

DOUGLASVILLE

Tourism Product Development Resource Team Report
Georgia Department of Economic Development
June 2020

EXPLOREGEORGIA.ORG



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*Note: This report can be found online at <https://industry.exploregeorgia.org/tourism-product-development/reports>;
cover photo: Chattahoochee RiverLands*



MEET THE TPD
RESOURCE TEAM

Evaluation: February 2020// Report: June 2020

- To grow Georgia Tourism, our industry must continually expand, enhance or improve the quality and quantity of experiences available to visitors. The Tourism Product Development (TPD) team offers guidance through on-site Resource Teams, reference materials on MarketGeorgia.org and personalized technical assistance.
- The TPD team also administers a semi-annual grant program to jumpstart product development, especially in rural areas. Statewide initiatives cluster Georgia's tourism product into thematic routes, itineraries and branded content for marketing and promotion.
- Since 2009, Georgia Tourism has provided technical assistance to more than 70 communities through its Tourism Product Development (TPD) Resource Team program. The program assembles small groups of tourism professionals, community developers and content experts to conduct visits to the communities to evaluate potential for innovative and unique experiences based on local culture and heritage.
- Following the reconnaissance visits, TPD Resource Team members assess findings and assemble ideas to produce a cohesive, in-depth report of recommendations for existing product enhancements and future product development.
- Today that team has returned to present the tourism product recommendations.

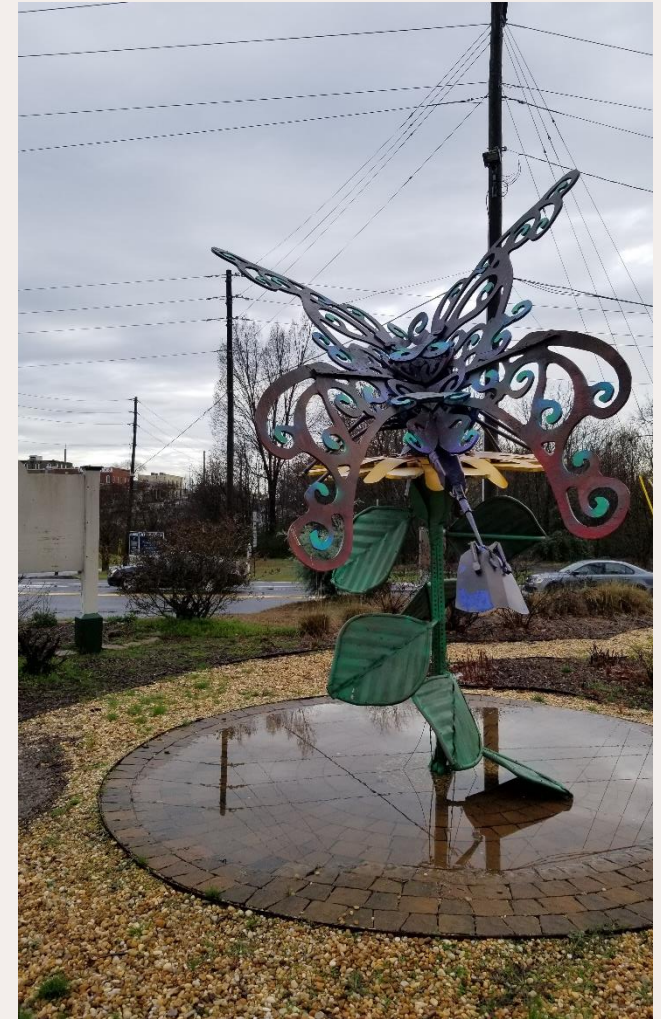
Agencies and Experts

- **Georgia Department of Economic Development**
 - Cindy Eidson, Director, Tourism Product Development
 - Tracie Sanchez, Manager, Tourism Product Development
 - Tina Lilly, Grants Program Director, Georgia Council for the Arts
- **Consultants**
 - Shirley Baylis, City of Decatur
 - Kat Maines, Alta Planning + Design



What we saw...

- Douglas County Film Trail
- Douglasville Visitor Center Offices
- Downtown Restaurants
- Gaming Area/Lending Libraries
- O'Neal Plaza
- Public Art
- Butterfly Trail
- Douglas County Courthouse/Museum
- Gabe's Restaurant
- Tributary Neighborhood
- Chattahoochee Riverwalk
- Sweetwater Creek Park
- Boundary Waters Park
- Dog Reservoir
- Fowler Field Soccer Complex
- Hunter Park
- Jessie Davis Park
- Mill Village Park
- West Pines
- Willing Workers Park
- Worthan Park
- Trails & Parks Connectivity Master Plan
- Community lunch / listening session at Hunter park
- Arbor Place Mall
- Douglasville Conference Center
- Douglas County Cultural Arts Council
- Gumbeaux's Cajun Café





ECONOMIC
DEVELOPMENT

Place, visitor or experience?

- In a marketing textbook you would start with the market you want to attract; then develop product and experiences and create the most effective communications to reach your target market. In reality, destinations already have product, experiences and existing visitors.
- Tourism product development is a complex intertwined process that involves research, information, planning, training and implementation, bringing all of these together. The planning and organizing of tourism products involves:
 - Knowing what you have as a starting point and being able to identify what may be missing;
 - Securing community understanding and engagement to be inclusive in planning and impact;
 - Learning about tourist/visitor interests, behavior and needs to better serve and inform;
 - Developing a comprehensive approach to planning, developing, training and stewardship to guiding development and maintenance;
 - Collaborating across multiple sites and communities for larger impact to build destination and to conduct joint marketing;
 - Identifying what success will look like and developing methods and measures to assess your success and continually improve visitors' tourism experience.
- Products in tourism are the places and experiences that you identify, create, and market to visitors. Accompanying services and support systems are another element critical to implementing your vision and planning for attracting visitors. This includes product development, marketing, becoming a hospitable and welcoming community, and developing and sustaining the resources and capacities needed to keep your efforts going and successful.

Adapted from Michigan State University Museum's Product Development Guide

Two issues

- In tourism, failing to understand the consumer and see the destination from their perspective creates two major problems.
 - The first problem is that many destinations don't see the unique tourism experience they have to offer. Many examples of this problem manifest themselves in heritage tourism. For instance, residents in some rural areas cannot see how special their destination is because it is so familiar. It is hard to look at what is around you as if you had never seen it before. Planning requires looking at the product through someone else's eyes!
 - The flip side of the same coin and the second problem is when tourism managers are so focused on the product that they forget the consumer. This is common with folks associated with new facilities. They focus on every attribute of the building or operation and forget to consider what really creates value for the consumer.
- The challenge for the tourism product developer is to be completely aware of the many product options available within the destination area. With this knowledge, sites and experiences can be organized and presented to the visitor in a way that creates value for the consumer and maximizes benefits for the destination.

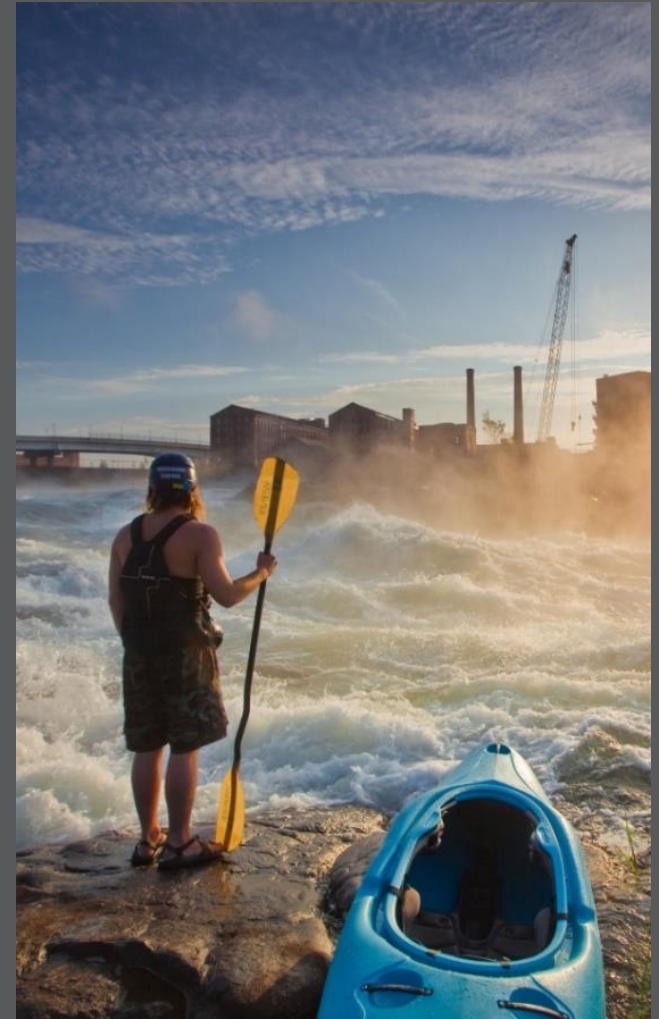


Adapted from Michigan State University Museum's Product Development Guide

Commercial or cultural or natural?

- To understand the product options, it is worthwhile to consider the nature of tourism attractions and products.
 - Attractions can take many forms. They can be a single product such as Disneyland or a series of products loosely “tied” together. e.g., new trails, opening across your region, are great examples of products coming together to attract visitors.
 - Attractions can be commercial or cultural or natural (or all three). They can be “hard”, such as historic sites – or “soft”, such as listening to a particular type of music or learning an almost forgotten craft.
 - They can be deliberate such as a purpose-built monument, or incidental, the architecture of your downtown that brings back memories of a simpler time or is built from area field stones and is still functional; and reflect the community uniqueness.
- Not all attractions are created equal.
 - Attractions have different amounts of “pull.” Some will attract people from across the state; others will attract people from across the world with universal appeal.
 - Knowing about and understanding who is attracted and why they are important will drive your marketing efforts whether it’s the audience that will travel across the world to see it or everyday folks who may include it in their Sunday drive.

Adapted from Michigan State University Museum’s Product Development Guide



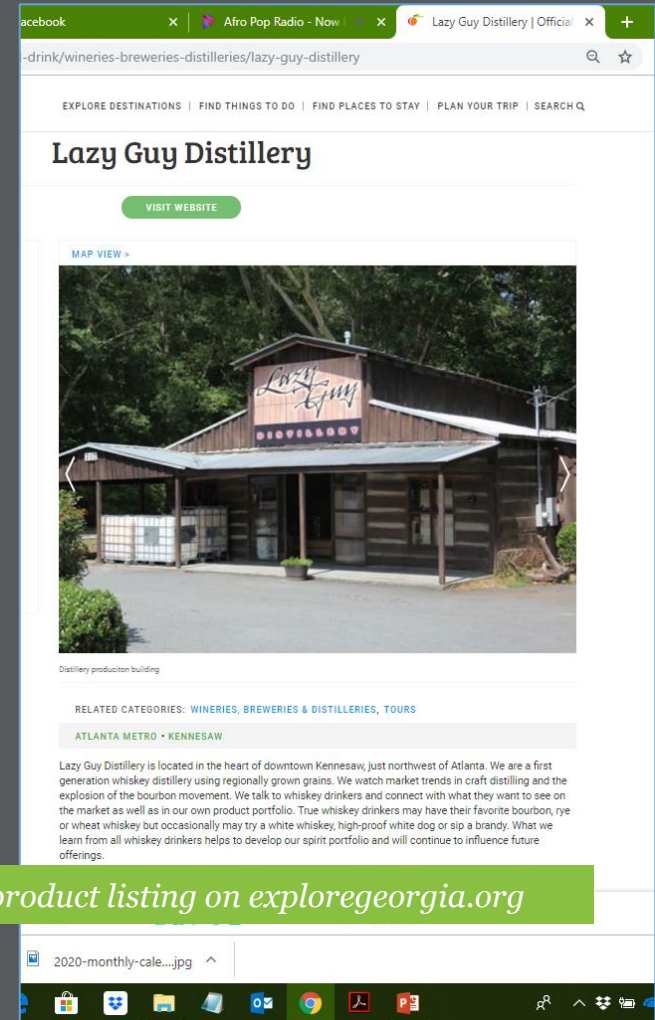
Pointers

- Focus on your strengths - base your product on what natural and cultural resources you have that others don't have.
- Plan all stages of the project in detail before commencing, including marketing, product evaluation and redevelopment. Plan for and monitor budgets tightly.
- Be very clear about what you want to achieve - profit, local employment, community pride and involvement, and conservation of the resource.
- Consult and involve the local community.
- Take the time to do the project well. Do not rush the stages of consultation and product development. Innovation does not happen overnight.
- Know your target audience.
- Plan and tailor the product from the consumer's needs and perspectives. Undertake market research.
- Interpretation should be fun, encourage involvement, stimulate the senses, and pose a challenge. Plan all activities to reflect a strong theme.
- Choose methods that involve and engage the senses. Face to face interpretation is the most effective.
- Be cautious with technology. Can you afford it and do you need it?
- Collaborate with experts. Expertise may be found within your local community.
- Train your team to ensure consistency of product and messages.



List all new tourism product on exploregeorgia.org

- Now that we've left you with a couple dozen ideas, you may wonder what's next?
 - Certainly prioritizing the recommendations is a good starting point, from low hanging fruit to big visions...and get those funding requests and grant applications rolling.
 - Once you've implemented new tourism product, you'll be working to create marketing collateral, design digital media campaigns and attending RTA meetings to share the word with folks locally and regionally.
 - But there's one more step, make sure to list the new tourism product and related events on www.exploregeorgia.org for free!
- Doing so will certainly amplify your efforts and extend the reach, so let us help you! Contact Lori Hennesy lhennesy@georgia.org, if you need a log in or help populating your product page.
 - [How to for ExploreGeorgia.org](#)
 - [Criteria for listing in the Georgia Travel Guide](#)

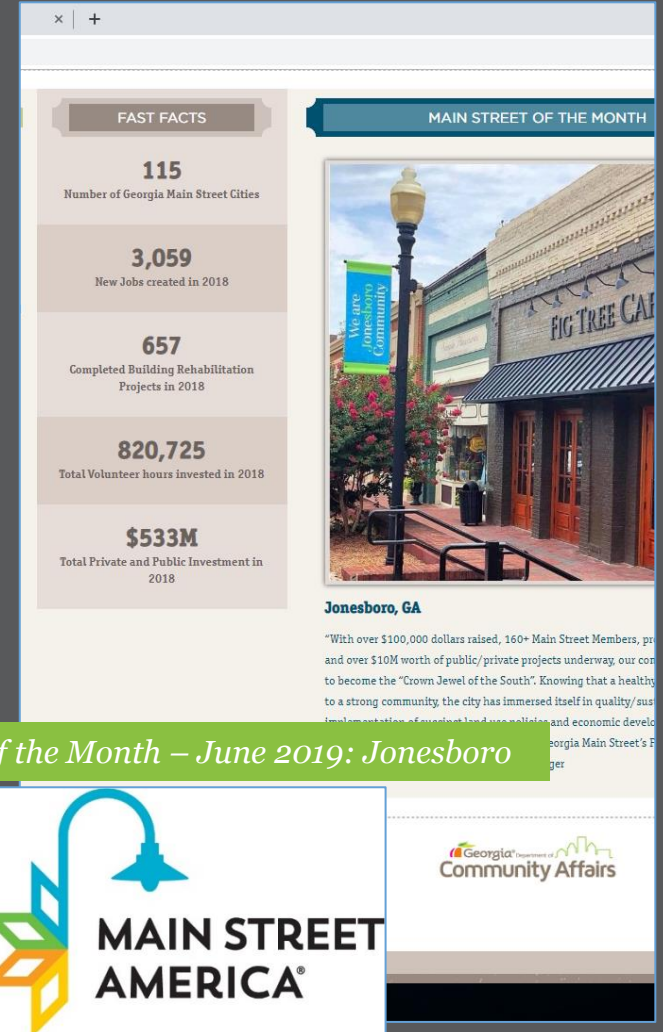


The screenshot shows a web browser displaying the Lazy Guy Distillery listing on the ExploreGeorgia.org website. The browser tabs include 'Afro Pop Radio - Now', 'Lazy Guy Distillery | Official', and '2020-monthly-cale...jpg'. The URL is 'http://www.exploregeorgia.org/drink/wineries-breweries-distilleries/lazy-guy-distillery'. The page features a navigation bar with links for 'EXPLORE DESTINATIONS', 'FIND THINGS TO DO', 'FIND PLACES TO STAY', 'PLAN YOUR TRIP', and 'SEARCH Q'. The main heading is 'Lazy Guy Distillery' with a 'VISIT WEBSITE' button. Below this is a 'MAP VIEW >' link and a photograph of the distillery's production building, a rustic wooden structure with a sign that says 'Lazy Guy'. A caption below the photo reads 'Distillery production building'. Underneath, it lists 'RELATED CATEGORIES: WINERIES, BREWERIES & DISTILLERIES, TOURS' and 'ATLANTA METRO • KENNESAW'. A paragraph of text describes the distillery's location in downtown Kennesaw, Georgia, and its focus on using regionally grown grains for craft distilling.

