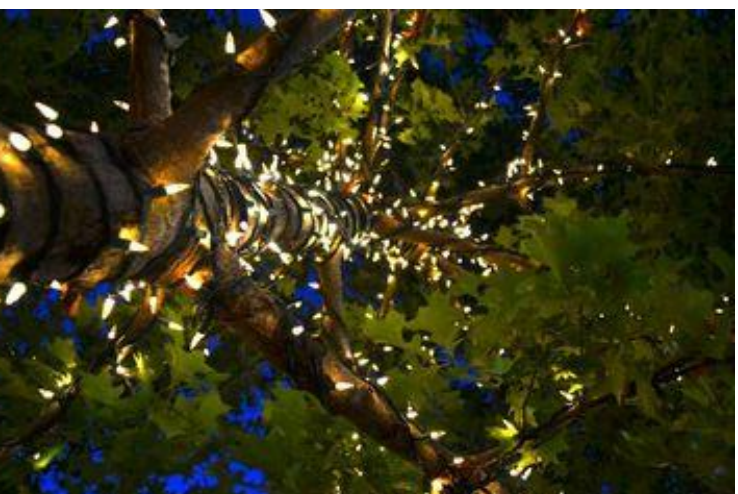




# Downtown Dublin

## Add lights to trees and rooflines

To provide excitement to downtown Dublin at night, add lights to the tree canopy and outline the rooflines of downtown buildings. Lights are not just for the Holiday season.





# Downtown Dublin

## Façade renovations and streetscape improvements

- Work with the Georgia Department of Community Affairs' Design Office to complete façade drawings for buildings located on side streets.
- Add colorful outside seating along with potted plantings to spruce up side streets.



Existing side street - Dublin



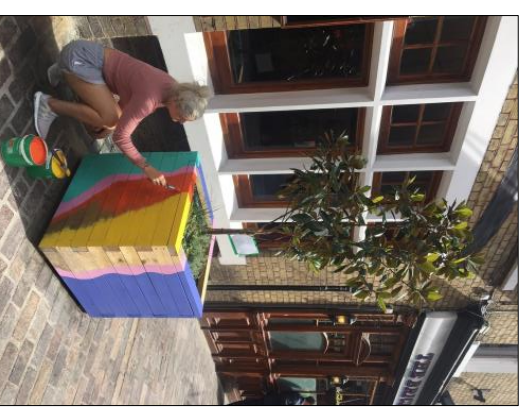


# Arts Downtown

## Use art projects to highlight side streets

Thomasville, like Dublin, has an active and thriving downtown. Several years ago, Thomasville also wanted to bring attention to the streets intersecting their main downtown street to encourage businesses to move into those new areas.

- To bring attention to one street, the city partnered with the Thomasville Art Council to plan a series of art projects on that street.
  - One month, the street was hit with a series of yarn bombs, which cover objects in public places with decorative knitted material.
  - Several months later, colorful planters painted by local students were added.
  - Later, temporary murals blanketed the street.
- All of these temporary projects brought attention to the neglected side street and gave it energy and life. People grew accustomed to visiting the street to see what was going on.
- Eventually, little by little, this street came to life with new businesses.





# Arts Downtown

## Use art projects to highlight side streets

The aforementioned art projects culminated with a month-long festival called Flaunt. During the festival, temporary murals covered the streets. In addition, artists set up pop-up shops in the empty buildings in the area of downtown that was targeted for revitalization. The pop-up shops brought attention to the empty buildings and showed potential businesses the possibilities available.

As a result...

- Two buildings were purchased
- Two spaces entered long term leases
- One of the artists stayed in the pop-up as both a makers space and a retail spot



# Pop-Up Shops

## Artists can highlight the potential in empty buildings

**Pop-Up Shops:** Use empty storefronts as an opportunity to offer pop-up shops. These are temporary shops that artists set up in vacant spaces. This is a way to draw people downtown, increase traffic to stores and restaurants, and bring attention to these great spaces. A perfect time to schedule pop-up shops would be the weeks before the holidays when people are looking for unique gifts. This can also be an entire festival food trucks/vendors and music are added.



## Resources for Pop-Up Shops

- <http://www.newyorker.com/business/currency/pop-shop-every-artist>
- <http://artsandcrafts.about.com/od/openingastorefront/a/How-To-Open-An-Arts-And-Crafts-Retail-Pop-Up-Store.htm>
- <http://blog.thestorefront.com/how-to-set-up-a-pop-up-art-gallery-in-7-steps/>
- <http://www.torquayheraldexpress.co.uk/Artists-pop-shop-brightens-town/story-22841066-detail/story.html>
- <https://www.etsy.com/seller-handbook/article/how-to-organize-a-pop-up-shop/43256725936>

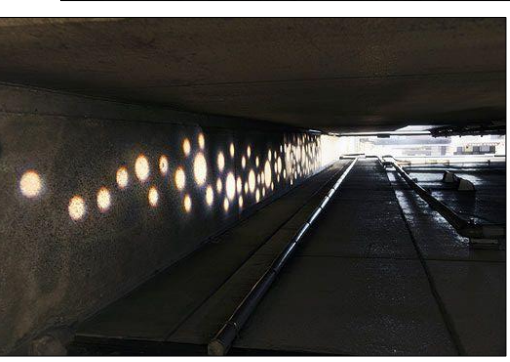
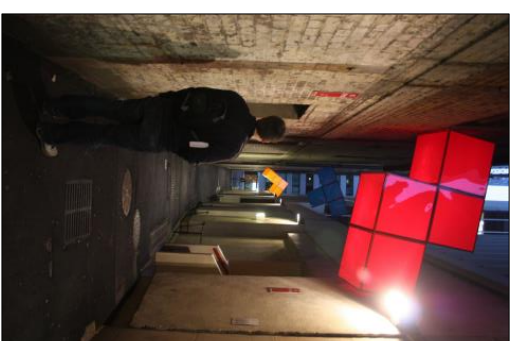




# Downtown Walkways

## Create more bright, welcoming walkways

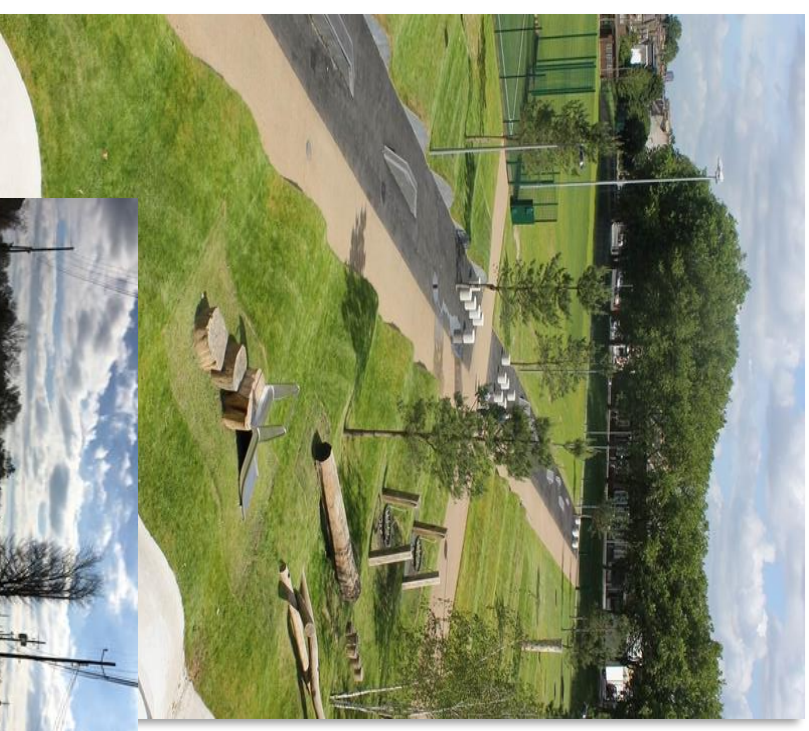
The walkway from the large parking lot downtown could be more welcoming. While locals are familiar with the route, visitors may not see the shortcut, or they may not feel comfortable walking down a narrow walkway in an unfamiliar town, especially at night. Bright artwork and lights would make the pathway more inviting and welcoming, encouraging guests to visit both sides of downtown.



# Five Points Park

## Preserve the greenspace and invite lounging

- Curb the edges of the greenspace including a decorative fence along the tracks to show patrons where to lounge in the park.
- Add benches, shade trees or branded sailcloth and canopies. Connect the site with sidewalks in good repair and/or a spur from the Riverwalk Trail.
- Allow for angled parking from adjacent businesses around the triangle but design the space for people first and cars second.
- Having eyes and ears in the park activates the space as a safe community area, and it should not be hidden from view by a parking deck or structures. Instead, the park should invite the community to populate it and walk to several sites without using a car. One might pop into the barber shop, grab a cup of coffee, dinner and dessert at 4 local businesses while walking to and from all of them.