Partner product listing on exploregeorgia.org

A Roadmap to revitalization

- The National Main Street Center leads a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts.
 - Main Street America focuses on 4 points
 - Economic vitality
 - Design
 - Promotion
 - Organization



FAST FACTS

115
Number of Georgia Main Street Cities
3,059
New Jobs created in 2018
657
Completed Building Rehabilitation Projects in 2018
820,725
Total Volunteer hours invested in 2018
\$533M
Total Private and Public Investment in 2018

MAIN STREET OF THE MONTH

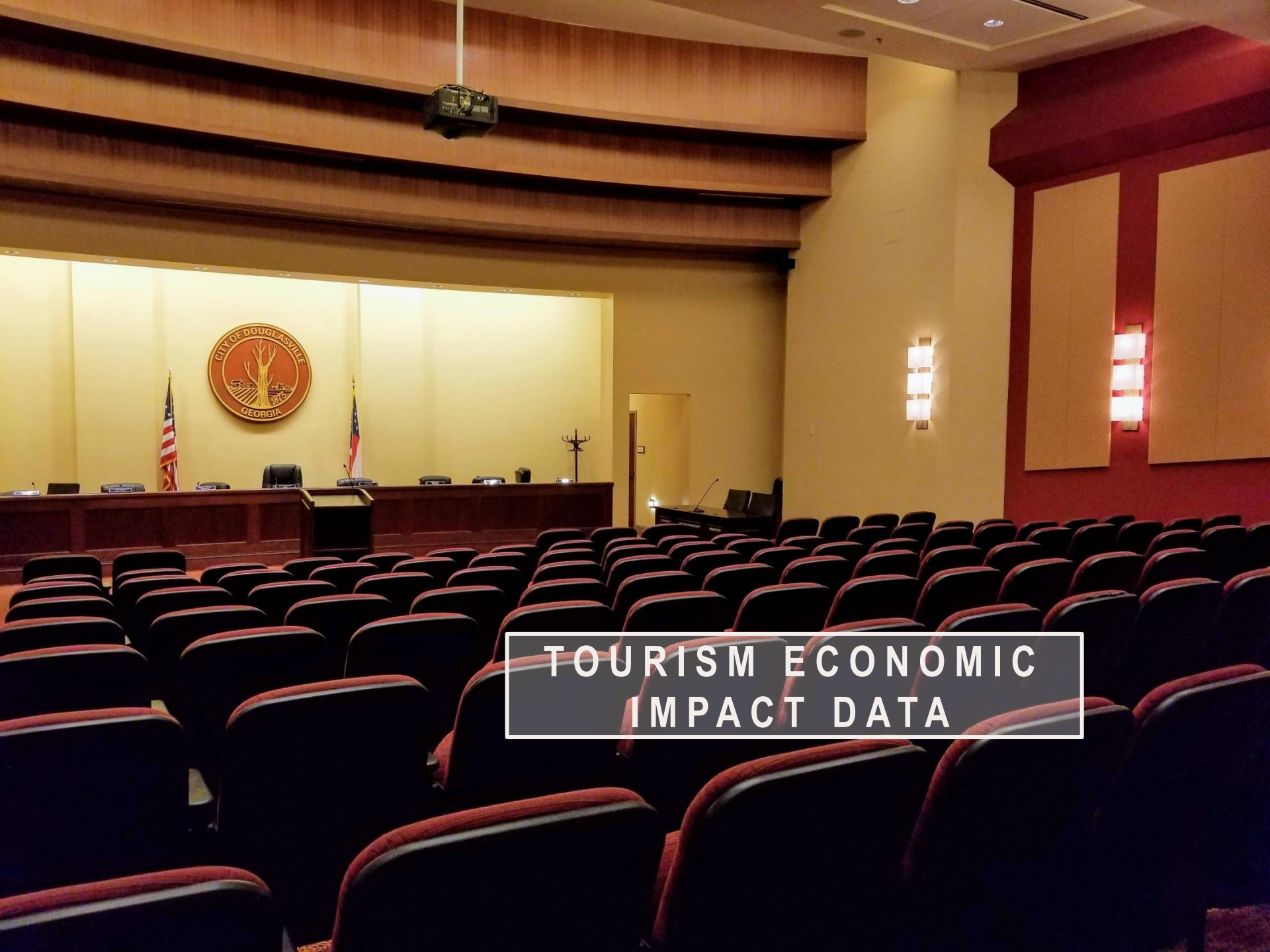
Jonesboro, GA

"With over \$100,000 dollars raised, 160+ Main Street Members, pr and over \$10M worth of public/private projects underway, our com to become the "Crown Jewel of the South". Knowing that a healthy to a strong community the city has immersed itself in quality/sus implementation of smart land use policies and economic devel Georgia Main Street's P ger

MAIN STREET AMERICA®

Georgia Community Affairs

Main Street of the Month – June 2019: Jonesboro




**TOURISM ECONOMIC
IMPACT DATA**

Georgia Tourism = \$66.3 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 \$66.3 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, film-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.

EXPLORE GEORGIA

Georgia Tourism
by the Numbers: 2018



Domestic Visitors ¹	110.3 million (+2.4% YoY)
International Visitors ²	1.4 million (+1.4% YoY)
Visitor Spending ³ (Domestic and International)	\$36.9 billion (+4.3% YoY)
Total Tourism Economic Impact ³	\$66.3 billion (+4.8% YoY)
Total State and Local Revenues Generated ⁴	\$3.4 billion (+3.6% YoY)
Additional Taxes to Replace Tourism ⁵	\$916 per household (+3.5% YoY)
Total Jobs Supported ⁶	478,000 (+2.7% YoY; 7.7% of all employment)
Tourism Product Development Grants ⁶	27 grants equaling nearly \$160,000
Unemployment Impact ^{6,7}	In 2018, the unemployment rate in Georgia was 3.9% . Without the jobs supported by the tourism industry, it would have been 10.0% .
Tourism Sentiment Score ⁸	47 (+6 points YoY) Georgia's tourism industry takes the global perception of the state by 38% 51% of online conversations about tourism in Georgia are positive, while only 4% are negative. 43% of the online conversations about the state in general are positive, while 9% are negative.

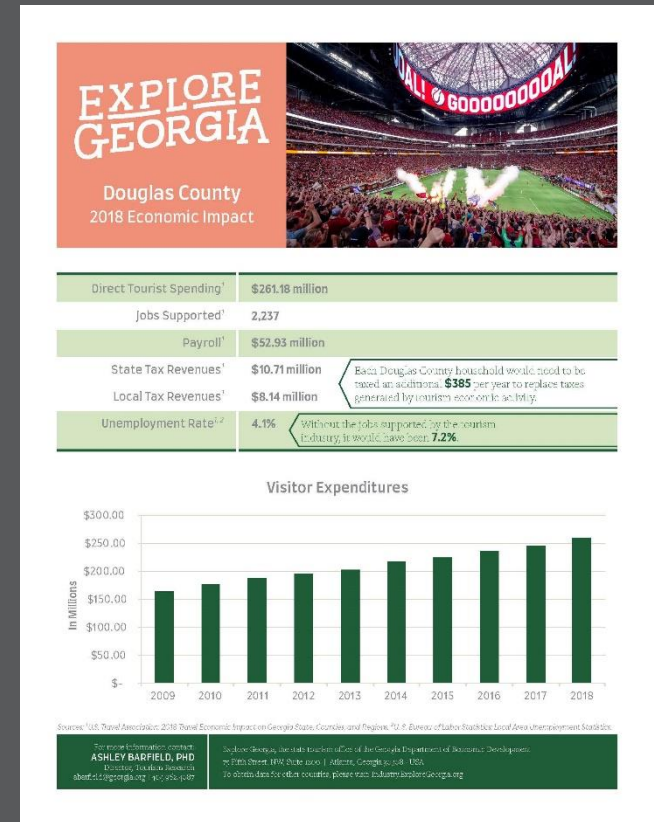
Sources:
¹ Georgia HC 2018 Visitor Profile, BK, Shifflet & Associates ⁴ Georgia Department of Economic Development
² International States Travel Database, Tourism Economics ⁵ Local Area Unemployment Statistics, U.S. Bureau of Labor Statistics
³ 2018 Tourism Satellite Account, Tourism Economics & U.S. Travel Association ⁶ 2018 Georgia Tourism Sentiment Index, Destination Thrill

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Explore Georgia, the state tourism office of the Georgia Department of Economic Development
75 Potts Street, NW, Suite 1500 | Atlanta, Georgia 30308 | USA
To reference other research for the tourism industry in Georgia, please visit: Industry.ExploreGeorgia.org

Douglas County = \$261 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 anytime for the annual snapshot of tourism economic impact for each Georgia county.
- More information available at right and from our Director of Research



REGIONAL LEVEL DATA



Atlanta Metro Region = \$136/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.
 - 72% of visitors to the region come for leisure travel and they are primarily seeking: family events, culture, and attractions.
 - 68% are NOT Georgia residents, average age 48 with an average household income <\$102K and staying 2.14 days
 - More information available at right and from our Director of Research.



ATLANTA METRO DOMESTIC TRAVEL (2018)



TOTAL VISITORS	\$1.21 MILLION (+3.9% YoY)
SHARE OF GEORGIA TRAVEL	50.90% (+2.07 points YoY)
AVERAGE SPEND PER VISITOR PER DAY	\$135.90 (-3.0% YoY)
AVERAGE STAY LENGTH (INCLUDING DAY TRIPS)	2.14 DAYS (-8.9% YoY)
AVERAGE ONE-WAY DISTANCE TRAVELLED	325 MILES (-7.9% YoY)
TYPE OF TRIP	BUSINESS = 28% LEISURE = 72%
VISITOR ORIGIN	GEORGIA RESIDENTS = 32.9% <i>Top 5 Georgia Resident Origin DMAs: Atlanta, Columbus, Savannah, Augusta, and Macon</i> NON-GEORGIA RESIDENTS = 67.1% <i>Top 5 Non-Georgia Resident Origin DMAs: Birmingham, AL; Nashville, TN; Orlando-Daytona Beach-Melbourne, FL; Tampa-St. Petersburg, FL; Mobile, AL-Pensacola, FL</i>
TOP 3 ACTIVITY CATEGORIES (NON-GENERAL)	FAMILY/LIFE EVENTS (35%); CULTURE (23%); ATTRACTIONS (20%)
DEMOGRAPHICS	AVERAGE AGE = 48 YEARS AVERAGE PARTY SIZE = 1.63 PEOPLE <i>Party Composition: Adult Travelling Alone (59%); W/F Couples (19%); Adults with Children (12%)</i> AVERAGE HOUSEHOLD INCOME = \$101,600 MARRIED: 87% CHILDREN IN HOUSEHOLD: 42%

Source: 2018 Georgia Region Visitor Profile; 2018, 2017, 2016 & 2015

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\$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](#)

\$11.3 billion spent on water sports

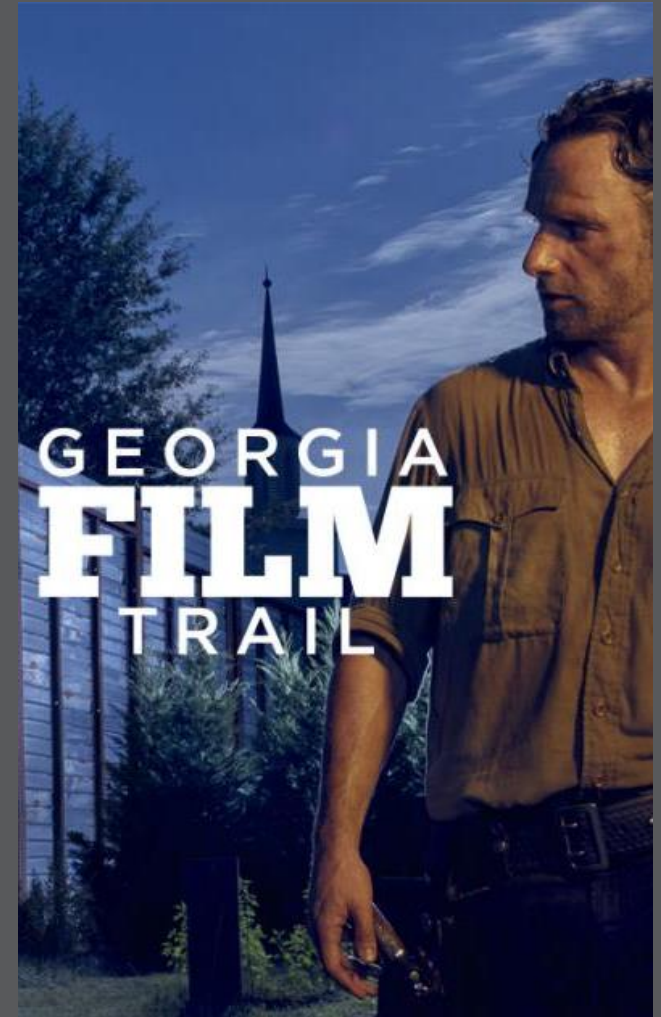


- People are spending lots of \$\$\$ on Water Sports
 - Paddle sports are booming during the pandemic
- AND
- Georgia has noted 1 million paddlers!
 - Are you inviting them to your community?

Source: [Outdoor Industry Association 2017](https://www.mcduffieprogress.com/news/state/paddlesports-booming-in-spite-of-pandemic/article_1a728457-0c26-58ef-97d7-ac09a47f9258.html); [McDuffie Progress Newspaper June 2020](https://www.mcduffieprogress.com/news/state/paddlesports-booming-in-spite-of-pandemic/article_1a728457-0c26-58ef-97d7-ac09a47f9258.html), [https://www.mcduffieprogress.com/news/state/paddlesports-booming-in-spite-of-pandemic/article_1a728457-0c26-58ef-97d7-ac09a47f9258.html?](https://www.mcduffieprogress.com/news/state/paddlesports-booming-in-spite-of-pandemic/article_1a728457-0c26-58ef-97d7-ac09a47f9258.html)

\$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.