Five Points Park - Dublin



# Five Points Park

## Add a train watching platform

- Add train watching platform which can double as a bandstand along the railroad tracks.



*For example--City of Toccoa Train Watching Platform*

# Dublin's Trail History

## Experiential lodging in downtown Dublin

- Capture the spirit of Dublin's railroad history by adding several lodging opportunities on the property located next to the railroad and Five Points Park. Offering a unique lodging experience that focuses on Dublin's train history would provide another reason to visit downtown Dublin and stay overnight.
- Add another caboose to the existing caboose and rail car located along the railroad. Convert those rail cars in to lodging opportunities – one or two bedroom spaces. This offers another lodging option right in the downtown area of Dublin.
- Identify a partner to take on modifying multiple train cars into lodging.



*Potential site for railcar lodging – downtown Dublin*





# Railcar Lodging

## Experiential lodging example

- For example, the City of Folkston has a rich train history and offers unique lodging focusing on that fact.
- Take a team down to Folkston, Georgia to visit the owner of “Railside Lodging” – Dixie McGurn. See first hand how this unique lodging experience could be added to draw the train buffs to Douglas’ and how it has been a successful business for the City of Folkston.
- Visit website for “Railside Lodging”: [www.railsidelodging.com](http://www.railsidelodging.com) to see the interiors of the train cars.
- Consider applying for the Georgia Department of Economic Development, Tourism Product Development, Resource Team Grant program to acquire matching funds to purchase and restore cabooses.

*Railside Lodging*



**We're glad you're here.**



# Downtown Entertainment District



## Consider an overlay to delineate an alcohol zone

- As downtown Dublin continues to enjoy a reputation as place to host 5K events, festivals, parades and concerts, the city should establish an entertainment district. This would allow for the modification of existing regulations regarding downtown entertainment opportunities.
- Entertainment districts have economically helped downtowns and cities thrive through development of various businesses that attract tourism and commerce. With a delineated district, permission for hosting concerts, utilizing spaces and sidewalks would allow staff members to approve the requests instead of city council. Changing the process would make it easier for event organizers to get permits. Ordinances regarding public use of rights-of-way, parking spaces, sidewalks and noise could be addressed.
- Establishing an Entertainment District ordinance would allow adults to carry open containers of alcohol in designated parts of downtown Dublin.
- As entertainment districts tend to create crowds, facilitation and management by police is required to promote safety of individuals utilizing and benefiting from the entertainment districts and regulation of the events.
- Contact the cities of Decatur and Perry to review their Entertainment District ordinances.



# Use an Artistic Approach to Improve Collections and Connect the Community



# Arts as Tourism

## Why are the arts important to tourism?

- Art can be a problem solver
- Art can bring people in a community together
- Art attracts cultural heritage tourists, who spend more money than other tourists
- Art can help interpret local stories and history through painting, murals, theatre, music, storytelling, etc.
- Art can help brand your town with a look, a logo, a sound, an image that is unique
- Art can help make a community vibrant and alive, a place where people want to live and visit

### Local vs. Nonlocal Arts Audience Spending

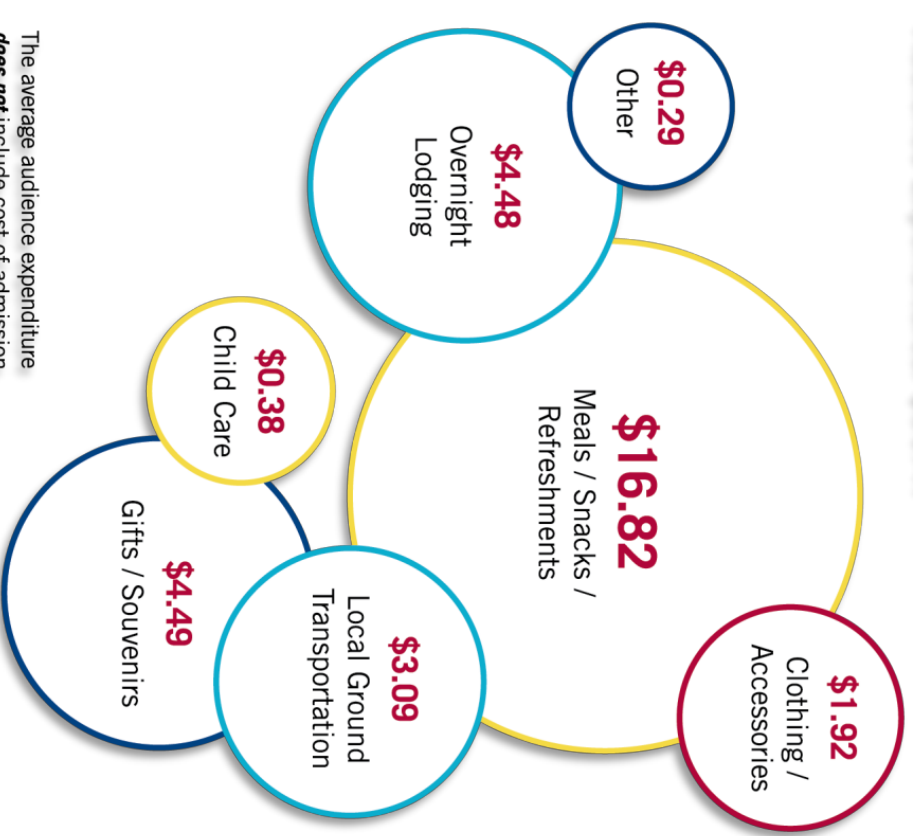
Local Audience Spending // **\$23.44**



Nonlocal Audience Spending // **\$47.57**



**Average Per Person Per Event**  
Audience Expenditures: \$31.47



The average audience expenditure **does not** include cost of admission.

Americans for the Arts



# Made in Dublin

## Brand locally-made and grown products

Tourists want to buy products that are unique to a certain area. Develop a logo for goods made in the area. This could be Made in Dublin, Made in Laurens County, Middle Georgia Made, etc.

- Businesses that sell these branded items could display signs letting people know that this is where they can buy local products.
- If there are enough businesses offering these products, a map could be designed to be given to tourists looking for local crafts and goods.
- Tourists who bring branded products back home are helping to market this community to their friends.

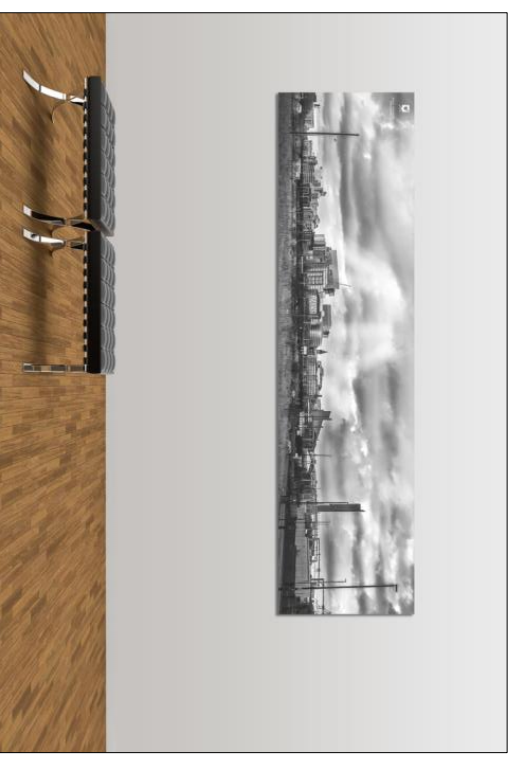


# OFTC Conference Center

## Modernize the décor while promoting the community

The upcoming update to the building and the technical equipment will provide a boost to the heavily-used conference facility. The Resource Team recommends updating the artwork in the building and replacing it with photography of local sites to promote tourism and visitation to other parts of Laurens County.

Creative photographs will create a more modern feel to the décor while also serving as an invitation to visitors to explore the area. Short labels can give information about the sites with a suggestion to learn more at the Visitor Center. Also include photos from any annual events. These photos should be done by a professional photographer.





# OFTC Connectivity to Hotels

## Create an Art Trail to walk during conferences

With so many hotels and restaurants adjacent to the OFTC conference center/college, it is a perfect opportunity to encourage conference goers and students, who typically sit all day, to get their steps in as they walk back to their hotel rooms and after meals at the local restaurants.

- Consider working with Georgia Power along the easement to make the trail more inviting, with lights, benches, **artwork** and perhaps paved with ADA access. An inviting trail leads the visitor right to local businesses.
- Fitbits are so prevalent these days and everyone enjoys staying on track even while traveling for business, so a walkable trail connecting the conference/hotel/visitor area is a perfect amenity to offer. Hotel clerks/concierge can be trained to recommend this trail.
- Those who travel with pets will be especially pleased with the dog park at the Visitor Center as well as the natural trail circuit that connects the hotels to the OFTC and the Visitor Center.
- Restaurants can offer student lunch specials to attract the commuter students on a budget and thus increase daytime visitors.
- The entire Dublin exit can serve as a campus experience that offers food, lodging, visitor services, and activities for the commuter student population, travel ball families, and conference attendees.