The arts bring billions of dollars into Georgia

Nonprofit Arts Organizations & Artists

- Organizations: 2,874
- Jobs: 31,000
- Revenue: \$1.3 billion
- Wages: \$690 million
- Assets: \$2.8 billion

Economic Impact:
\$2.2 billion

Creative Industries

- Jobs: 200,000
- Revenue: \$37 billion
- The creative industries represent
- 5% of employment and
- 4% of business revenue

Economic Impact:
\$62.5 billion



The Douglas County
Butterfly Trail
Gardens Registered with the Rosalynn Carter Butterfly Trail

KEY TAKEAWAYS

Recommendations for your community

- Within these recommendations are images, links, ideas, and examples of how neighboring communities have implemented similar product. Below we highlight our top recommendations for tourism product and full details follow in each section.
 - Lean on the **Arts** as a solution to promote unique experiences!
 - Master plan the **downtown** with dining/lodging, retail and ambience
 - Promote **outdoor** adventure with land/water trail options
 - Preserve cultural **heritage** through festivals and storytelling
 - Explore ideas for unique **lodging** and experiences
- 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 at the end of this report.
- Finally, tourism product ideas presented here are further supported with a resource page featuring links to funding resources at local/state/national agencies that may also be of value in creating and improving Georgia tourism product.



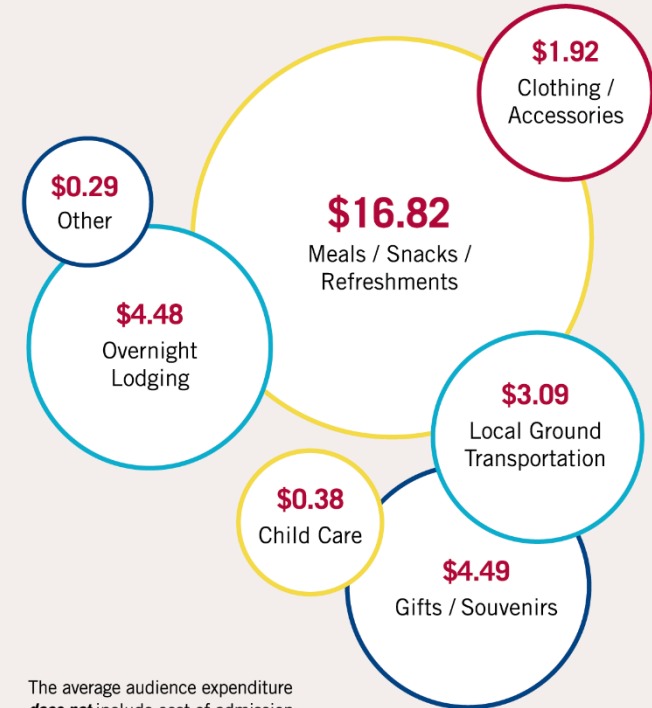
ARTS AS A SOLUTION

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

Average Per Person Per Event

Audience Expenditures: \$31.47



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

Local vs. Nonlocal Arts Audience Spending

Local Audience Spending // \$23.44



Nonlocal Audience Spending // \$47.57



Use public art to create an unforgettable exit

- Thousands of cars pass by daily I-20. Many are travelers that will eventually have to stop for a gas station or restaurant. Explore ways to make the exit to Douglasville distinct. Public art could make the Douglasville exit stand out amidst miles and miles of similar-looking stops. Tourists will be excited to explore the creative city that has such unique artwork.
- Make sure that gas stations, restaurants and other stops immediately off the interchange have information to pass on to travelers about interesting things to do locally.



Add photos to welcome center to promote local sites

Add photographs of visitors having fun at local sites in local Welcome Centers. Include captions with information on how to get to each of the sites, or when the events take place. Fun photos of people having a great time at will encourage guests to visit those sites and to come back for special events. The photos can also be used in the windows of empty storefronts.



Photo by Atlanta Journal-Constitution

Expand the Center with a pop-up display downtown

- Consider adding a storefront location downtown to increase visibility to tourists of this fabulous arts resource. This site could be its own storefront, or it could be part of an existing business, such as a coffee house.
- This outreach post could have its own exhibits along with activities for children and families. The site would be a way to steer folks to the CAC building as well as passing on information about membership and events. This can also be a way to increase the space available for the museum shop and to provide a place downtown where tourists can buy merchandise.
- An organization that has successfully used this model is the Thomasville Center for the Arts in Thomasville, Georgia.
<https://thomasvillearts.org/>



Entice visitors to walk from downtown to CAC

Create a trail from downtown to the CAC. This should be a trail that can be used either by people walking or driving. The trail could be painted on the ground, or it could be marked with colorful signage, or it could include public artwork. Perhaps children who have their photo made at each stop along the way can get a prize when they get to the CAC.



Take steps to ensure programming engages community

The amphitheater will be a wonderful addition to Douglasville.

- Join Georgia Presenters. This is a group of small and mid-sized presenters from across the state that is managed by The Fox Theatre in Atlanta. These organizations work together to share information on performers, and they also block-book, which is engaging an artist for multiple performances in different locations for a lower fee.
- The Tourism Team recommends that the city hire a full-time director for the amphitheater in order to make sure the site is being utilized in the maximum way.
- Create a plan to get community input on future programs for the amphitheater.



Expand the audience by adding artists

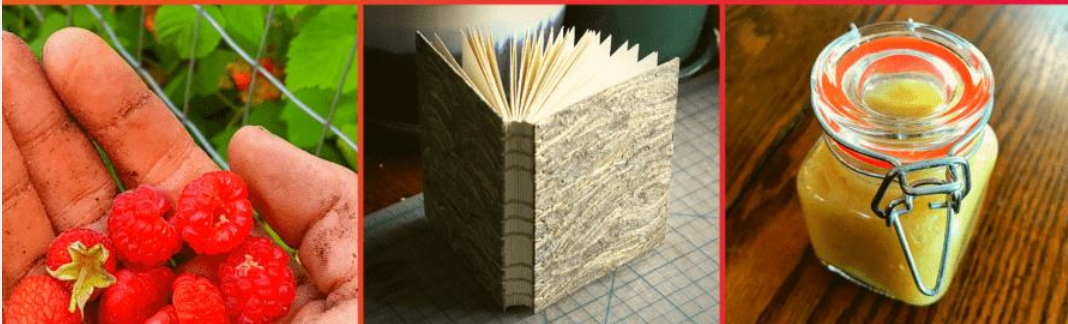
A local farmers market is a great addition to a community's tourism assets. Douglasville will increase the audience for the market by inviting artists and craftspeople to join the market and sell their wares.



**FRANCONIA
ART & FARMERS
MARKET**

Featuring goods from local farmers and artisans

2020 DATES (10AM-2PM):
MAY 3
JUNE 7
JULY 5
AUGUST 2
SEPTEMBER 6
OCTOBER 4



Change STEM to STEAM for new activities

It is great that this event includes STEM activities for attendees. One way to bring even more people to the event is to add the Arts to STEM activities to get **STEAM**. Arts activities can help to teach STEM concepts as well as to enhance creative thinking and problem-solving capabilities.



What does **STEAM** stand for?

SCIENCE, TECHNOLOGY, ENGINEERING, ART, MATH



In practice, STEAM is defined as arts integration, an approach to teaching and learning through which content standards are taught and assessed equitably in and through the arts. It's the intentional weaving of academic study—typically math, science, social studies, and English and language arts—with arts disciplines such as visual art, dance, music, and theater.

5 Benefits of STEAM



Engaged learning for students

Creating STEAM projects that illustrate STEM concepts empowers students to become part of the teaching process, and retain what they learn.



Better test scores

Through our pilot classrooms and peer-reviewed studies, it's shown time and again that engaged learning processes created by STEAM leads to better test scores in classrooms.



Improved classroom behavior

Teachers who use STEAM arts integration curricula in their classrooms report a dramatic decrease in off-task behavior and more than 20% reduction in classroom disruptions.



STEAM is inclusive

STEAM education works for all students, regardless of culture, ethnicity, or learning style, and shows increased gains in Title I classrooms.



Brings fun back to the classroom

Makes learning fun for students while improving their learning and test performance. Engaged students learn more and retain more of what they learn.

LEARN IT BY ART™

Learn it by art, know it by heart.

www.learnitbyart.com

Use public art to promote annual events and sites

- People traveling through Douglasville currently do not have a way to learn about annual events unless they stop at the Welcome Center. Public Art is a way to get the word out about recurring events year-round and encourage people to return to the community.
- Murals can also be used to promote local attractions that may not be familiar to visitors. Update the policy that doesn't allow murals in your Arts Master Plan.



Use art projects to bring attention to vacant spaces

- Visual and performing arts projects can be used to bring life to vacant spaces to demonstrate the potential of certain locations. The visual arts projects do not have to be permanent. In fact, constantly changing artwork will keep people interested in what happens next.
- Projects that could attract people include:
 - Music
 - Murals
 - Sculpture
 - Yarn bombs
 - Chalk drawings
 - Pop-up shops in vacant spaces



Promote all annual events year-round

Create a design for posters, banners and/or signs that list all annual events in the county that can be displayed all year. A visitor to the park may be thrilled to hear about the Pinetree Festival and plan to come back for the event.

All tourism websites for each city should link to the events page for the other cities and the park so that guests get a sense of everything taking place across the county.



DOWNTOWN DALLAS INC

A FRESH LOOK AT DOWNTOWN EVENTS

UPCOMING EVENTS IN DOWNTOWN DALLAS

Tacolandia , Dallas Farmers Market, October 7	Dallas Holiday Parade , Downtown Dallas, December 2
Uptown Block Party , Griggs Park, October 12	Klyde Warren Park Holiday Show and Tree Lighting presented by Nissan , Klyde Warren Park, December 2
Chefs for Farmers , Multiple Downtown Venues, November 3-5	Shaken + Stirred , The Statler Hotel, December 2
Dallas Bike Ride , City Hall Plaza, November 4	Reliant Lights Your Holidays , AT&T Performing Arts Center, December 2
The Edge of Texas , Multiple Downtown Venues, November 10 & 11	Candlelight , Dallas Heritage Village, December 9 & 10
Turkey Trot , Downtown Dallas, November 23	
Downtown Wanderland , Downtown Dallas, Weekends in December	

For full list of events and happenings visit events.DowntownDallas.com

Photography courtesy: Daniel Dziemsky, Thomas Garza, Renato Rinsach, Karlo X. Ramos, Megan Spooner, Justin Terveen

Identify photogenic places for tourists

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.treksoft.com/en/blog/how-instagram-has-changed-the-tourism-and-travel-industry>

- **Selfie Stops:** Identify places that would be unique selfie stops for visitors. Add signage at those locations encouraging visitors to post photos to your Instagram site. Add a selfie stop location that clearly says Douglasville, GA in the background to promote the city when the photo is shared.
- **Photo Friendly:** Put together a list of beautiful locations in the county where visitors can go to get a great photo. These places could include scenic cotton fields; rustic barns, churches or homes; or beautiful overlooks where someone could get a shot of a perfect sunset. All of these places should be open to the public and easily accessible. Be sure to include locations across the county.
- **Instagram:** Promote your Instagram site. 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>



Help visitors explore sites in person

It is great that the Convention Center is decorated with photographs of local sites. Add labels to the photos telling visitors where to find the sites pictured so that they can go and explore the site in person.



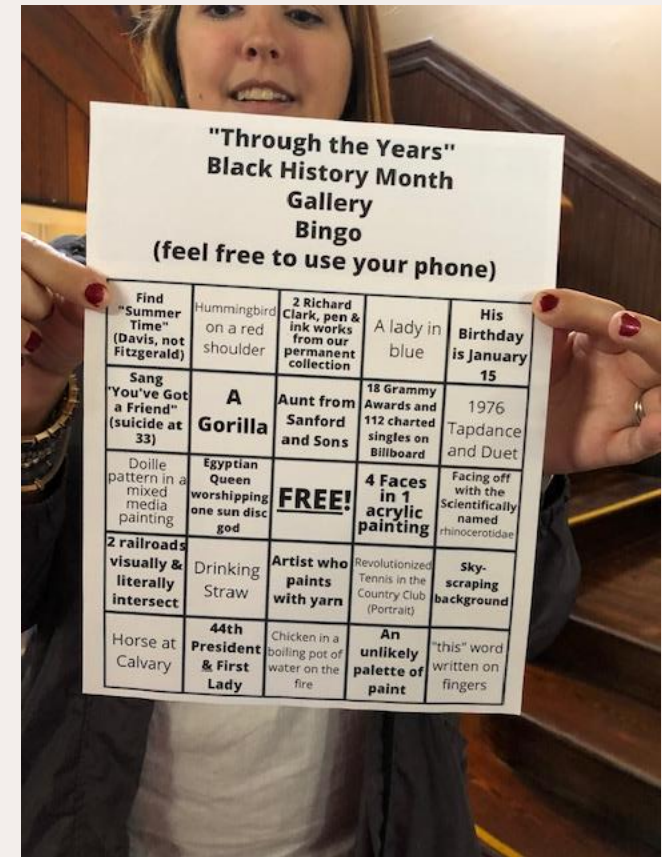
Promote the Museum as a downtown attraction

- In 2015, the Tourism Resource Team visited the Douglas County Courthouse Museum and put together a report with recommendations on making the museum more inviting and accessible for tourists. This report includes some of the information from the previous report, but the Museum staff should revisit that report for a complete set of recommendations.
- Although this building belongs to the County, it is one of the few tourist attractions that is in downtown Douglasville. The Team recommends that city promote this venue to encourage visitors to come downtown and spend money.



Add interactive activities for children and families

- Children touring the museum with their parents may get impatient and restless because the tour is not geared to them. Add activities for children that will not only engage them in the exhibits but teach them about local history. Some ideas include a scavenger hunt, coloring pages with pictures of museum artifacts, or period costumes that they can try on.
- CAC has a great example of a scavenger hunt/bingo card. The Douglas County Museum could replicate this idea, and then the two organizations could cross-promote this activity.



Unify signs and labels and make them accessible

- Clean up signs and labels that are taped and pieced together. The appearance of some of the signage takes away from the beautiful exhibits and artifacts. It is OK to print signs in-house, but they must look clean and neat.
- Unify the signage. Decide on a specific font, color, size, style, etc. for signs so that each exhibit appears cohesive and unified.
- Place ALL signs so that ALL visitors can read them. Remember that some visitors may be in wheelchairs.
- Hide collections tags from visitors.



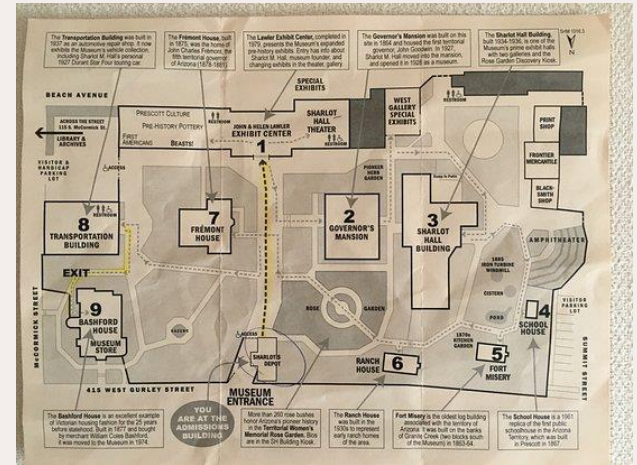
Unify the separate education exhibits

- **Education Exhibit:** Unify the African American education exhibit with the white education exhibit so that Douglas County education is presented as a single exhibit. Separating the two creates an unintended feeling of segregation. Instead, consider using one room for an exhibit on lower grades and the other for high school.
- **Curriculum:** Work with local teachers to develop curriculum for the museum that is tied to the state's learning standards for different grades. This can be published on the museum's website and available for any teachers to use. Teachers are more likely to visit if they have activities and curriculum already available.



Give guests the option of a self-guided tour

- Self-Guided Tour:** Self-guided tours are the preference of some museum-goers as it allows them to go at their own pace and spend time on the parts of the museum that are most interesting to them. Figure out if some parts of the museum could be open for a self-guided tour. These would be rooms in which items can be protected or are not valuable. This system would free up the docent to be available to answer questions from many different people and not be tied to one group of guests.
- Security:** Work towards identifying objects that could easily be stolen or damaged and figure out ways to secure those items so that more of the museum can be opened to self-guided tours. Some items may only need a DO NOT TOUCH sign, which others may need to be placed in a locked case.
- Signage:** Create signage and/or a map that allows visitors to get around on their own. Think of the visitor's journey as a story with a beginning, middle and end, and then determine the order in which they should view the exhibits.