# Dublin-Laurens Museum

## Create a museum more accessible to visitors

The Laurens County Historical Society has taken on the collection and preservation of important local artifacts, which is a vitally important task. Before reopening the museum to the public, the Resource Team recommends that the Historical Society make some changes so that the exhibits more accessible to visitors.

- **Exhibit Plan-** The exhibits should tell a story about the community, and there should be an intentional narrative as guests move from one display to the next. The Historical Society should create an exhibit plan for the space. The exhibit plan should outline the important local stories that need to be told, the order in which they should be told, and the items needed to tell the stories.
- **Self-Guided Tour-** Make sure that guests are able to guide themselves through the exhibits without the help of a docent. This allows each guest to go at his/her own pace, and allows docents to focus on assisting those that have questions.
- **Labels-** All objects on display should have a label explaining the relationship of the item to Dublin/Laurens County. Items unrelated to the city or county and its history should not be included in the museum. Out-of-towners should be able to move through the exhibits and understand the significance of each item without the help of a docent.
- **Fabric and Paper-** Any artifact that is fragile, such as those made of fabric or paper, should be displayed so that they cannot be touched by visitors. A single touch may not damage an item, but hundreds and thousands of touches will eventually wear through the material.





# Dublin-Laurens Museum

## Protect vital artifacts

- **Artifacts:** Make sure that artifacts that are delicate (fabric, paper, etc.) are stored and cared for so that they will last as long as possible. This includes using acid free paper in the frame and keeping the objects away from direct light and touch.
- **Collections Plan:** Once the organization has set broad goals for the future, the museum will need a collections plan. This will outline the parameters of what items will be accepted into the collections. Setting clear guidelines about what will be accepted and who makes that decision will help the organization maintain a manageable collection and avoid drowning in items that are unrelated to the organization's mission. Developing a Collections Plan: <http://www2.aam-us.org/docs/default-source/continuum/developing-a-cmp-final.pdf?sfvrsn=4>
- **Loan Agreements:** All items that are displayed or in storage that are on loan from a private individual should have loan agreements. These are signed documents that list the terms of the loan, including how long the loan will be. These documents protect both the lender and the museum as they prevent outsiders from claiming that the object belongs to them.



# Jones Taxidermy Collection

## Answer vital questions before finalizing plans

The generous donation of the collection of taxidermy animals offers the potential for a new site for tourists in Dublin. The Resource Team recommends that the DDA answer the following questions before making a final decision about how to move forward.

### Mission

- What will be the mission and goal of the new exhibit?
- Is it exclusively available to students, or will it be open to the general public?
- Will the exhibit operate as its own non-profit, or will it exist underneath the DDA? If it operates under the DDA, will donors' gifts be tax deductible?

### Building

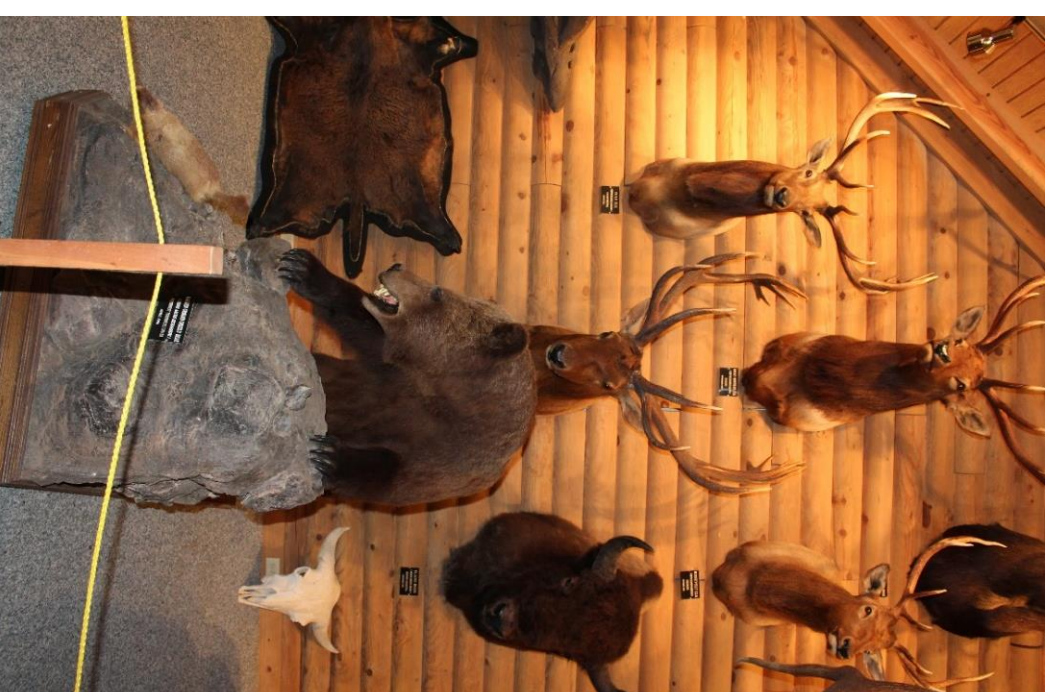
- Would it be possible to move the collection and set it up in a different building instead of moving the current building?
- If so, what are the pros and cons of each?
- What would be the total moving cost for each?

### Marketing

- Who will actively market the venue, including maintaining a website and a presence on social media?

### Educational Material

- Who will develop museum guides, teacher guides, lesson plans, and any other educational material needed?
- Will there be a docent available for tours, or will the tours be self-guided?





# Jones Taxidermy Collection

## Calculate annual operating costs and income sources

### Operating Costs

- What will be the annual operating cost to maintain the collection of animals and the facility and provide all needed staffing and supplies?

### Income sources

- Will there be an admission charge to see the exhibit?
- How will the additional income be raised annually? (On average, museums raise approximately 1/3 of their annual income through admissions.)

### Market research

- The team recommends a conversation with the owners of a similar collection located in Tallapoosa, GA, and found online at [www.budjonestaxidermy.com](http://www.budjonestaxidermy.com)



# Old Moore School Building

## Find a use for the old school building

The school building could be a great home for a number of local organizations. Some that could be anchored at the school include:

- Local arts organizations: each one could have a room to use as an office as well as a room for classes, meetings and rehearsals.
- Laurens County Historical Society and Museum: If the school building has a number of people in and out, and the artifacts are secured in display cases, then it is possible that it could be open to the public without the need for docents.
- The DDA's taxidermy display could take up a few rooms.
- Classroom space could be rented to:
  - teachers for classes (painting, yoga, etc.)
  - civic groups for meetings
  - businesses for office space
  - artists for studios
- The space could also be used for lodging as a B&B, apartments, condos or senior living.





# Photography

## Promote photos of local sites online

In a survey conducted on Instagram, the platform is the go-to social network for 48% of people who want to choose destinations to visit on their next getaway. 35% of them use Instagram to get inspired and discover new places

[https://www.trekkssoft.com/en/blog/how-instagram-has-](https://www.trekkssoft.com/en/blog/how-instagram-has-changed-the-tourism-and-travel-industry)

[changed-the-tourism-and-travel-industry](https://www.trekkssoft.com/en/blog/how-instagram-has-changed-the-tourism-and-travel-industry) Dublin and Laurens

County have so many photogenic sites that it makes sense to share them on the platform that so many people are using to make travel decisions.

- **Photo Friendly:** Establish Photo Friendly Sites in the county. These would be sites that are open to the public, are easily accessible, and would offer photographers a beautiful, scenic shot that is not cluttered with telephone poles, electric wires, signs, etc. The sites could be mapped online and in hard copy.
- **Selfie Stops:** Identify places that would be unique selfie stops for visitors. In addition, create stops that that clearly say Dublin or Laurens County with a creative background that will encourage photos.
- **Instagram:** Promote existing Instagram sites. Publish your own beautiful photos there, but encourage visitors to post their own photos. The state of Georgia has a great site that can be used as an example-  
<https://www.instagram.com/exploregeorgia/?hl=en>





# Montrose – Haunted Event

## Create a unique backdrop for selfies and photos

Montrose already has a great, successful attraction in Haunted Montrose. The Resource Team recommends that the community embrace the creative spirit of Haunted Montrose and add color and kitsch to the whole community to attract people all year long. The area does not have to be scary, just quirky and playful to attract self-takers. As the number of photographers increases, small businesses could be created.





# Visitor Center Campus

## Improve mobility for visitors: people and dogs!

- Move the handicap parking spot to alongside the right-hand side of the building and prepare ADA ramp into the building from that side door.
- Install another colorful sign advising folks about the garden, dog park, and free coffee!
- Continue the work with the lovely community garden and share tastings. Expand the garden to the front parking area of the VIC Center.
- Publicize the dog park as a unique amenity and add paw prints to locate it on the property or similar ideas so that the visitor does not miss it given that its on the far side of the building.
- Explore sidewalks as part of the connectivity to the hotels, restaurants, and trail improvements over to OFTC so that visitors are invited to explore the campus without moving their cars again and travel safely throughout the campus.



# Visitor Center Campus

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# Mobile Visitor Center

## VA Hospital

- Add mobile visitor center out at the VA Hospital Campus on weekends.



# Georgia DOT Planning and Collaboration





# Outline for future successes

## GDOT fostering ongoing communicative relationship

- The DOT's 27-county east central Georgia district has an area office hub in Dublin a short distance from downtown and I-16 Exit 51.
- The DOT looks forward to continued growth in local government and economic development-related transportation goal discussions and implementations.
- Key items for the present and future include:
  - Transportation Alternatives Program (TAP) grants
  - Expected referendum to renew 10-year TSPLOST in HOGA region
  - LMIG EEE source
  - Maintenance work around interchanges
  - Wayfinding signage

# TAP opportunities

## Pedestrian and bicycle-related projects

### Current call for projects open through June 15, 2019.

- City received TAP funds for engineering design on streetscape project on US 80 from the Oconee River to the courthouse square
  - GDOT will work closely with city leaders to evaluate and plan
  - District Office completed a Road Safety Audit on the East Dublin side
  - The Department and Dublin/East Dublin develop overall safety enhancement plan for US 80
- Department approached city about TAP candidate along Veterans BLVD corridor
  - Design office staff developed concept for sidewalk on each side of US 80/Veterans BLVD from Mall Road to Hillcrest Parkway
  - This conceptual project, along with upcoming Hillcrest Parkway Project (PI 0007413), would tie into existing sidewalk for continuous flow from Mall Road to Lancaster Street.



# Transportation Investment Act (TIA) Renewal

## One-cent sales tax likely up for referendum in region

### Opportunities exists as regional roundtables discuss next TIA or TSPLOST.

- As of January 2019, Heart of Georgia Altamaha (17-county) region has collected \$177,646,445.23
  - The Laurens County discretionary fund distribution \$5,907,473.84.
  - Dublin \$921,071.56
  - East Dublin \$177,532.74
  - Laurens County (Unincorporated) \$4,618,976.93
- Current framework includes....
  - 75% regional pot for voter approved project list
  - 25% local based discretionary spending
    - For any local project selected, such as airports, roads, bridges, bike lanes, pedestrian facilities, etc.
  - May be used as local match for state and/or federally funded projects.

# Local Maintenance & Improvement Grant (LMIG)

## Guidelines for Economic Development, Educational School Access and Emergency (EEE) funds

Local Governments can make a request through the GDOT Commissioner, GDOT Board Member or their elected official.

- Requests submitted to the Local Grants Office with supporting information and cost.
- As with normal LMIG funds, the EEE funds can only be used for road and bridge improvements and should also meet the following criteria:
  - Economic development requests should be a “Bird in Hand”, in other words, it’s an attempt to bring a new company into the community which will create new jobs.
  - School access funds should only be used for improving access to a school or college off of a public road. It cannot be used for parking lots or driveways on school property.



# I-16 interchange clean ups

## Maintenance contracts at key exits ongoing

- Active side trimming and vegetation removal contract ongoing from mile 31 to 94 on I-16.
- All work must be complete by January 2020.
  - The city of Dublin expressed interest in beautifying the main I-16 interchanges in Laurens County.
  - Once this contract is complete, GDOT will permit upon request the go-ahead for city staff to work at the interchange areas.
  - These efforts will definitely enhance visibility for travelers related to safety on and off the ramps as well as better looks at local establishments like the Exit 51 Welcome Center.



# Dublin Wayfinding System

## Precedent exists with Augusta CVB model

- Augusta-Richmond County city-wide wayfinding system completed in 2015
- Mutually beneficial signage embraced by our Department
  - CVB became the managers of the system
  - Work together to promote community and keep the integrity of our transportation system in place
  - Wayfinding system also reduces roadside clutter and decreases signage in many areas
- Travelers benefit by the clear messages on the signs
- Increases safety and ease of navigation



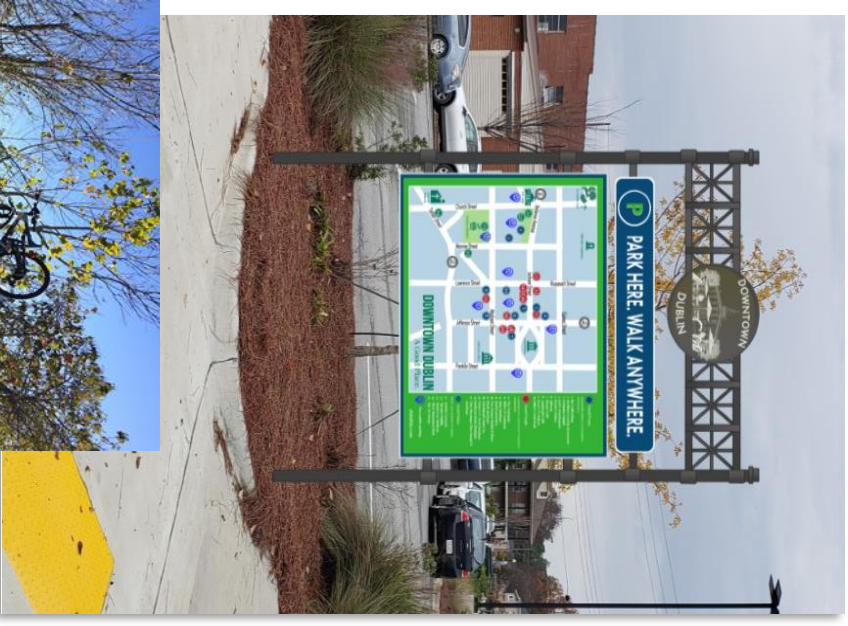


# Wayfinding Downtown

## Implement the Park here, walk anywhere design

Progress on downtown parking signage and instructions will certainly ensue from the latest efforts.

- Continue the look and brand across wayfinding in town, on the trail, and within the city app.
- Create visual buffers in the parking area to hide the trash collection systems behind the businesses. Consider working with a planner to design the landscaping/art/parking/trash elements of the shared space. Consider adding electric (EVgo) charging station in the new parking area.
- Ensure sidewalks are in good repair, crosswalks are visible or painted with brand treatment, and public water fountains, restrooms, and trails are noted on the downtown map as well.
- If the community eventually adds bike share, place them safely in corrals, with shade protection, along trails.



# Connect with the Athens Land Trust for Community Housing Solutions



# Dublin Housing Plan

## Establish a Community Land Trust

Bowen National Research recommended in the 2016 Dublin Housing Plan that Dublin **explore and/or**

**support establishment of a community land trust** for property acquisition/disposition, development, management or oversight of affordable housing.

- Our team suggests the [Athens Land Trust](#) model which just celebrated 25 years of creative housing solutions that are working.
- Staff (Heather and Christian) have produced materials to guide communities in CLTs and get requests weekly for the recipe.
- Meet with their leadership and consider this model to solve issues with the public housing adjacent to the church/cemetery and other areas abutting Stubbs Park.
- Contact regional representative Lynn Ashcraft with DCA about programs that may be helpful regarding housing.





# Neighborhood Revitalization

## Macon's Mill Hill uses artists to spark change

Mill Hill: East Macon Arts Village is a neighborhood revitalization effort that seeks to develop an artist village in the historic neighborhood in order to address blight and foster economic opportunity.

- The effort is a partnership between neighborhood residents, Macon Arts Alliance, the Macon-Bibb County Urban Development Authority and many community stakeholders.
- The project started with the renovation of an old auditorium as a community arts center. Several homes were then restored and used for artist residency spaces.
- Artists in residence are required to spend a certain number of hours doing projects in the community.
- Finally, a number of homes are being restored and sold with incentives for artists to move in.

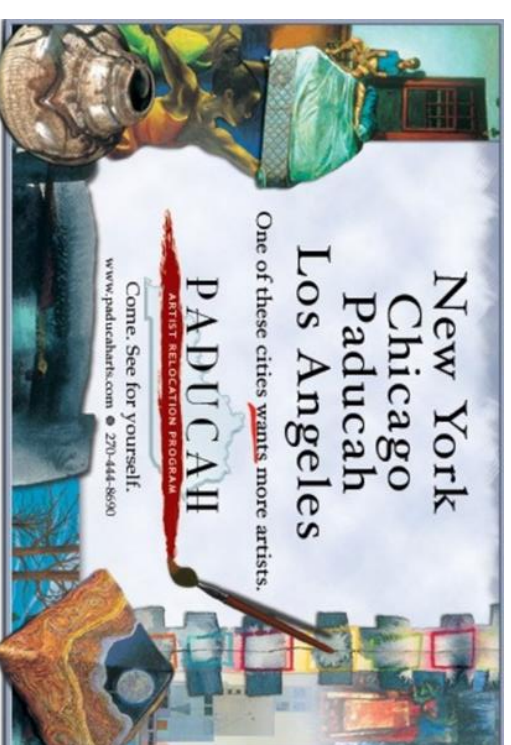


# Artist Incentives

## Offer incentives to bring more artists to Dublin

Investigate relocation incentives to attract artists to Dublin. Many cities have used incentives to bring artists to their communities to live and work. Incentives could be anything from discounted rent to inexpensive studio space to the payment of moving costs. Some cities have developed low-cost live/work spaces for artists. The addition of artists and their studios and work attracts people that want to be in creative, vibrant communities, and these are the types of people that want to run creative businesses such as bookstores, coffee houses, shops featuring unique objects, etc.