DESTINATION DOWNTOWN

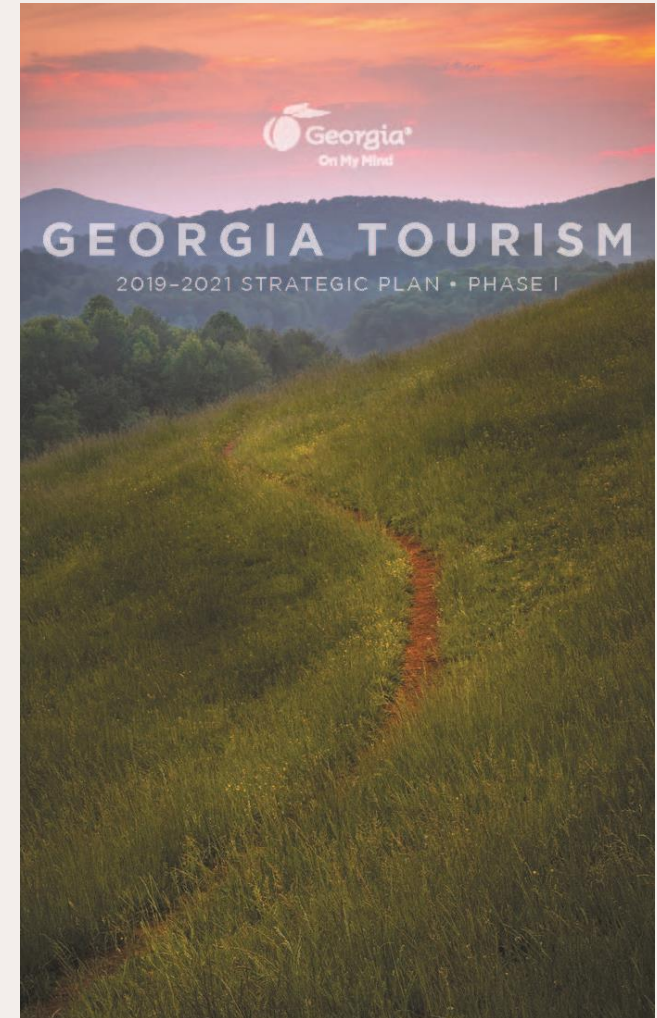
Why is downtown development important to tourism?

- The heart and soul of every community is its downtown. The health of a community can instantly be portrayed by the vitality of its downtown. The number one activity of visitors throughout the world is shopping, dining and entertainment in a pedestrian friendly setting. It's typically not the reason we go to a destination, but it is the top diversionary activity of visitors once they're there.
- Secondary activities are where 80% of all visitor spending takes place. It's ok to be a "diversionary" activity. When we're out fishing or hiking or biking, we are not spending money. When we are competing in a sports game, we are not spending money. But when we're done, guess what? We're off looking for the nearest watering hole, great shops, restaurants, and entertainment. Why did Disney build Downtown Disney outside of Disney World? To capture that other 80% of visitor spending. Smart move.
- Curb appeal can account for 70% of visitor sales at restaurants, golf courses, wineries, retail shops, and lodging facilities. Many merchants have no idea how to pull customers in the door by presenting a beautiful, welcoming entry with planters, benches, attractive signage and window displays.
- If local residents do not hang out in your downtown, neither will visitors. Visitors are not looking for "best kept secrets" or "solitude" when downtown. They are looking for places where other people go. They want to be in a lively, thriving environment. If downtown has the activities and attractions to draw residents, visitors will want to go there too.
- **The number one reason people travel is to visit friends and relatives. When they visit you, where do you take them? Downtown, that's what I thought.**

Adapted from Roger Brooks International Consulting

Your downtown could feature it all!

- We recommend communities rely on research to make informed decisions about Georgia tourism like the national and county-level data included on pp. 15-17 .
- Georgia Tourism's current strategic plan includes 5 pillars or market segments that are trending and can uniquely position Georgia among other destinations.
 1. African American heritage and culture
 2. Film and music tourism
 3. Outdoor recreation and sports
 4. Food, drink and Georgia Grown
 5. Iconic Georgia destinations
- Your downtown could feature it all!



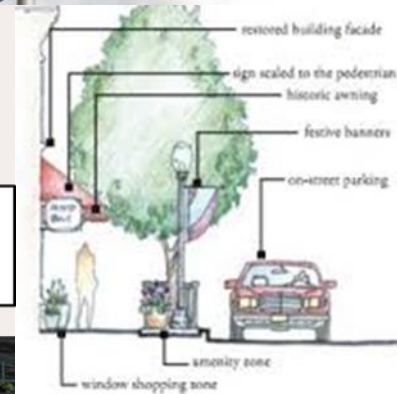
Hold a charrette the week before an annual event

- Consider holding a visualizations or charette (UGA CED) for a downtown master plan;
- Tie the charrette into an event and hold it prior to an annual event so that everyone then has homework to observe the downtown in action.
- As heard in the listening sessions with the community during our site visit, common goals are more retail opportunities and nightlife and lodging in downtown – do some outreach with the absentee owners. If roadblocks occur when working with existing property owners regarding redeveloping their properties for more retail opportunities, then the Downtown Development Authority should take the lead in expanding the footprint of the downtown area.
- Balance the need for greenspace as well as adding new structures/buildings.
- Adding new buildings for more retail could also open the potential option for lodging (Airbnb rentals) on the 2nd and 3rd floors of new buildings.



Play the music and update landscaping

- Play the 1980s hit by the local artist from speakers on the exterior while downtown shoppers are strolling around.
- Studies show that playing slow-tempo music **slowed customers down** as they shopped, and people purchased more during their visit and stayed longer.
- Enhance landscaping to draw attention to the site.
- There are several opportunities to add more tree canopy and other improvements to streets of Douglasville's downtown area.
 - Add new streetscape elements such as more tree canopy, benches, sidewalk plants, outside dining areas, bicycle racks and ADA handicap accessibility to sidewalks to side streets.
 - Work with the GA Department of Community Affairs' Design staff for streetscape renderings for the downtown area.



Georgia Main Street Program
Design Assistance
(706)425-3079
Carmine.fischetti@dca.ga.gov



Sample Streetscape Improvement

Visibility of a business is key to success

- Downtown business owners say that the existing sign ordinance, specifically its restrictions around lighting, make their businesses less visible to people walking and driving by.
- Review current sign ordinance to allow or require specific lighted blade signage for downtown businesses.
- Blade signs are more aesthetically pleasing and visible compared to standard wall signs.
- Lighting from the signs serves two purposes, visibility and safety.
- Better sign visibility means that businesses will not rely as heavily on a-frame signs, which currently impede the sidewalk for pedestrians.



Add lights to tree and roof lines

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



All-American City Nomination

- As a 2020 All American City nominee, promote the information to the residents of the city.
- Proud residents and business owners are the best advertisement. Use them!
- Educate residents on what this nomination means. Knowledge is power and goes a long way in conversation.
- Engage the residents by inviting them virtually or O'Neal Plaza to view the presentation that is being prepared for the conference in August.
- If chosen as a winner, place the AAC banners all around the city, place a banner up in the city council chambers.
- If chosen as a winner, create yard signs and other swag that residents can purchase to promote the city. Promote "the win" on the city's webpage and all social media outlets.



Activate-Activate-Activate



YOGA AROUND THE CITY
Every Thursday!

MAY-JUNE	JULY	AUGUST
Yoga on the Square	Yoga on the Green	Yoga in Harmony
Beginning May 23 Downtown Decatur	First Christian Church 601 W. Ponce de Leon Ave.	Harmony Park, Oakhurst Village

KEEP IT INDIE-DECATUR

Sessions begin at 5:30 pm | Bring your mat | FREE!

- Weekly concerts and large events are great but go beyond to weekly activation of the plaza that does not require much from staff.
 - Partner with local playhouses to offer outdoor plays and interactive plays.
 - Visual art is another means of drawing people, use it to lead people to the plaza.
 - Partner with local yoga studios and trainers to offer outdoor fitness.
 - Invite people to bring their family out to have dinner on the plaza.
 - Encourage office tenants to do outdoor staff meetings on the plaza.

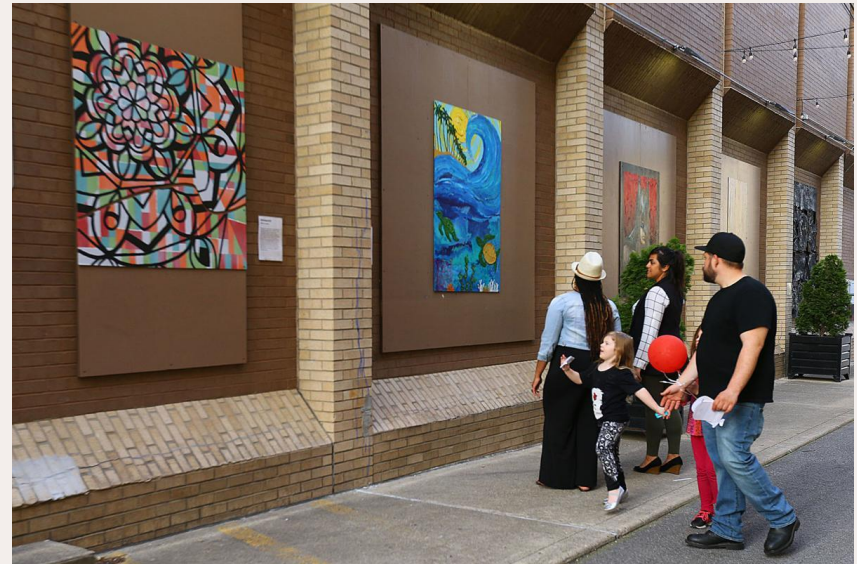
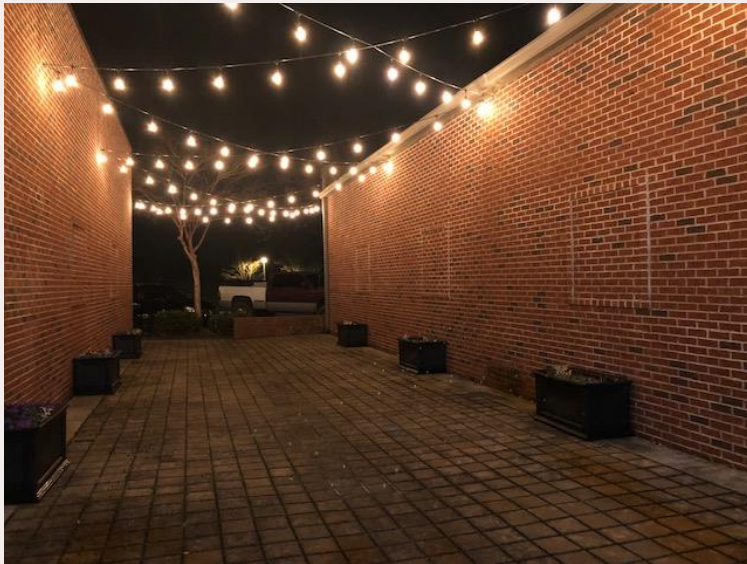
Add focal point for plaza

- The history of the Skint Chestnut is a fascinating story, but the visitor and probably a lot of locals don't know the history. The Skint Chestnut has also been used in the City's logo.
- Celebrate this history by working with an artist to develop a large metal work depicting the Skint Chestnut within the plaza.
- Adding an interpretative panel about the history would provide another experience for the visitor.
- Lighting the sculpture could be a beacon for drawing folks to the downtown in the evening.



Add artwork to create a new attraction

- The plaza is a wonderful addition to downtown. This would be a perfect place to add colorful artwork for an outdoor exhibit. The artwork could be permanent, or it could be temporary and change during the year to encourage people to come back and see what is new. Some of the exhibits could feature work by local students.



ENTERTAINMENT DISTRICT

Build out a good mix of retail, dining, greenspace



- As downtown Douglasville continues to enjoy a reputation as place to host 5K events, festivals, parades and concerts, establishing an entertainment district would be important step for the city. This would allow for the modification of existing regulations regarding downtown entertainment opportunities.
- Establishing an Entertainment District ordinance would allow adults to carry open containers of alcohol in designated parts of downtown Douglasville.

- 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. Contact the cities of Decatur and Perry to review their Entertainment District ordinances.

Breweries have become family-friendly hubs



Sweetwater Brewing Beer Garden, Atlanta

- Trust me on this, folks who play hard outdoors enjoy refreshments after their outings. And they all like supporting a local brewery.
- The current trend of 70+ local craft breweries in Georgia is high and they are great partners with outdoor sites, outfitters, and events.
- So think about complementing the ecotourism of land and water trails with a local brewery and coffee house as it's a partnership recipe for success.
- Downtown building could offer rooftop beer garden along with the proposed Airbnb units.

- We've heard someone local may already be brewing a heritage beer: Skint Chestnut which fits well. It also makes perfect sense to court Sweetwater Brewing to open a satellite brewery or beer garden near the Sweetwater Creek Park , the source of the sweetness!
- Its typical for them to brew their craft at a spacious industrial site, invite food trucks in to round out the menu; host music to create the atmosphere; cornhole and other games to entertain the guests and to sponsor an after party for ecotourism itineraries...all set in a beautiful beer garden adjacent to the brewery.

Market your town while driving visitors around

- Acquire a wrapped golf cart for downtown usage. This would provide a great opportunity to market downtown as it moves throughout the community.
- Golf cart shuttle service is a great idea for an "Uber"-like business startup. Having a golf cart shuttle service to local hotels would provide an additional experience for your visitor.
- Consider an option that would allow for visitor information to be a part of the golf cart shuttle service.
- Include an ordinance that allows for golf carts in the Downtown district.

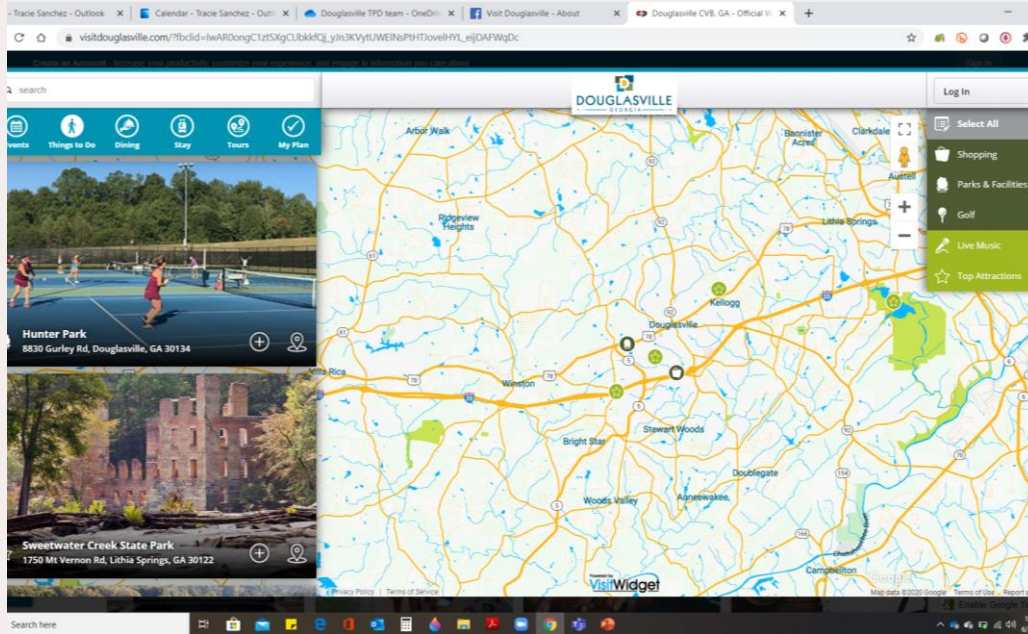


Develop a unified branding message

- Branding still divides the city and county, so you've got to unify that for the visitor!
- Examine the city's current branding and marketing strategies to bring unity back between what the city is doing versus what the county is doing. The visitor doesn't see the city and county as separate but sees the area as a destination. The message for your visitor should be unified and with unifying this message will bring strength in enticing the visitor to come to your community to play, stay and spend some money.
- Strategizing with the county on co-advertising opportunities to draw the large number of visitors from Sweetwater Creek State Park to downtown Douglasville is an important branding strategy and shouldn't continue to be a missed opportunity.
- The importance of working together helps promote tourism which solidifies the overall regional economic development efforts for the both the city and county. Consider developing an overall regional destination plan that would include other cities as well. Give the visitor a reason to stay longer!