- The city of Paducah, KY achieved a 10-to-1 return on investment within 10 years with their Arts Relocation Program, in addition to using abandoned downtown spaces. (Rural Prosperity through the Arts and Creative Sector: A Rural Action Guide for Governors and States)
- Examples of cities that have used incentives for artists:
  - <http://theabundantartist.com/artist-housing-projects/>
  - <http://www.paducahalliance.org/artist-relocation-program/artist-incentives>
  - <http://www.alleganyartscouncil.org/static.php?page=4>
  - <http://www.keystonedge.com/features/oilcityartists0117.aspx>



# TPD Grant Funding & Conclusion





# TPD Grant Funding



## Apply annually in June and/or December

- In an effort to further tourism development in the TPD Resource Team Communities, the Georgia Department of Economic Development (GDECD) Office of Tourism Product Development offers project funding assistance for communities who have completed the team review and recommendation process and begun implementation of strategies within their TPD report.
- This funding assistance furthers communities who have already committed financial and volunteer resources to implement a strategic tourism development plan in partnership with GDECD. This funding partnership allows the local community to build new product resulting from the recommendations made by the team or projects the community has developed as an expansion of the original resource team report.
- There are two (2) annual funding cycles available only to the Tourism Product Development Resource Team participants. Additional communities that complete the Tourism Product Development Resource Team process may apply for funding following receipt of their final report and with approval of the Director of Tourism Product Development.
- Funding amounts will vary over each funding cycle and are dependent on the final budget of GDECD; the department reserves the right to refuse all grants.

# TPD Grant Funding



## Sample project areas and application link

Projects can be (but are not limited to) the following areas:

- Agritourism
- Arts and Culture
- Attraction Development
- Downtown Development
- Festivals and Events
- Heritage / Historic Preservation
- Lodging Enhancements
- Marketing and Wayfinding
- Outdoor Recreation
- Sports Tournaments

### Special Consideration for Georgia Tourism Initiatives

- In order to enhance the impact of statewide initiatives by Georgia Tourism, projects focused on **Georgia Film, Music, Civil Rights Movement, African-American Heritage, Craft Beer/Wine/Spirits, Outdoor Recreation** will receive 5 points added to their project's score sheet. <http://www.marketgeorgia.org/resources>

# Conclusion

## Tourism product you can implement

- The Resource Team hopes the community will utilize this publication in starting, evaluating, and expanding your heritage and cultural tourism program. TPD teams are delighted to partner with your community and are available for follow up calls and ribbon cuttings as you work to improve and increase tourism in Georgia.
- There are many resources available to provide assistance to you in packaging and promoting your community. Many of these are listed in the heritage tourism handbook and are available online at [www.gashpo.org](http://www.gashpo.org) and [www.marketgeorgia.org](http://www.marketgeorgia.org).
- And finally, sustainable tourism is defined by its three pillars:
  - environmentally friendly,
  - supports the protection of natural and cultural heritage,
  - and benefits local people.
- Furthermore, research has revealed that when local people's livelihoods are improved by tourism, they, too, become important allies in protecting the planet and safeguarding its heritage for future generations.
- As the community prioritizes these ideas, keep in mind the TPD grants available after our site visit. Applications are accepted each June and December for a maximum of \$10,000 and \$5,000 amounts respectively to assist with implementation of a tourism development product. See TPD Grant Funding page in this report.

Source: [Virtuoso Sustainability WhitePaper.aspx](http://Virtuoso_Sustainability_WhitePaper.aspx)



# TPD Resources



# Next Steps



## Develop tourism strategy and prioritize

- Wondering what the next steps are?
- We suggest reviewing the tourism recommendations in this report with your implementation team to draft an overall tourism strategy. This will help prioritize these recommendations, determine the low hanging fruit, and funding strategies to explore. And it will ultimately finesse your vision for tourism in the community which is always helpful to have ready when writing grant applications.
- And if you need a consultant to help develop your tourism strategy, we offer a list of consultants in this report.
- Following this are resources for each tourism market segment that we addressed today. Arts, Attractions, Downtown, HP, Lodging, Outdoors & Wayfinding.
- Best of luck and reach out if you need follow up or technical assistance, we are here to guide you in tourism product development!

# Tourism Strategy Development

## Consultants to consider

### **Arnett Muldrow**

*Contact: Ben Muldrow*

Greenville, SC

864-275-5892

[ben@arnettmuldrow.com](mailto:ben@arnettmuldrow.com)

[www.arnettmuldrow.com](http://www.arnettmuldrow.com)

### **ChandlerThinks**

*Contact: Steve Chandler*

324 Main Street, Suite 2

Franklin, TN 37064-2614

615-498-8313

[steve@chandlerthinks.com](mailto:steve@chandlerthinks.com)

[www.chandlerthinks.com](http://www.chandlerthinks.com)

### **Forum Communications**

*Contact: Matt Dubnik*

1090 Dixon Drive

Gainesville, GA 30501

678-637-2912

[matt@forumspeaks.com](mailto:matt@forumspeaks.com)

[www.forumspeaks.com](http://www.forumspeaks.com)

### **Gray Research Solutions**

*Contact: Shannon Gray, Taylor Dobbs*

2205 Pinewood Rd

Nashville, TN 37216

615-293-4557

[www.grayresearchsolutions.com](http://www.grayresearchsolutions.com)

### **Lorraine Communications**

*Contact: Lorraine Edwards*

425 Glenwood Drive

Athens, GA 30606

706-549-4941

[lorraine@lorrainecomunications.com](mailto:lorraine@lorrainecomunications.com)

[www.lorainecomunications.com](http://www.lorainecomunications.com)

### **Market Connections**

*Contact: Karen Tessier*

82 Patton Avenue, Suite 710

Asheville, NC 28801

828-398-5250

[ktessler@mkconnections.com](mailto:ktessler@mkconnections.com)

[www.mkconnections.com](http://www.mkconnections.com)

### **Market Street Services**

*Contact: Matt Tarleton*

730 Peachtree Street NE, #1 Suite 540

404-880-7242 Ext 104

[mtarleton@marketstreetservices.com](mailto:mtarleton@marketstreetservices.com)

[www.marketstreetservices.com](http://www.marketstreetservices.com)

### **Woodall Creative Group**

*Contact: Tracy Woodall*

52-B Jopena Boulevard

Hoschton, GA 30548

706-658-0244

[tracy@woodallcreative.com](mailto:tracy@woodallcreative.com)

[www.woodallcreative.com](http://www.woodallcreative.com)

### **Tourism Skills Group**

*Contact: Neville Bhada*

2206 Rockwood Drive

Marietta, GA 30067

770-693-2988

[info@tourismskillsgroup.com](mailto:info@tourismskillsgroup.com)

[www.tourismskillsgroup.com](http://www.tourismskillsgroup.com)

### **Young Strategies, Inc.**

*Contact: Berkeley Young and Amy*

Stephens

Charlotte, NC

704-677-4018

[amy@youngstrategies.com](mailto:amy@youngstrategies.com)

[www.youngstrategies.com](http://www.youngstrategies.com)



# Public Art

## Resources to consider

- Project for Public Spaces:  
<https://www.pps.org/article/pubartdesign>
- Americans for the Arts:  
<https://www.americansforthearts.org/by-topic/public-art>
- Public Art Archive:  
<https://www.publicartarchive.org/>
- Atlanta Office of Cultural Affairs Artist Registry:  
<http://www.oocaatlanta.com/arts-hub/#search/artists>
- Public Art and Creative Placemaking Toolkit:  
<http://2vu7r51wf6it1bb04v1trak.wengine.netdna-cdn.com/wp-content/uploads/2012/12/Places-of-possibility-public-art-toolkit.pdf>



# Arts Grants



## Resources to consider

- Georgia Council for the Arts- [www.gaarts.org](http://www.gaarts.org) State arts council that provides multiple grant programs for arts projects
- South Arts- [www.southarts.org](http://www.southarts.org) Regional arts organization that provides grants to present theatre, music, dance or guest writers
- Georgia Humanities- [www.georgiahumanities.org](http://www.georgiahumanities.org) State humanities council that provides grants for humanities-based cultural and education programs such as history exhibits, lectures, walking tours, oral history projects, etc.
- Fox Theatre Institute- <http://foxtheatre.org/the-fox-theatre-institute/> FTI provides grants for the restoration of historic theatres
- ArtPlace- [www.artplaceamerica.org](http://www.artplaceamerica.org) National funder awarding large grants in creative placemaking projects where the arts play a central role in a community's planning and development strategies.
- National Endowment for the Arts- [www.nea.gov](http://www.nea.gov) National funder with multiple grant programs for arts projects. Rural communities should note two programs: Challenge America (\$10,000 to reach underserved audiences) and Our Town (up to \$200,000 for creative placemaking projects that are partnerships between arts organizations and local government)
- National Endowment for the Humanities- [www.neh.gov](http://www.neh.gov) National funder with multiple grant programs for humanities projects
- Citizen's Institute on Rural Design- <http://rural-design.org/> An annual competitive opportunity to host an intensive, two-and-a-half day community workshop for rural communities with design challenges
- USDA- [www.usda.gov](http://www.usda.gov) USDA Rural Development forges partnerships with rural communities, funding projects that bring housing, community facilities, business guarantees, utilities and other services to rural America.

# Georgia Council for the Arts

## Resources to consider

Project Grant		Partner Grant	
Single project support		General operating support	
Max request- \$6,000		Max request- \$20,000	
Open to non-profits, government entities, schools, public libraries, and college/universities		Open only to arts organizations	
Deadline- February		Deadline-February	

Arts Education Program Grant		Vibrant Communities Grant	
Single project support		Single project support	
Max request- \$5,000		Max request- \$5,000	
Open to non-profits, government entities, schools, public libraries, and college/universities		Open to eligible organization in counties in which no one received one of the other GCA grants in a fiscal year.	
Deadline- March		Deadline- August	



# Starting a museum

## Resources to consider

- Starting a Museum- American Alliance of Museums <http://www.aam-us.org/about-museums/starting-a-museum>
- 10 Steps to Starting a Museum- <http://museumplanner.org/starting-a-museum/>
- Starting a Museum- Museum Association of New York- <http://www.manyonline.org/professional-development/starting-museum>
- Thinking About Starting a Museum- <http://www.museums.ab.ca/media/16939/thinkingaboutstartingmuseum.pdf>
- Start Up Success Isn't Enough to Found a Museum- *New York Times* [http://www.nytimes.com/2014/03/20/arts/artsspecial/start-up-success-isnt-enough-to-found-a-museum.html?\\_r=0](http://www.nytimes.com/2014/03/20/arts/artsspecial/start-up-success-isnt-enough-to-found-a-museum.html?_r=0)
- Starting a Museum: Advice from the Trenches- Center for the Future of Museums- <http://futureofmuseums.blogspot.com/2011/08/starting-museum-advice-from-trenchers.html>

## Museum Service Organizations

- American Alliance of Museums <https://www.aam-us.org/>
- Southeastern Museums Conference <https://www.semcdirect.net/>
- Georgia Association of Museums and Galleries <http://www.gamg.org/>

# Museum Collections Care

## Resources to consider

### Collections Care

- Smithsonian- [https://www.si.edu/mci/english/learn\\_more/taking\\_care/](https://www.si.edu/mci/english/learn_more/taking_care/)
- Collections Care- <https://www.connectingtocollections.org/archivecollectionscare/>
- Library of Congress- <http://www.loc.gov/preservation/care/>

### Loan Agreements- examples

- Missouri State University- [https://shsmo.org/outreach/mohrab/docs/loans/msu-incoming\\_loan\\_form.pdf](https://shsmo.org/outreach/mohrab/docs/loans/msu-incoming_loan_form.pdf)
- Westchester Township History Museum- <https://www.wpl.lib.in.us/policies/incoming%20loan%20form.pdf>
- Dept. of the Interior- [https://www.doi.gov/sites/doi.gov/files/uploads/guidance\\_for\\_directive\\_22\\_incoming\\_loans\\_july\\_2017.pdf](https://www.doi.gov/sites/doi.gov/files/uploads/guidance_for_directive_22_incoming_loans_july_2017.pdf)

# Small Museums

## Resources to consider

### Resources for Preserving Artifacts

- <http://www.nps.gov/museum/publications/MHI/mushbkl.html>
- <https://www.loc.gov/preservation/care/>
- <http://www.connectingtocollections.org/resources/>

### Resources for Small Museums

- Small Museum Association- <http://www.smallmuseum.org/smresources>
- American Association for State and Local History (AASLH)- <http://community.aaslh.org/smallmuseums/>
- Sustaining Places- <https://sustainingplaces.com/>
- Georgia Alliance of Museums and Galleries- <http://www.gamg.org/>
- Georgia Center for Nonprofits- <http://www.gcn.org/>
- The Foundation Center Atlanta- <http://foundationcenter.org/ask-us/atlanta>

### Tips for Exhibit Design

- <http://blogs.aaslh.org/smallmuseums/>
- <http://www.teamdesignshop.com/blog/2014-01-23-10-tips-museum-exhibit-design-success>

### Creating Labels

- <http://www.wisconsinhistory.org/pdfs/hp/2014conference/Make-Professional-Labels.pdf>
- <https://www.si.edu/Accessibility/SGAED>



# Arts in Rural Communities

## Resources to consider

- Rural Prosperity Through the Arts & Creative Sector: [https://www.nga.org/wp-content/uploads/2019/01/NGA\\_RuralArtsReport.pdf](https://www.nga.org/wp-content/uploads/2019/01/NGA_RuralArtsReport.pdf)
- Americans for the Arts: Arts Resources for Rural American: <https://blog.americansforthearts.org/2014/02/21/arts-resources-for-rural-america>



# Uses of Old Schools

## Resources to consider

Examples of what other communities have done with old schools:

- Gray, Georgia turned an old school into the W.E. Knox Civic Center, which houses the Chamber of Commerce and numerous businesses.
- Pennsylvania-  
<https://whyv.org/articles/pennsylvania-cities-find-creative-new-uses-for-old-school-buildings/>
- Sioux City-  
[https://siouxcityjournal.com/news/small-towns-find-new-uses-for-old-school-buildings/article\\_320bceb0-cce9-5794-bb09-53d92b93527a.html](https://siouxcityjournal.com/news/small-towns-find-new-uses-for-old-school-buildings/article_320bceb0-cce9-5794-bb09-53d92b93527a.html)

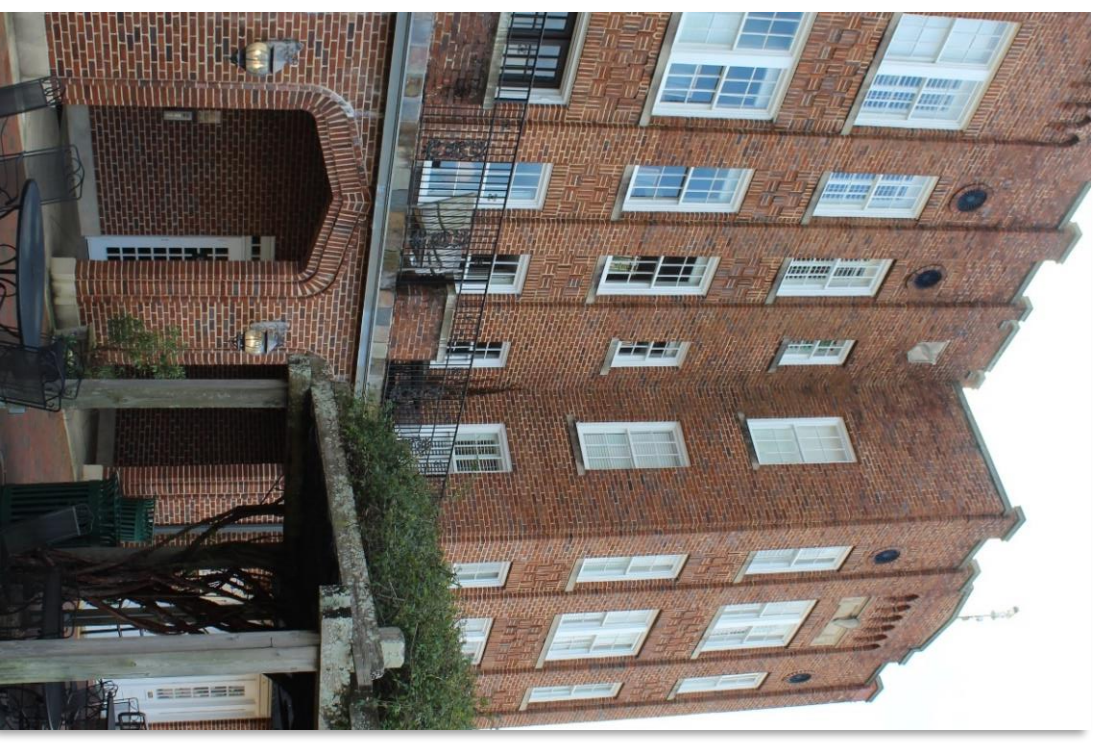




# National Register Properties

## National Register of Historic Places: Dublin

- The National Register of Historic Places (NRHP) is the Federal government's official list of districts, sites, buildings, and structures deemed worthy of preservation. The individual properties and properties within districts listed on the NRHP may qualify for tax incentives for preserving the property.
- Encourage new properties and districts as National Register Listings to encourage development for tourism and other economic development.
- Work with the state Historic Preservation Division to nominate and form new National Register listings for individual properties and historic districts. Many historic properties and neighborhoods hold enough historic value to be considered for district listings.
- These historic resources are tremendously valuable as assets to a tourism product portfolio. Work with the Regional Commission's historic preservation planner who can assist with design services and financial resources for building restorations and repairs.