Website serves city only and app is glitchy



- Visit Douglasville website only lists CITY sites
- APP is glitchy and not working well; some images are scanned from brochures.
- Hard to find and use, and it wouldn't make an itinerary!
- Use Instagram heavily since you've got a good following there.

Create a tourist attraction in empty storefronts

- Currently, there are several empty storefront spaces. Instead of having guests walk by and see vacant buildings, the community could turn the windows into their own attraction. Communities across the country are doing versions of art exhibits in windows. This is a way to promote the work of local artists while creating an art trail for tourists. Be sure to include information on how to contact the artist to purchase the work.
- The windows in these spaces could also be used for displays to promote businesses that are open, locally made products, or upcoming events.
- Examples of storefront window art programs:
 - <https://springboardexchange.org/storefront-art/>



Use pop-up shops to bring attention to vacant spaces

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 if you add food trucks/vendors and music.

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>



Develop along major entrances to the community

- As noted earlier, signage is a major component of the branding of a city/county. Signage at major points of entry is a first impression for visitors. The signage should be uniquely relevant to the local community, as well as inviting and memorable.
- This signage needs to be large enough to be read by passing motorists, and well-lit for motorists during bad weather and nighttime/early morning hours.
- It would also be wise to work with local artists/historians to create gateway signage that represents the local community, whether it be the riverboat history or signage focusing on that iconic R/R bridge or other river history.
- Once people are off the interstate and highways, they then need to be directed to the sites and attractions that you want them to see. This also prevents them from getting lost and wandering into areas you might not want them to see, areas that might be dangerous, unsightly or unflattering. So complement gateways with adequate wayfinding.



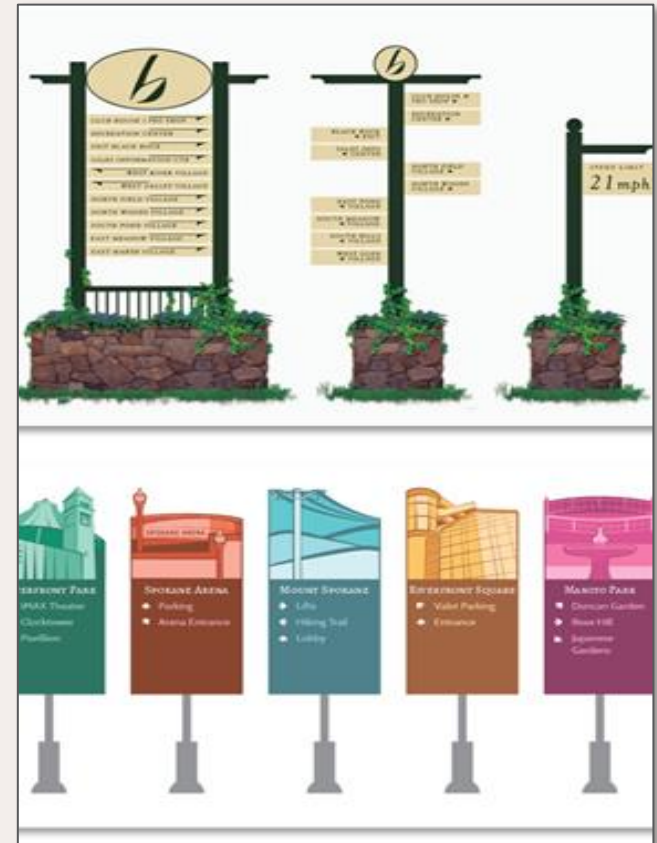
Consider working with this sign donor

- Channel the offer from this community partner into one that fits the brand and wayfinding designed for the entire city.
- Visitors don't know it's a special group sponsoring signage and expect directions and assistance to look the same.
- So funnel these efforts into the unified look while still letting them set the criteria for whose signs are included.



Establish a unified system

- Wayfinding via directional signage can enhance destination visits. In areas that gain a significant amount of revenue from out-of-town visitors, implementing creative signage is a good way to ensure tourists can find the attractions they're looking for.
- Along your hiking/biking/paddling trail systems we suggest continuing the city wayfinding and make sure that they are 'built for commerce', i.e., indicate for the visitor that there are dining & services at this junction!
- Signage should be designed and strategically placed to easily direct visitors to the proper areas. Once again, the signage should be unique so that it stands out from traditional street signs and commercial signage.
- Any new signage should ideally compliment the historic downtown signage already in use. This uniform look will make the signage more effective as it will be more easily recognized by those unfamiliar with the area.
- Green up the triangular corners with artistic solutions, where several community roads come together.
- Departure from the city often requires a different route and getting lost on the way home will leave visitors with a negative last impression, so sign the way out as well and thank them for coming!





ACTIVATE THE
OUTDOORS

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. And yes, outdoor recreation is a piece of that formula.
 - 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, blueways 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. **ASCE** offers an annual state infrastructure report card and recommends we **emphasize connectivity** within communities (among parks and key community and social services) with **multi-use trails**.
 - In addition to expanding active transportation options and recreational opportunities and being a vital facility on which to improve public health (especially during a **pandemic**), 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 a #1 amenity. Families and retirees increasingly seek fitness opportunities near home and relatives enjoy it as well when they visit.
 - One consistent message from the **Georgia State Parks** 2017-2021 plan is that trails are popular and important. 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 (NAHB); Georgia State Parks SCORP 2017-2021; ASCE Report Card, <https://www.infrastructurereportcard.org/state-item/georgia/>

Connect people to place and they will go there!

VISIT
WINDER
GEORGIA

COMING SOON



Wilkins Way Public Trail

A paved multipurpose trail connecting historic downtown Winder to Fort Yargo State Park.

- The citywide trail network should connect to destinations such as:
 - Downtown
 - Local businesses
 - Cultural resources
 - Multifamily housing
 - Employment centers
 - Schools
 - Parks

- Trail design should reinforce trails as destination:
 - Highlight beautiful scenery
 - Include unique art
 - Highlight local culture along the trail

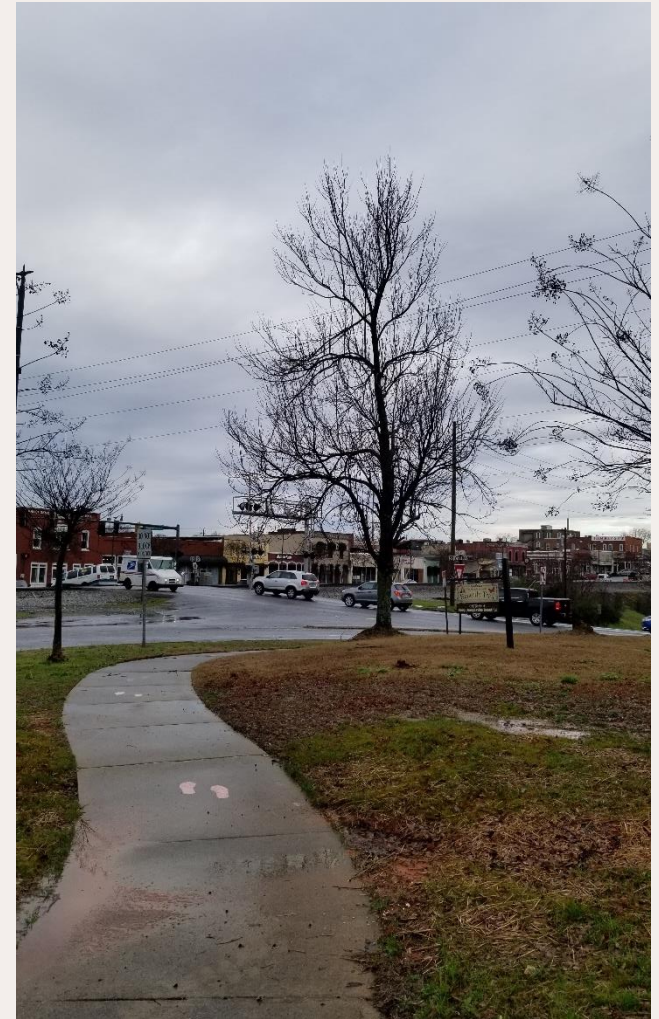
Market and create programming for the trail

- Create wayfinding signage '**built for commerce**' that not only helps one navigate but also leads them to commercial areas and 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.



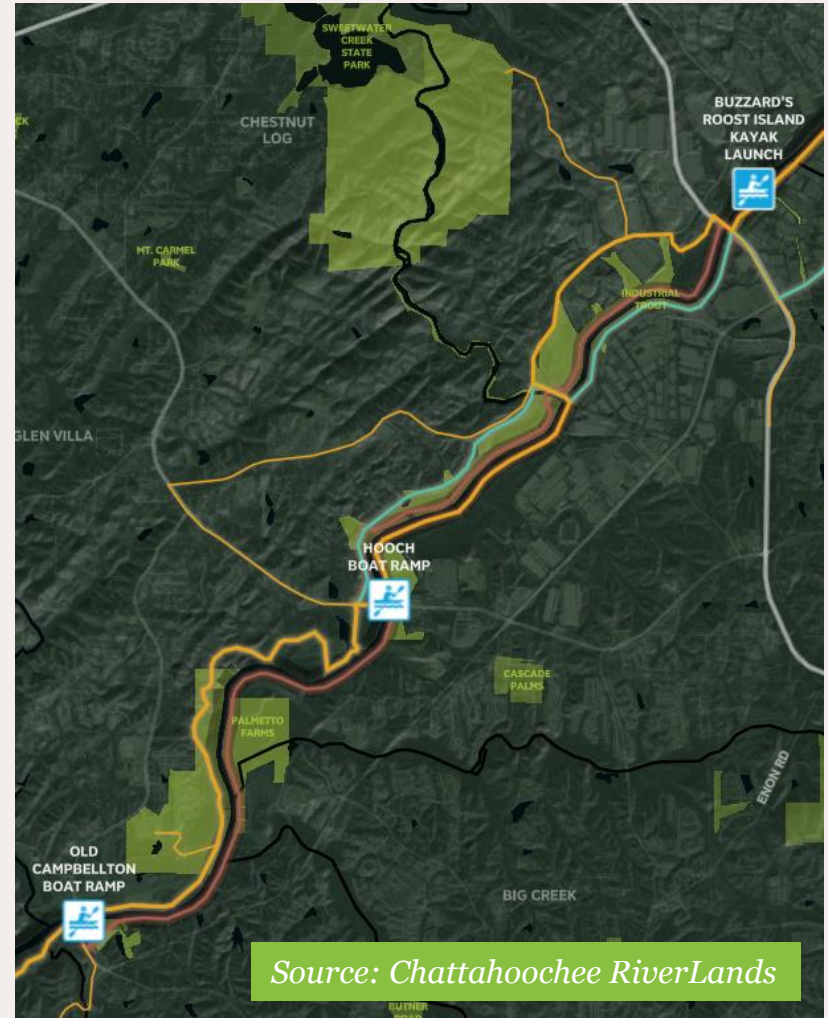
Continue the master plan to connect parks

- Connectivity is the best feature of the parks master plan! Connecting parks to each other, to the neighborhoods and to town. Essentially connecting people to places they need to go.
- Continue implementing the path recommendations in the Northside Trail LCI study and the parks master plan to ensure connectivity on both side of the railroad tracks and equitable access to greenspace for all.
- Downtown dog park, continued butterfly trail, and splash features mentioned on park tour all align well with park trends.
- Address shade issues where possible for summer season.



Advance Riverwalk ideas through existing project

- The Trust for Public Land (TPL) partnered with ARC, Cobb County, and Atlanta on a Chattahoochee RiverLands Greenway Study to help the region reconsider its relationship with the River.
- TPL studied the history, ecology, culture, demographics, and geology of the region. The project team worked with the general public to develop and refine goals for the Chattahoochee RiverLands.
- The vision includes your **Riverwalk** as a preferred alignment for a greenway trail through the 100-mile study area. The preferred alignment through **Douglas County** closely follows the proposed trail **from Campbellton to Boundary Waters Park to Sweetwater Creek State Park**. (See excerpt from the RiverLands [online map](#) to the right)
- Focal points along the way are known as Demonstration Sites. You can see all this work and support what is brewing in Douglasville at: www.ChattahoocheeRiverLands.com
- TPL Contact: Walt Ray, PLA, AICP
walt.ray@tpl.org



Connect Tributary to Sweetwater Creek Park

- Fowler Park is at the entrance to Tributary neighborhood and is often visited by walkers who find the low-elevation park flooded after rain events. Offer signage noting the trails and sidewalks through Tributary as an alternative route.
- Connect Tributary to Sweetwater Creek Park on their shared boundary and encourage families to walk or bike to the park. With the park's parking often filling up, this will also be an alternative access point for those who wish to walk.
- Work with the RiverLands team and known landowners now to express tremendous value to community of connectivity.
- Add these connected trails on the new park master plan MAP that implements and illustrates connectivity amongst all the city parks.



Activate Tributary commerce with active lifestyle

- Solicit a healthy café, smoothie or yogurt shop, coffee or TEA shop
- Solicit a yoga studio and workout space
- Solicit for a pet store to offer trail gear like water packs, collapsible water bowls, thermal shirts, and trail treats for pets.
- Solicit a local brew pub that plans to use food trucks and live music. Designate area for such and keep shade in mind.
- Anticipate use as a trailhead if Tributary is connected to Sweetwater Creek Park and offer a pay lot for those visitors. Validate if in-store purchases are made same day.
- Rent bikes, skates, jogger strollers and sell light trail gear.
- Work with local Olympian Elana Myers to be a spokeswoman for an active lifestyle!