# National Register Properties

## National Register of Historic Places Listings: Dublin

- Carnegie Library 1975
- Dublin Commercial Historic District 2002
- Stubbs Park-Stonewall Street Historic District 2002
- First African Baptist Church Pending



# Historic Preservation

## Tax incentives

### Federal and State Rehabilitation Tax Credit Projects

- State and federal government tax incentives are available for owners of a historic property who carry out a substantial rehabilitation. All properties must be listed in, or eligible for, the National/Georgia Register of Historic Places, either individually or as part of a National /Georgia Register Historic District. Project work must meet the Secretary of the Interior's/Department of Natural Resources Standards for Rehabilitation.

### Federal Rehabilitation Investment Tax Credit (RITC)

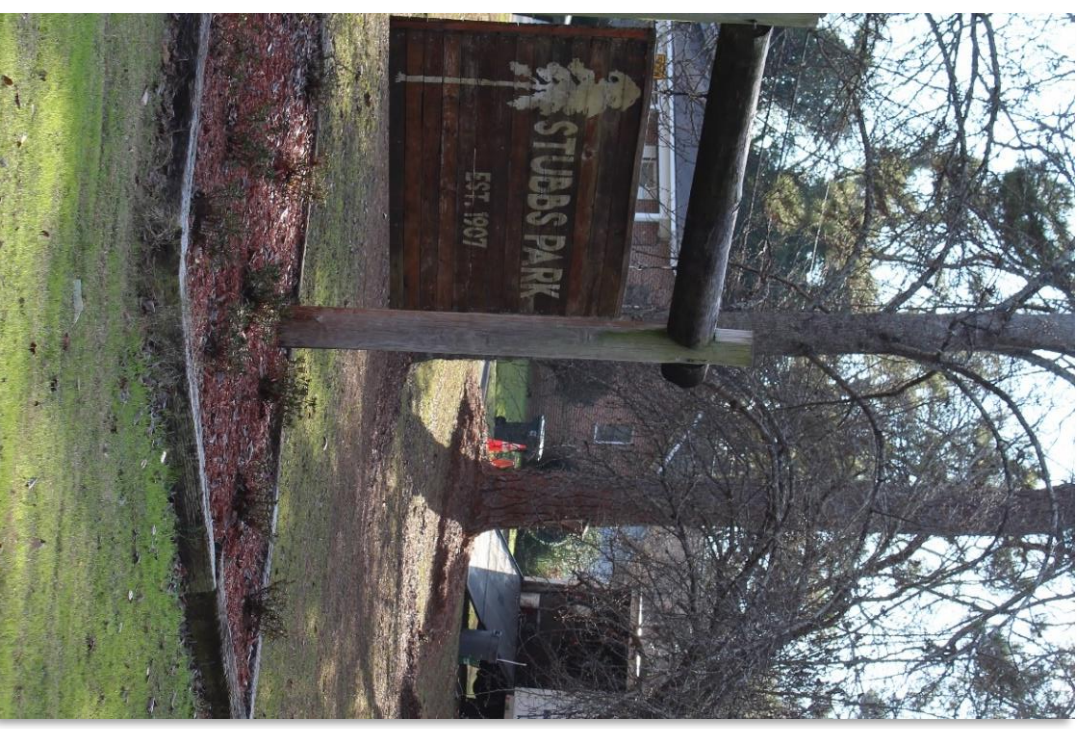
- A federal income tax credit equal to 20% of rehabilitation expenses. Available **ONLY** for income-producing properties. The application is first reviewed by the Historic Preservation Division (HPD), then forwarded to the National Park Service for final decision.

### State Preferential Property Tax Assessment for Rehabilitated Historic Property

- Freezes the county property tax assessment for over 8 years. Available for personal residences as well as income-producing properties and the owner must increase the fair market value of the building by 50 and 100%, depending on its new use.

### State Income Tax Credit for Rehabilitated Historic Property

- A state income tax credit of 25% of rehabilitation expenses. The credit is capped at \$100,000 for personal residences and \$300,000 for income-producing properties.





# Historic Preservation Tax Incentives

## Dublin's Skyscraper

The First National Bank Building is a contributing resource in the Dublin Commercial Historic District. This building, when completed in 1912, was Dublin's tallest building and included an elevator.

- The building stood vacant for 15 years but through tax incentives was saved.
- This project contributed \$139,000 in state revenue and \$115,000 in local revenue when completed.
- This project created over 26 jobs.
- Repurposed as the Georgia Military College and a café.





# Historic Preservation

## Planning and programs



### State and Federal Preservation Resources

- The Historic Preservation Division (HPD) is Georgia's state historic preservation office, or SHPO. Every state has a SHPO, established by the National Historic Preservation Act of 1966, as amended, often referred to simply as the NHPA. The Historic Preservation Division's mission is to promote the preservation and use of historic places for a better Georgia.

### Programs and Services

- Environmental Review & Preservation Planning
- National Register of Historic Places
- State Historic Resources Survey
- Local, State and Federal Historic Rehabilitation Tax Incentives
- Outreach Programs, Education, Grants and African American Programs
- Office of the State Archaeologist and State Archaeology Program

### Regional Preservation Planning

Georgia has 12 Regional Commissions (RCs) that provide comprehensive assistance to local governments, individuals, and organizations and 11 RCs employ historic preservation planners who provide preservation planning services.

- Heart of Georgia-Altamaha Regional Commission
- Robin B. Nail
- 912-367-3648 [rbnail@hogarc.org](mailto:rbnail@hogarc.org)



**HISTORIC PRESERVATION DIVISION**

# Historic Preservation Commissions

## HPC & CLG

Historic Preservation Commissions & Certified Local Government Program

- Any city, town, or county that has enacted a historic preservation ordinance, enforces that ordinance through a local preservation commission, and has met requirements outlined in the procedures for Georgia's Certified Local Government Program is eligible to become a CLG.

### Benefits

- Eligibility for federal Historic Preservation Fund grants
- Improved communication and coordination among local, state, and federal preservation activities
- Receive direct response from Certified Local Government Program Coordinator for local preservation planning needs
- Opportunity to review local nominations for the National Register of Historic Places prior to consideration by the Georgia National Register Review Board
- Opportunities for technical assistance including training and education opportunities
- Additional Program Information: <http://www.georgiashpo.org/community/clg>

# Resources

## Dublin is a Certified Local Government

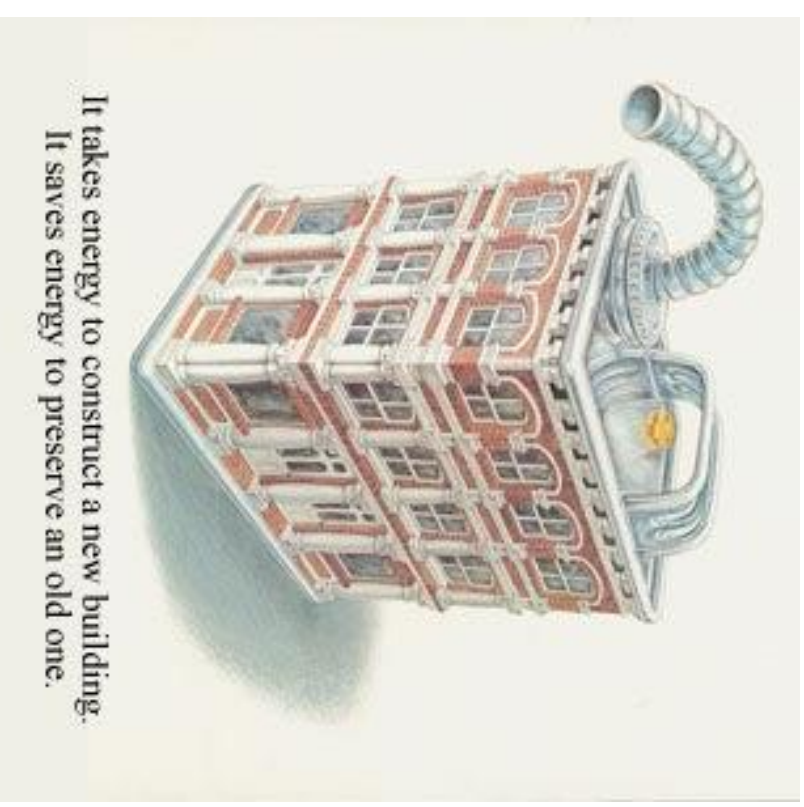
### Historic Preservation Commissions & Certified Local Government Program (CLG)

The City of Dublin received a FFY 2017 Certified Local Government for a conditions assessment for a cemetery mausoleum. Additionally, in FFY 2013, the Dublin CLG received a grant for a historic resource survey of the Bellevue and downtown local districts. A decision is pending for a FFY 2019 pre-development grant.