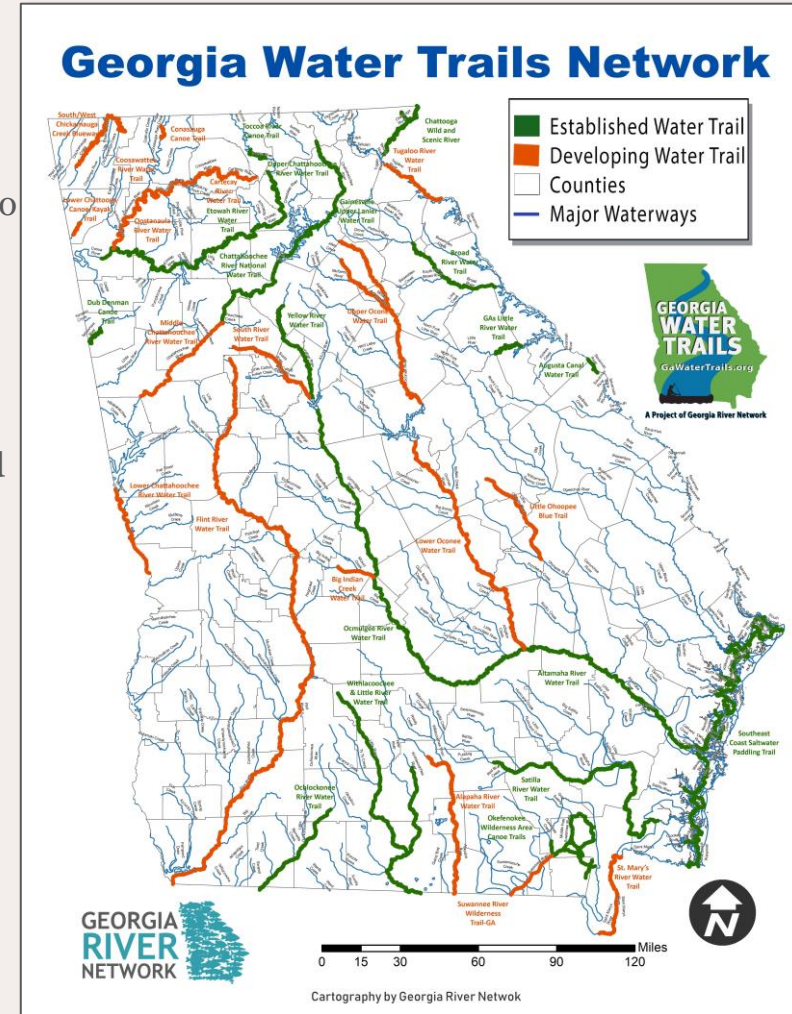


WATER TRAILS = LOW-HANGING FRUIT



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 help meet criteria and promote your designation as a Georgia Water Trail!
- Georgia Water Trails maintains the list of 18 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, fishing 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>
Georgia Water Trails: <https://GaWaterTrails.org>



Activate and create access to the river



- Middle Chattahoochee River Water Trail - in development at Georgia River Network
- The Chattahoochee RiverLands plan includes two launches in Douglasville or just over the city boundary. If implemented these could bring more people into the city before/after a paddle trip.
- Water trail amenities may include a wayfinding system of kiosks at launches, mile markers on the river, and informational signage.
- Complementary land trails or greenways will ideally flank the water trails or blueways.

Offer seasonal mobile businesses outdoors

- Lake Allatoona's Little River Marina and nearby Rope Mill Park, home of Taylor Randahl mountain bike trails, are both served by Murph's Surf.
- Murph has a mobile delivery SUP/kayak rental business and supports key locations around the lake & marina.
- **Sample itinerary:** get your mountain bike ride on at the riverside Rope Mill Park, jump in a Murph's Surf kayak afterwards and cool down with a paddle to the waterfall and on to the marina; enjoy dockside refreshment, text Murph and he returns you to your starting point via the gear shuttle.
- Economic impact: \$125 for a tandem kayak, all day rental, lunch and refreshments dockside.



Build mountain bike trails around the reservoir

- Work with Sweetwater Creek State Park to direct visitors to Dog River Reservoir (DRR) when Sweetwater reaches capacity. This could include giving visitors a paper card that covers admission at DRR.
- MTB Atlanta says Dog River Reservoir is a perfect site for mountain bike trails. See new and similar project that opened last year to much fanfare in Cleveland and a popular reservoir in Canton.
 - [Yonah Preserve Trails](#) offers 11+ miles of mountain biking (mtb), hiking, trails surrounding Turner Reservoir which allows bank and kayak fishing. They averaged 500 visitors/day in Spring 2019 and Spring 2020 on weekends.
 - [Hickory Log Creek Reservoir](#) –fishing only, no mountain biking, yet.
- Visitors currently go to Clinton Nature Preserve or Cochran Mill Park for MTB recreation. Lure that nearby audience over with new trails at the reservoir.
- Look at the MTB Project app to see where trails are found and note the gap in services in your area. Then fill it!
- MTB Atlanta contact: Brett Davidson, sorbabrett@gmail.com



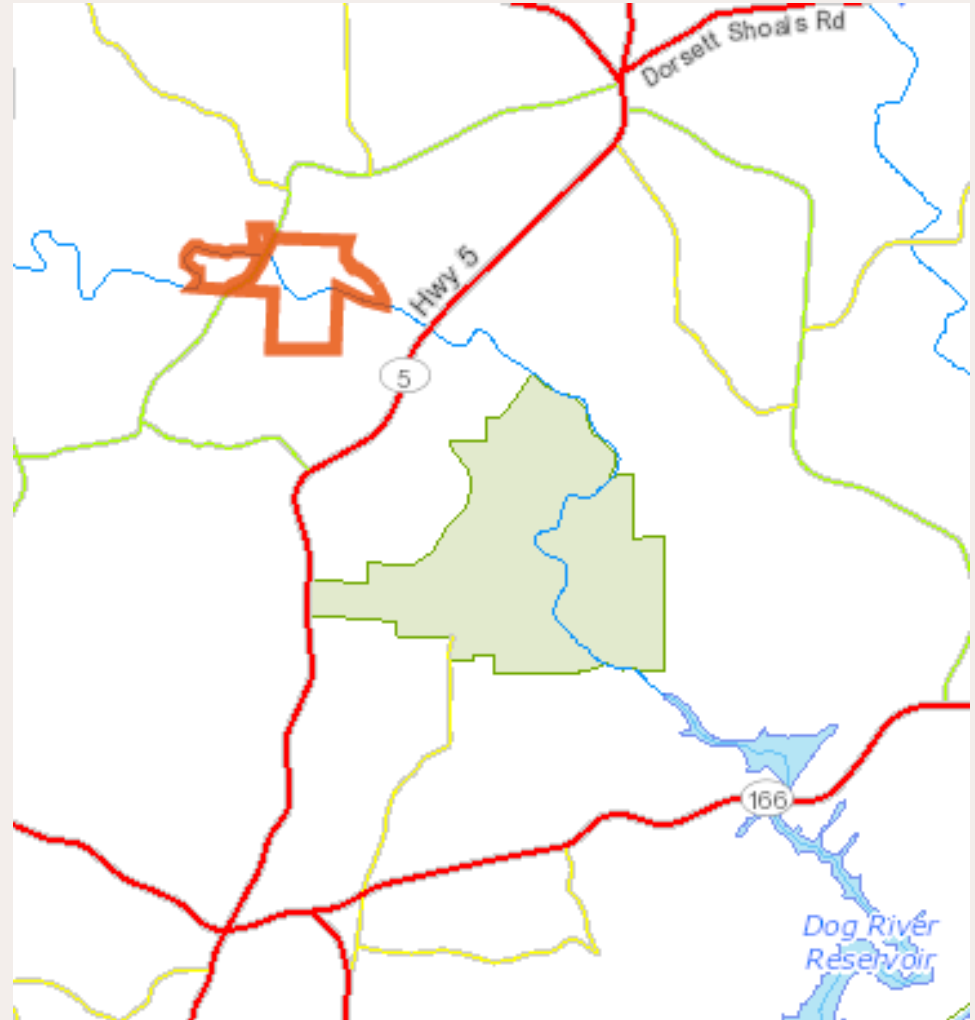
Connect Dog River Reservoir to the river

- The Chattahoochee Hill Country Regional Greenway Trail Master Plan recommends a trail connection from the Chattahoochee River to Dog River Reservoir. The map to the right shows the proposed alignment along Dog River.
- Trails should be designed for MTB use as well to connect future MTB trails at the reservoir.
- Check with Breezy to view the full trail plan referenced above.



Extend mountain bike trails north of Hwy 5

- Expand MTB trail network into the City-owned parcel of land north of Hwy 5 (highlighted in orange in the map to the right).
 - Connect these parcels along stream buffers or via on-street routes.



Consider connecting to this economic engine

- West of Atlanta, the Silver Comet Trail plans to double its 61 miles. This is expected to bring more than 500,000 new tourist visits and \$30 million in new spending to the area, while also generating substantial new tax revenues for the state through taxes on sales, income, and newly developed residential properties near the trail.
- Connect the Comet efforts to connect the Silver Comet Trail to the Atlanta BeltLine are moving forward with rail acquisition.
- Cave Spring and Rome have a preferred alignment for a connection to Cedartown.
- Benefit Valuation of the Silver Comet Trail Expansion: Based on the estimates of the Economic Impact Analysis, the 66-mile trail expansion is conservatively expected to generate a combined economic benefit of \$274 million. For every \$1 spent on the Silver Comet Trail expansion, Georgians gain an estimated \$4.64 in direct and indirect economic benefits. This translates to a return on investment exceeding 400% for local communities, the region, and the state.
- **Consider connecting to this economic engine located 9 miles north of town.**



Source: <https://headwaterseconomics.org/trail/142-ga-silver-comet-econ-impact/>

Attend and learn from Georgia's trail towns

- Georgia Trail Summit is designed to address every aspect of bringing a trail to life.
- Blueway, greenway, or right-of-way – hiking, biking, or paddling – they cover it all.
- From trail conception, to design, to funding, to implementation, and programming, the Summit will provide you with the tools you need to make things happen!
- Held annually in a different Georgia trail community to showcase trail network successes. Learn from the best! Note: the 2020 summit will likely be virtual and affordable for all communities.
- Details at www.georgiatrailsummit.com



Join us in Augusta, as hundreds of government, non-profit, industry and recreation professionals will gather to share, learn and collaborate at the Southeast's premiere trail conference.

The Georgia Trail Summit is designed to address every aspect of bringing a trail to life. Blueway, greenway or right-of-way – hiking biking or paddling – we cover it all. From conception to design to funding to implementation and programming, the Summit will provide you the tools you need to make things happen.

CEUs Available

2020 Keynote Speakers



Adrian Benepe

TPL – Director, National Programs
NYC's longest-serving Parks
Commissioner



Kona Gray

EDSA – Principal
President
Landscape Architecture Foundation



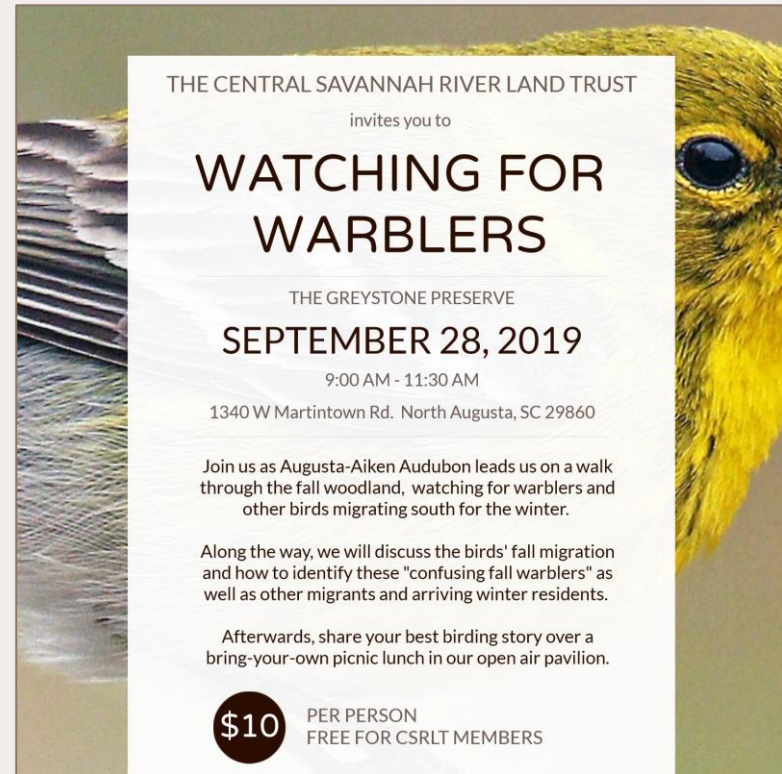
Gena Wirth

SCAPE Studios – Design Principal
Design Team Lead
Chattahoochee RiverLands

georgiatrailsummit.com

Implement a birding event or map

- Millions of birders around the world set out to catch a rare glimpse of plumage, a bold stroke of color, or to hear an unusual song—and they're changing the face of tourism.
- It is estimated that over \$800 billion is spent a year in outdoor recreation in the United States, with birdwatching having an economic benefit of \$41 billion dollars.
- Roughly \$17.3 billion is spent annually in wildlife-watching trip-related expenses in the U.S., with more than 20 million Americans taking birding-specific trips.
- The Coastal Birding Trail draws many visitors to the coast, and we recommend creating a similar product in this region.
 - Augusta holds regular birding events
 - Blue Ridge has recently blogged about where to bird around their lakes, rivers, and parks.
 - <https://ebird.org/globalbigday>



Augusta-area birding event flyer from CSRLT

Source: <https://www.thedailybeast.com/birding-yes-birding-is-a-multi-billion-dollar-ecotourism-industry>

Encourage visitors to uncharted adventures!

- Geocaching encourages visitors to embark on uncharted adventures! That's right, it's a great way to draw visitors to a site or attraction that they would otherwise miss or that you want to increase visitation to and share the cultural heritage.
- These days travelers layer geocaching over an existing itinerary and revel in the element of surprise that it brings to their experience in your community. Consider this blogpost that notes several other reasons:
 - You'll find that discovery, exploration and adventure still exist in the real-world.
 - It gets you outside! And experience new places like a local.
 - It's a great way to stay healthy while having fun.
 - It's fun for the whole family. You can see the world.
 - Or discover places you never knew existed right in your own neighborhood.
 - You can learn fun facts about Planet Earth. And help give back too! You will be delighted by the work of artists and engineers.
 - And you can make the best of friends. You might even fall in love. It will stretch you to your limits - physically and mentally.
 - But also guide you to moments of peace and serenity.
 - You'll have stories to last a lifetime.

Source: Georgia's Great Places Fall-Winter 2019-20;
<https://www.geocaching.com/blog/2017/11/15-reasons-to-love-geocaching/>



Program walks at the mall

- Start a local chapter of Walk With a Doc to serve the audience that walks at the mall regularly.
- Decatur has a chapter that Tracie led for 3 years which was well attended on a weekly basis and most weeks featured a doctor from the community who volunteered an hour to chat about a particular medical field or issue.
- <https://walkwithadoc.org/join-a-walk/why-wwad/>



walk with a DOC MORE THAN "JUST A WALK"
4 Life-Changing Components of *Walk with a Doc*

- 1 Exercise**
Walking is one of the single-most important things we can do for our health. It's good for the heart, brain, bones, lungs, muscles, and even helps prevent disease.

- 2 Health Education**
Our docs will give you tips on maintaining a **healthy lifestyle** and you can also ask them health-related questions while you walk.

- 3 Social Connection**
Research suggests that **connectedness** with others can improve your quality of life, boost your mood, and decrease depression.

- 4 Nature**
Spending time **outdoors** can be extremely beneficial for both your physical and mental health.


www.walkwithadoc.org

Promote that Performance Center

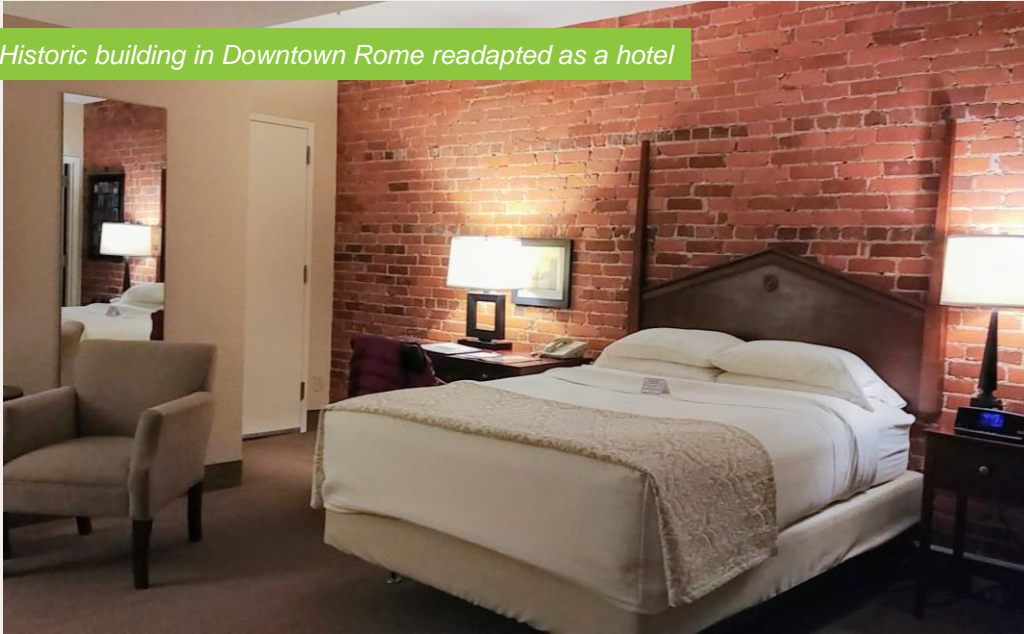
- Use that interstate billboard sign to promote the performance center, lunch on the course, and BIG city festivals!
- Acworth is the nearest performance center to the area, so make sure golfers and the CVB know what a fine asset the center is and how it can help improve golf swings and more.
- Interior space still proves to be challenging in a pandemic, so the mobile lunch cart on the course is a fabulous asset; expand that service and other outdoor dining options.
- Reserve a small corner to feature the select annual festivals on the interstate billboard in conjunction with promotion of the Club.



CULTURAL HERITAGE

Why is historic preservation important to tourism?

Historic building in Downtown Rome readapted as a hotel



- 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.

- 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.

Historic photo of Downtown Rome, Ga



National Register of Historic Places: Douglasville

- National Register of Historic Places (NRHP) is the Federal government official list of districts, sites, buildings, and structures deemed worthy of preservation. The 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. Consider adding to the National Register.
- 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 within the cities and county hold enough historic value to be considered for district listings.
- These historic resources are tremendously valuable as assets to the County's 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.

NRHP site	Year added
Beulah Grove Lodge No. 372, Free and Accepted York Masons aka Pleasant Grove School	2010
Basket Creek Cemetery	2009
Courthouse	2002
Historic District	1989
Col. William T. Roberts House	1989
Sweetwater Creek Mill	1977

HISTORIC WALKING TOUR

Identify the sites with bronze medallions



New South Boosterism in Douglasville, Georgia

Douglasville's *Historic Commercial District Founding Father's* walking tour presents information that illustrates the beginning stages of Douglasville's economic and industrial development. Douglas County was created from Campbell and Carroll Counties on Oct. 17, 1870. Located at a natural rise in the topography, Douglasville was originally known as Skies Orchard, a name derived from a large tree used by travelers as a landmark, which was stripped of its bark so as to be more conspicuous. The Georgia General Assembly established the Town of Douglasville on February 25, 1875. An election was held on the first Saturday in March 1875, and a Mayor, treasurer, records, and marshal were chosen. Douglasville was a "New South" railroad town that developed a dominant commercial district complemented by a cotton mill. The proposal of Henry Grady's New South ideology by a majority of Douglasville's businessmen, professionals, and politicians transformed the little farming village of Douglasville into a thriving town. The New South vision created a new commercial orientation that reshaped the southern railroad towns, revitalized local economies, and created buildings that are still in use today. Before the Civil War, general stores stood at the crossroads of rural communities; storekeepers went to the farmer. By 1880 farmers in need of credit and goods from merchants came to town. The rise of southern railroad towns and the farmers' shift to cash crop agriculture were mutually reinforcing trends that fostered a spirit of entrepreneurial boosterism among local businessmen and professionals. As railroads and diversified trade became integral elements of the South's economic renaissance during the 1880s, entrepreneurs with ties to their city's economy assumed key leadership roles. They embraced New South ideology and created an environment that welcomed investment and economic development. The city of Douglasville, Georgia from 1880 to 1915, exemplified everything that New South boosters claimed to need to remedy the South's post-Civil War economic stagnation. Joseph S. James, a New South booster, local lawyer, and Douglasville's first Mayor, as well as other local boosters worked hard to establish the railroad, banks, and commercial district, as well as capture northern investment capital to build industry. Lawyers, bankers, farmers, merchants, teachers, preachers, doctors, public officials any men who stood tall among their neighbors, or whose economic position allowed him a little freedom of action, were likely to be reorganized into service or to venture for himself. New South boosters pooled their resources to accomplish their goals. This is seen in the recruiting of the railroad, the building of the commercial district and cotton mill and other related enterprises in Douglasville. That tour will reveal not only the historical architecture of the buildings in Douglasville's Historic Commercial District, but will present a snapshot of how the town boosters actualized their vision of industry and enterprise.

Setting the Stage

The Development of Douglasville, Georgia's



Historic Commercial District from 1875 — 1915

A self-guided Walking Tour

Douglasville's Commercial District Businessman

The businessmen listed below correspond to the buildings on Broad Street featured in this tour. Douglasville's businessmen were not just entrepreneurs, active public servants and united in building and promoting Douglasville.

Raymond J. Duncan Son of Napoleon. B. Duncan



Raymond J. Duncan

Paul D. Selman Son of Dr. Joseph L. Selman



Paul D. Selman

Thomas "Pop" Mosley Mayor from 1906-17. His son, Harold, followed in his footsteps and was also elected Mayor in 2016 at the age of 28 making him the youngest Mayor in the U. S. at that time. He served as the Mayor of the Marion Lodge thirteen times.

David W. Price One of the Douglasville's first merchants, and the first postmaster. He served as county treasurer in 1908 and as county coroner in 1912.

Samuel H. Dorsett One of Douglasville's first merchants, co-owner of Dorsett, Price, and McQuinn's, co-owner of the *Weekly Star* newspaper. Douglasville's second postmaster, member of city council 1885, Superior Court clerk, and county treasurer. He was appointed to the committee that secured the establishment of a bank in Douglasville.

J.M. Roberts Member of city council in 1894.

James A. Pittman Tax collector in 1889, Superior Court clerk, co-founder of the *Douglas County Sentinel* newspaper, and appointed to a committee that aided in the building of a cotton and general storage warehouse in Douglasville.

Thos. A. Duke Elected city Marshal in 1894, city treasurer in 1896, and city council member in 1899.

Charles O. Donoh Manager of the Krom Lace Cabinet Company 1910.

Dr. Tomas R. Whitley Doctor, devout Democrat, member of city council, city council treasurer and recorder, Mayor from 1899-1900, 1912, and 1910. He was appointed to take over the duties of a vacant city council seat for the purpose of building a large hotel in the town. In 1870, he was appointed to go to the Congressional and Statehood Convention. He was a member of the state senate, and was one of the originators of the state partition and prison commission in the legislature. He was an original investor in the Douglasville Canning and Preserving Company, co-founder of the country, co-founder of the *Douglas County Sentinel* newspaper, and was co-founder of Douglasville College.



Dr. Tomas R. Whitley

Dr. Thomas R. "Pop" Mosley Mayor

Lucius C. Upham member of city council in 1881, state representative, Mayor from 1913-1914, and co-founder of the *Douglas County Sentinel* newspaper.

Dr. Francis Marion Stewart Was a dentist, a Master Mason, Shiner, and served for many years on the school board.



Dr. Francis Marion Stewart

Joseph L. Selman Was Douglasville's first postmaster. He was also an investor in the Douglasville Canning and Preserving Company.

John P. Watson Was appointed to a committee to help secure a charter from the legislature for the establishment.

Joseph S. James Lawyer, and devout Democrat, and Henry Grady supporter. He was elected Douglasville's first Mayor in 1875. He was instrumental in bringing the railroad and the cotton industry to Douglasville. He helped organize a joint stock company for the purpose of building a large hotel in the town and provided measures to secure the establishment of a bank in Douglasville. He was the President of New Century Cotton Mills, served on the board of directors for the Douglasville banking co., and Chairman of the Democratic Executive committee in 1888. He was elected to the first of two terms as state representative, in 1880 elected to the state senate, and in 1892 named U. S. District Attorney for Northern Georgia. He was co-editor of the *New South* newspaper. He was Douglasville's prominent booster and visionary.



Joseph S. James

Vander B. Smith Cotton buyer, member of city council in 1908, Mayor in 1918, and owner of Kozynholm, Douglasville's first motion picture theatre. His career began in 1896 when he bought out the firm of George Theo and Charles G. Donsett.

Robert A. Hutcheson Served as the city attorney, Mayor from 1908-1910, judge of the Superior Court, and held the general of the lalapaosa circuit, circuit judge, and state Senator.

Jackson Monroe Banks Was a prosperous merchant in the 8th Ave area of Douglas County. He moved his business in Douglasville in 1913.

Zachary T. Duke Was owner of the *Douglas County Sentinel* and Mayor in 1915.

Isaac M. Watson Was county tax collector in 1870.

Robert Alexander Massey Was a local lawyer, devout Democrat, and first editor of the *Weekly Star* newspaper. He was Mayor from 1880-91, county court judge from 1884-86, postmaster in 1888, and son of the prominent Dr. Robert J. Massey.

Charles O. Peavy Was the editor of the *Weekly Star* and the *New South* newspapers. He was instrumental in calling an election which successfully prohibited the sale of alcohol in Douglas County in 1888.

Young Venner Was a pioneer resident of what would become Douglasville and served as member of city council in 1879, and donated the land that the County Courthouse is built on.

John T. Duncan President of the Douglasville Banking Company, President of the Douglasville Canning Company, co-founder and secretary of the Lutz Cotton Mills, President of Douglasville History Mills and Cotton Mills of Dixie, President of the Krom Lace Cabinet Company, Treasurer of Douglasville College, and a Master Mason. He served on the school board, city council, Georgia House of Representatives, and state senate. He was Director of the U. S. Government Experiment State for 34th congressional districts from 1913-1915. He was connected in a financial way with almost every industry in the town. He was elected state Senator in 1908 and served as state representative of Douglas County from 1917-1918. He was appointed to the committee for a Farmers Union warehouse for cotton storage in 1907 and was an original investor in the Douglasville Canning and Preserving Company.



John T. Duncan

- Reprint the historic walking trail brochure and promote it to cultural heritage seekers.
- They often spend the most time and seek the authenticity of sites.
- Consider collaborating with the Cultural Arts Center to create bronze medallions to mark the sites or other artistic symbology.

• Note the National Register of Historic Places: Douglasville slide to see if any of these sites can be included in the tour.

Events reflect YOU, the host city

- Reduce branding confusion. The highest quality events be promoted and marketed on the city's tourism calendars, kiosk, websites and social media.
- Events are a tool to draw returning and future visitors to explore more of City of Douglasville. Make the events memorable!
- Audit the current list of events and evaluate which should be promoted and listed on the city's main tourism calendar.
- Look at listing sporting events (tournaments, golfing, fishing rodeo, etc.) on the parks and recreation calendar.
- Reevaluate guidelines for having an event in the city to only be held by city non-profits or entities that are giving to a city non-profit, possible the DDA to put into a downtown small business revitalization fund.
- And if you want to hang your hat on the 8,000 acres of greenspace available, add a bike/walk element to all your festivals or create a GET OUTDOORS festival.



Recommended calendar of events

- The Taste of Douglasville
- Chili Cookoff
- Music & Arts in October
- July 4th Fireworks
- Google Gravity Games - recommended name change: Triple G Soapbox Derby
- Hydrangea Festival - recommended expansion to include a family festival area
- Wednesday Wine Down
- Christmas Parade
- Farmers Market on O'Neal
- Art Council Large Events



Anticipate heritage interest from naturalists

- Outdoor activity lovers who paddle the river, bike and hike the trails, identify birds and trees in the forest will all be enamored with the heritage and lore attached to the Skint Chestnut.
- So expect interest in preserving the heritage with that audience in naming a local craft beer, or a trailhead, or a cottage on yurt offered in your unique lodging portfolio after the skint chestnut.
- Offer the tree symbol the city no longer uses as artwork if the outdoor adventure community wants to continue using it.

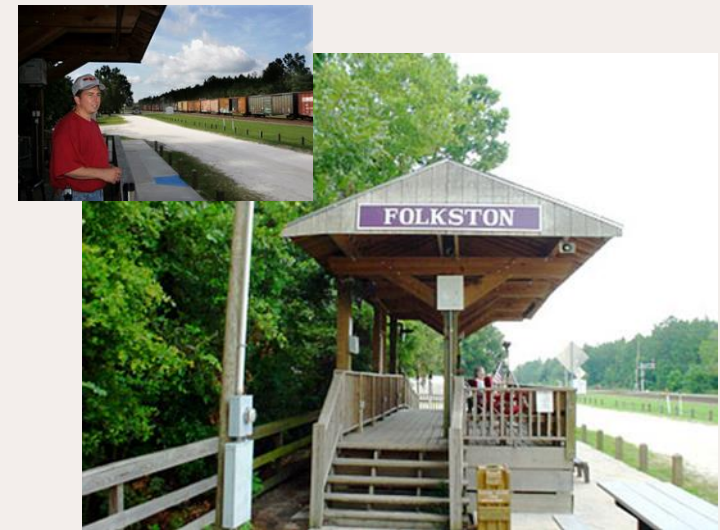


Add railfan platform

- Add train watching platform which can double as a bandstand along the railroad tracks within Hunter Park.
- According to *Railway Heritage and Tourism: Global Perspectives*, a railfan is someone who has an overall interest in trains and who enjoys watching the day-to-day operations of trains during their leisure time or while on vacation.
- According to a 2009 survey, railfans are predominately male (98%), mostly over the age of 50 (47%) and had an average income of between \$41,000 and \$80,000. They spend a great deal of time on the activity, traveling to different locations an average of 22 per month to watch and photograph trains. Regardless of the primary purpose, railfans will incorporate the activity a high percentage of the time they travel. Over 93% are willing to travel over three hours to reach a railfan destination and over 54% will travel over six hours for a single railfan destination. While this is a highly specialized group of travelers, they are likely to travel great distances and spend large amounts of money to experience a premium rail destination and Douglasville can be their next destination.
- Check out the Folkston Funnel Railfan Park:
<http://railfanlocations.tripod.com/folkston-ga.html>

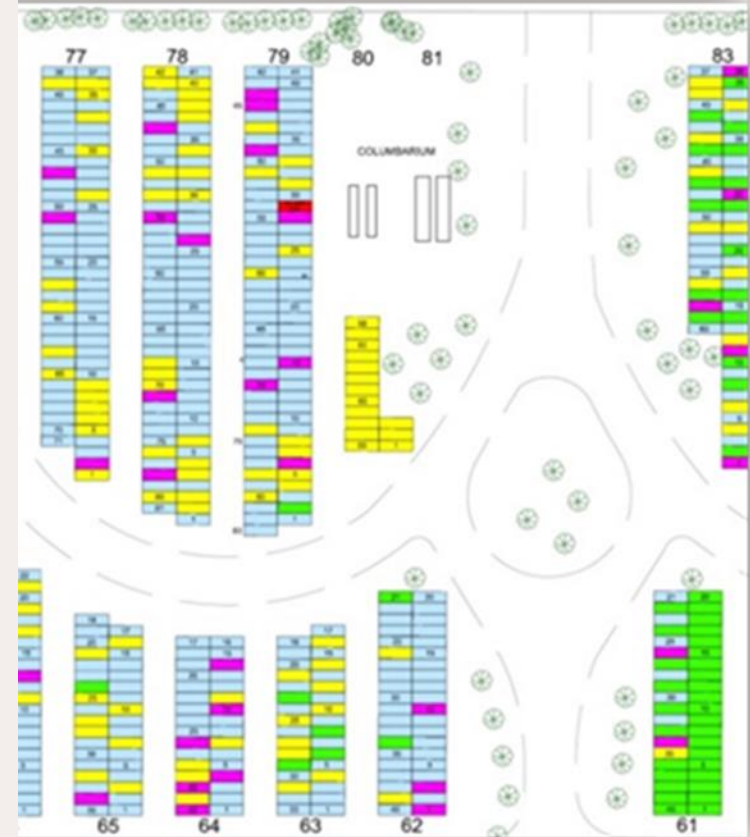


For example--City of Toccoa Train Watching Platform



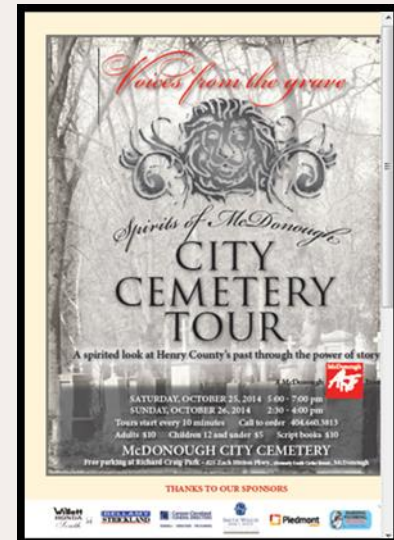
Create a digital GIS maps/catalogue cemeteries

- 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 City of Douglasville'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 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

- Develop an annual cemetery play or produce regularly guided cemetery tours. The play could be performed in the cemetery and include local people portraying individuals who are buried there, bringing their stories to life through acting. Cemeteries across the state of various sizes and layouts have successfully hosted cemetery tours and plays; with the large diverse number of graves throughout the community, there are potentially hundreds of interesting stories and characters to uncover through basic research. Across the state, cemetery tours can produce significant income for non-profit historical or preservation societies.
- 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.