**Recommendation:** Continue to use this funding source to survey potential historic districts and individual properties for possible National Register listings.

For more information, contact:

- Sarah Rogers, Certified Local Government Coordinator, Historic Preservation Division
- [sarah.rogers@dnr.ga.gov](mailto:sarah.rogers@dnr.ga.gov)





# Resources

## Historic Preservation Fund Grants

- The Historic Preservation Fund (HPF) Grant program is appropriated annually from Congress through the National Park Service to the states. HPD reserves 10% of each appropriation for grants to Certified Local Governments (CLGs). These 60/40 matching grants enable cities, towns and rural areas to undertake projects that aid in the preservation of historic properties.
- Eligible projects include surveys, National Register nominations, design guidelines, brochures, website development, heritage education materials, and workshops/conferences, etc. Eligible predevelopment projects include historic structure reports, preservation plans, or architectural drawings and specifications.
- Resource: <https://www.nps.gov/clg/>



# Outdoor Recreation



## Resources to consider

- **Trail Town Program Guide** – follow 5 key steps to creating a successful thriving trail town <https://www.trailtowns.org/wp-content/uploads/2018/02/TrailGuidev2.pdf>
- **TrailLink.com** – list your trail online in the comprehensive site hosted by Rails to Trails Conservancy <https://www.trailink.com/>
- **Outdoor Industry Association** - Support your pitch for hiking, biking, paddling with OIA data on the \$27.3 billion impact with 238k jobs in GA <https://outdoorindustry.org/state/georgia/>
- **NRPA** – Support your pitch for local parks improvements with parks & rec data - \$2.4 billion economic activity and 20k jobs in Georgia <https://www.nrpa.org/publications-research/research-papers/the-economic-impact-of-local-parks/>
- **SORBA** – work with your SORBA chapter on anything mountain bike trail related: <http://sorba.org/Chapters>
- **GRN** – Develop a Water Trail with [Georgia River Network](#) – Gwyneth Moody, Outreach
- **CDC-NPS** – Improving Public Health through Public Parks & Trails: 8 common measures. [http://go.nps.gov/improving\\_public\\_health](http://go.nps.gov/improving_public_health)
- **Kaizen Collaborative** – Greta DeMayo, offers Trail Design for most PATH Foundation trails
- **PATH Foundation** – Ed McBrayer and Pete Pelligrini, Trail Construction
- **Nature Bridges** – Aaron Steele and Brian Green, Bridge/boardwalks
- **Zagster** – install a bike share fleet [www.zagster.com](http://www.zagster.com); **JUMP** e-bikes <https://jumpmobility.com/>
- **Strong Towns** – place bike racks downtown as a small step in welcoming bicyclists <https://www.strongtowns.org/journal/2018/5/3/an-incremental-approach-to-bike-friendliness>
- **DERO** – consider artistic and functional bike racks that brand your city <https://www.dero.com/product/image-infusion/>
- **National Scenic Byways** – Foundation Training <http://nsbfoundation.com/>
- **TravelStorjs** app – Connecting people to place! <https://www.travelstorjs.com/>

# TPD Team Bios





# Resource Team Bios



## GDECD

### Cindy Eidson

is the Director for Tourism Product Development with the Georgia Department of Economic Development (GDECD). Cindy received a Master's of City Planning from the Georgia Institute of Technology and a Bachelor of Housing and Community Economic Development---Family and Consumer Sciences from the University of Georgia and completed preservation studies in Historic Preservation from Georgia State University.

Cindy is a former Manager for the Office of Downtown Development with the Georgia Department of Community Affairs for almost 2 years; and also serving as Manager over Training and Special Projects with the Office of Downtown Development for 9 years as well as Better Hometown Program Coordinator for 4 years and as the Main Street Manager for both the City of Gainesville and Newnan Main Street Programs.

With a total of 23 years of downtown planning experience, Cindy also worked as a Preservation Planner Intern with the Georgia Mountain RDC and 6 years with the University of Georgia's Cooperative Extension Service.

**Email:** [ceidson@georgia.org](mailto:ceidson@georgia.org)

### Tracie Sanchez

is the Resource Team Manager of Tourism Product Development with the Georgia Department of Economic Development (GDECD).

Decades of weekend cycling and vacations via trails are living proof that 'all who wander are not lost'. Tracie also happens to be a map lover (hence the not getting lost part). Tracie is a double dawg with a foundation in Public Speaking who later received a Masters in Public Admin from the University of Georgia with a focus on nonprofit management and active living.

Her career path to GDECD includes stops as a graphic designer at McKinsey & Co, a Lake Tahoe park ranger, UGA leadership coordinator, and a nonprofit director of the Georgia Trail Summit (now being fostered by the Georgia Trust for Public Land).

Noting the gap in trails leadership and the need for statewide resources in nature-based outdoor recreation, Tracie aims to support all of Georgia's trail community. Her daily bike ride with her husband Jeff or dog walk with Charlie Brown is along the S. Peachtree Creek Trail in Decatur.

**Email:** [tsanchez@Georgia.org](mailto:tsanchez@Georgia.org)

# Resource Team Bios



## GDECD/Consultant

### Tina Lilly

serves as Grants Program Director with the Georgia Council for the Arts. She also works with the Georgia Department of Tourism's Resource Team, which travels to communities in Georgia to investigate ways to increase tourism in rural cities. Previously, she was Executive Director of the Madison-Morgan Cultural Center in Madison, Georgia, Administrative Director for 7 Stages Theatre in Atlanta, and Managing Director for Live Bait Theatre in Chicago. Tina holds a BA in Theatre from Birmingham-Southern College and an MFA in Directing from The Theatre School at DePaul University (formerly the Goodman School of Drama). She worked as an adjunct professor at The Theatre School as well as a freelance director while in Chicago.

**Email:** [tillylly@gaarts.org](mailto:tillylly@gaarts.org)

### Jeanne Cyriaque

researches, lectures and facilitates historic preservation and interpretive projects to raise awareness of the contributions of African Americans to Georgia's built and cultural past. She served as the coordinator of African American programs in the Georgia DNR, a post she would hold for 15 years. Since 2016, she has participated in several city/county tourism resource teams. She also was a consultant in the Bartow-Carver Park, the Columbus and Glynn County African American Heritage Teams and Dorchester Academy tourism resource teams. Jeanne researched 28 sites associated with the legacy of Dr. Martin Luther King, Jr. and developed content for the GDECD *Footsteps of MLK Trail*. Jeanne currently is the agency's Civil Rights Specialist. Cyriaque conducted community engagement sessions at ten U.S. Civil Rights sites for the Georgia State University World Heritage Initiative. She holds a BS degree from Bradley University and an MA from the University of Illinois, both in sociology.

Jeanne currently serves as chair of the Georgia Humanities board of directors. She is also a member of the board of advisors for the National Trust for Historic Preservation.

**Email:** [jeannecyriaque10@gmail.com](mailto:jeannecyriaque10@gmail.com)

# Resource Team Bios

## GDOT/GDNR



### Kyle Collins

He grew up in Milledgeville and graduated from Georgia College with a journalism degree in 2009. As a former collegiate athlete in golf, Kyle worked as an assistant coach for his former program while also freelance writing. This proceeded a four-year reporter stint at The Union-Recorder newspaper in Milledgeville.

Collins started work as the GDOT Communications Specialist in January 2015. He is the department spokesperson for the 27-county east central Georgia region that covers Dublin. In his role, he works with media outlets, social media and officials to connect with the citizenry.

**Email:** [Kcollins@dot.ga.gov](mailto:Kcollins@dot.ga.gov)

### Chris Baumann

Is the DNR Wildlife Resources Division Region 6 Wildlife Supervisor that is responsible for overseeing the management of the Wildlife Management Areas in the Laurens County area, as well as other public lands in the surrounding 31 other counties in this region.

He received a B.S. from Clemson University in Wildlife Biology and a M.S. in Wildlife and Forestry Management from UGA. He started his career in 1999 in the Dublin area working with many landowners to assist them with their wildlife management goals.

He is an avid outdoorsman that enjoys hunting, fishing, wildlife viewing and generally just being outside in the natural environment. Chris has been involved with this committee since it first worked with Dublin 5 years ago and has been impressed with recent renovations to Dublin and is excited to see the interest in promoting the diverse outdoor experiences this area has to offer.

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# Georgia Department of Economic Development Office of Tourism Product Development

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