Order now!

SATURDAY, OCTOBER 25, 2014
 Please indicate what time you want:
 8:00am 8:30am 9:00am
 9:30am 10:00am 10:30am
 11:00am 11:30am 12:00pm

SUNDAY, OCTOBER 26, 2014
 Please indicate what time you want:
 8:30am 9:00am 9:30am
 10:00am 10:30am 11:00am
 11:30am 12:00pm

Please indicate how many tickets and script books you will be purchasing:
 10 ADULT \$5 CHILD 12 & UNDER SCRIPT BOOKS \$10

Please send my tickets. I have enclosed a self-addressed stamped envelope.


Name: _____ Email: _____
 Address: _____ Phone: _____

Please make check to amount of \$ _____ payable to **McDONOUGH ARTS**
 Mail to: **JUDY REAL** 474 Ralphs Club Drive, Stockbridge, GA 30281

Tickets may also be purchased at the Store's Pharmacy gift shop register - 42 Kays Ferry St., McDonough.

Script books will be available for pick up at WELLS CALL on the day of the Tour.

WILL CALL & FREE parking at Richard Cray Park - 422 Zach Wilson Hwy, McDonough





UNIQUE LODGING

Experiences over possessions = happy tourists

- To engage and create return visitors, companies need to deeply understand what today's consumers value most. This is especially true in travel – because experiences have taken priority over possessions as a path to happiness and fulfillment.
- Consider adding local experiences in the descriptions of lodging on the booking pages to further engage visitors. Airbnb does a great job of this and other media pick up the storyline, like this one from REI: **Re-Riding History, an Atlanta heritage tour:**
 - **Civil Bikes** leads historic biking and walking tours that give access to the stories of Atlanta heritage. These tours bring attention to unseen and unheard stories about Atlanta in a unique and accessible way that creatively builds a just community and inspires action. Frequently conducted in the Sweet Auburn District.
 - All tours are carefully curated and build awareness, knowledge, and understanding with sensitivity and skill. Our tours cover a range of topics from neighborhood history, major movements like Civil Rights, and communities of people who continue to impact Atlanta, Georgia and her future.



Civil Bikes tour of Atlanta civil rights heritage

Go home healthier than when you arrived!

- It used to be food that created the buzz that lured travelers to all sorts of destinations. Now, wellness is taking over as travelers seek out healthier, more active vacations. Food is still a draw, of course, but it better satisfy a wellness craving. ~ Leslie Barrie
- “I don’t think wellness is a fad, but rather it’s a change in society, and what society now expects,” said Andrew Gibson, co-founder of the Wellness Tourism Association. “We’ve seen wellness become a full-blown industry.”
- The Global Wellness Institute estimates that wellness tourism grew into a \$639 billion market in 2017, and that number only stands to rise.
- **Wellness Is the New Hook in Travel Marketing**
 - To take advantage of this momentum, smart destinations have begun **prioritizing wellness in their messaging**, luring tourists who want to escape otherwise stressful lives or further their quest toward inner peace. And so far, it's working!
 - If marketed in a strategic way, wellness travel can even alleviate over-tourism, **drawing people away from beyond-crowded cities and into more tranquil, less-touristy locales that could use the economic boost!**



Everybody loves Glamping options, even grandma!

- Yurts within the state parks, glamping sites in any nature setting, treehouse lodging, railcar lodging and 2nd story downtown lofts in small town America are lodging trends that will set you apart.
- Compile a regional list of all the unique options offered and make sure to suggest ‘experiences’ not to miss in the ecotourism arena.
- Sites to list unique lodging:
 - Glampinghub.com
 - Tentrr.com
 - Airbnb.com
- Partner with your CVBs and Welcome Centers to make sure they have this lodging angle to present to those seeking an extraordinary experience.
- Know what your HMT rate is and who collects it and receives those funds to promote tourism. See details in Resources section.



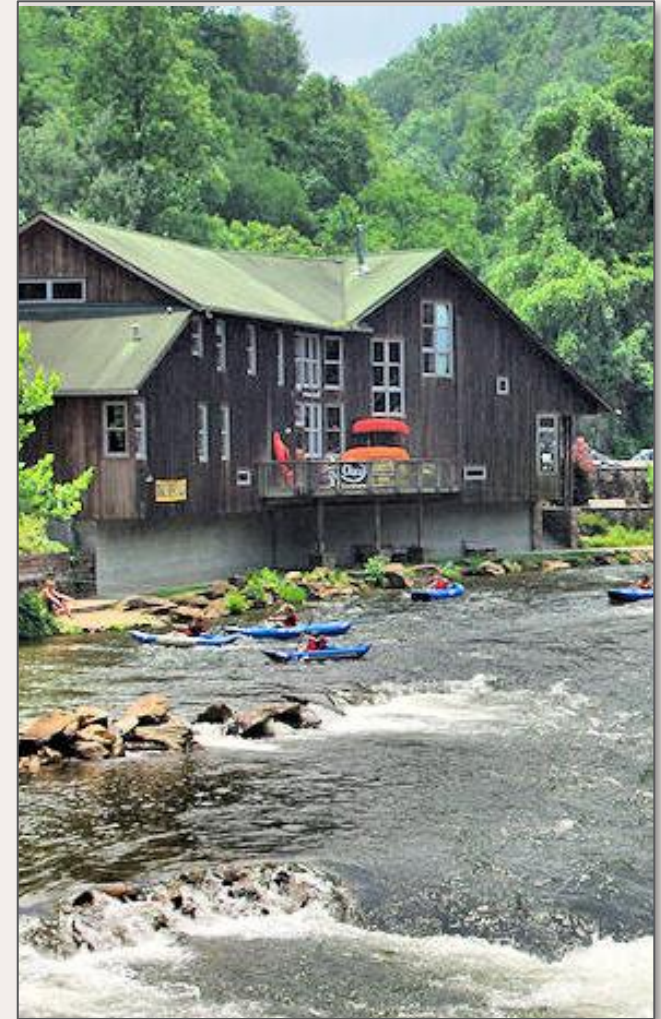
Add upper story lodging options for your visitor

- Growing the lodging market in downtown will bring more visitors. Adding **2nd story residential/lodging** inventory in and around downtown will develop a built-in customer base for goods and services.
- Adding 2nd story Airbnb lodging options will provide a place for visitors to stay overnight within the downtown area.
- Review zoning to make sure it allows for upper story lodging and residential.
- Identify potential properties within the central business district as potential second story lodging options. This would provide property owners with income for space that is presently being used for storage and would also create a lively 24-hour downtown.
- Residential expansion is essential to the development of a night life for the downtown district.



Consider glamping options at river landings

- Whether it's yurts, treehouses in floodplains, or camping platforms on higher ground adjacent to river lands, there is demand in ecotourism for overnight options in the great outdoors.
- Launches that are in town offer amenities for the paddler and encourage self-led or guided paddle outings to start/end in your community. Just like land trails, we suggest connecting the trail user to the cash registers.
- Launches that are in rural stretches that offer glamping could bolster services on event weekends with food trucks, fish fry, or BBQ set up.
- Private landowners may even be inspired to develop river landings or villages that become THE destination. E.g. Ellijay Landing, Columbus Whitewater, Augusta Canal and Headwaters, Nantahala Outdoor Center, Nolichucky Whitewater Center, and Ohiopyle Trading Post.



Follow the lead of Sweetwater Creek State Park



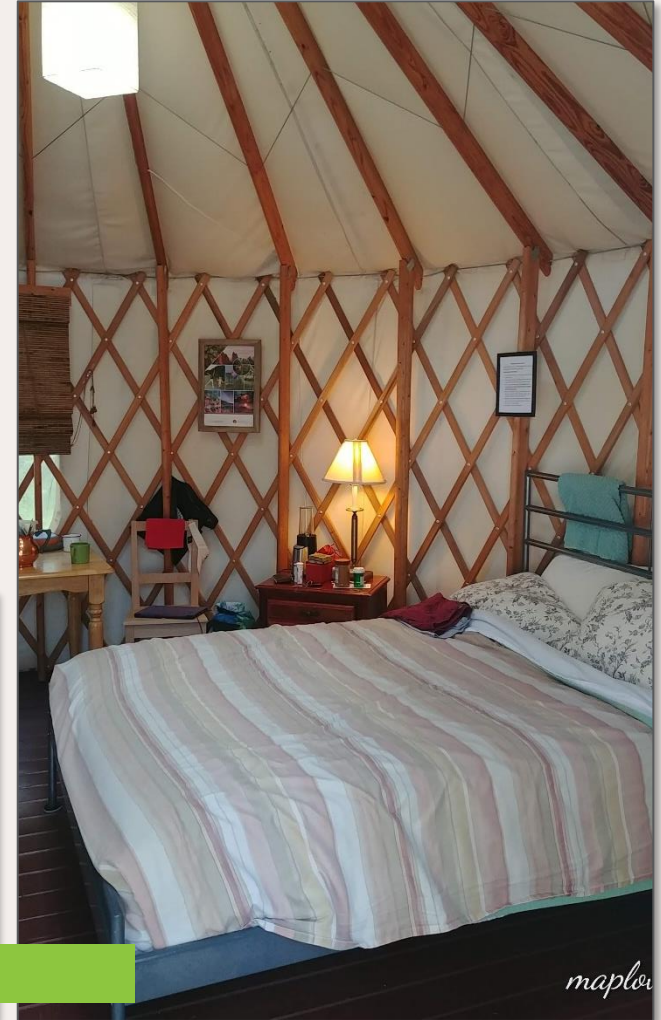
- Create a yurt village for unique lodging.
 - Clusters work best.
 - One should be pet friendly.
 - Each should have a view, balcony facing best assets.
 - Consider AC units vs. fans for summer guests.
-
- Reservations are open for the NEW YURT VILLAGE at Sweetwater Creek State Park.
 - Call 1-800-864-7275 or visit www.GaStateParks.org/reservations.
 - Yurts rent for \$85 and sleep 6.

Add to launch sites and make one pet friendly

- Offer yurts at the RiverLands site and other ecotourism sites in the county.
- Check with DNR on purchase as they have installed numerous yurts in the State Parks.
- As an alternative, check with Jim Sewell at Jeff Davis County Chamber who has found a path to affordable yurt acquisition/assembly for a park on the Altamaha River.
- Make one pet friendly and have a gate that closes on that deck.



Yurts at Pine Mountain RV Village



maple

Entice the paddler to linger in the community

- Create a unique experience for the paddlers making an overnight in the community.
- Offer camping platforms on higher ground that are always usable even in flood stages on the river.
- Consider examples at Okefenokee Swamp.



Sleep above it all, in the trees

- Bear Claw Vineyards in Blue Ridge and Paradise Vineyards in Blairsville have had success with offering treehouse lodging in addition to their cabin portfolio.
- Consider this unique lodging option in flood plains or where higher ground optimizes viewsheds along the river.
- Offer yoga in the meadow on cool mornings!





CONCLUSION

Connect people to place with experiences

- According to economic development expert Joe Cortwright, “the unique characteristics of place may be the only truly defensible source of competitive advantage for cities in a global world.” We offer this report to help you connect people to place with experiences that improve quality of life and differentiate you from the next town and thus expand your tourism program. Place matters now, more than ever, so set yourself apart!
- Keep in mind that sustainable tourism is defined by its three pillars:
 - environmentally friendly,
 - supports the protection of natural and cultural heritage,
 - and benefits local people.
- And finally, 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.

Source: [Urban Land Institute senior fellow Ed McMahon; Virtuoso Sustainability WhitePaper.aspx](#)

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.

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
 - Outdoor Recreation
 - Sports Tournaments
 - Wayfinding and Branding
- Special Consideration for Georgia Tourism Initiatives
 - In order to enhance the impact of the pillars of Georgia Tourism's strategic plan, projects focused on **Georgia Film, Music, African-American Heritage, Food/Libation/Georgia Grown, and Outdoor Recreation** will receive 5 points added to their project's score sheet.
 - Find materials online year round at:
<http://www.marketgeorgia.org/resources>

A scenic view of a golf course. In the foreground, there are railroad tracks on a gravel bed. Behind them is a grassy area with several trees, including a large, leafless tree on the left and several tall, dark green pine trees. In the middle ground, there is a large body of water, likely a lake or a large pond. A fountain is visible on the left side of the water, spraying water upwards. In the background, there are more trees and a building with a red roof. The sky is overcast and grey.

TPD RESOURCES

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 process, we offer a list of consultants in this report.
- Following this are resources for each tourism market segment that we addressed today. Agriculture, 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!

Consultants to consider

Arnett Muldrow
Contact: Ben Muldrow
Greenville, SC
864-275-5892
ben@arnettmuldrow.com
www.arnettmuldrow.com

ChandlerThinks
Contact: Steve Chandler
Franklin, TN
615-498-8313
steve@chandlerthinks.com
www.chandlerthinks.com

Forum Communications
Contact: Matt Dubnik
Gainesville, GA
678-637-2912
matt@forumspeaks.com
www.forumspeaks.com

Gray Research Solutions
Contact: Shannon Gray
Nashville, TN
615-293-4557
www.grayresearchsolutions.com

Lorraine Communications
Contact: Lorraine Edwards
Athens, GA
706-549-4941
lorraine@lorrainecommunications.com
www.lorrainecommunications.com

Market Connections
Contact: Karen Tessier
Asheville, NC
828-398-5250
ktessler@mktconnections.com
www.mktconnections.com

Market Street Services
Contact: Matt Tarleton
Atlanta, GA
404-880-7242 Ext 104
mtarleton@marketstreetservices.com
www.marketstreetservices.com

STAMP Destinations
Contact: David Allred
Montgomery, AL
334.244.9933
David@StampIdeas.com

Tourism Skills Group
Contact: Neville Bhada
Marietta, GA
770-693-2988
info@tourismskillsgroup.com
www.tourismskillsgroup.com

Woodall Creative Group
Contact: Tracy Woodall
Hoschton, GA
706-658-0244
tracy@woodallcreative.com
www.woodallcreative.com

Young Strategies, Inc.
Contact: Berkeley Young &
Amy Stephens
Charlotte, NC
704-677-4018
amy@youngstrategies.com
www.youngstrategies.com

Resources to consider

The follow resources at Georgia Department of Agriculture www.agr.georgia.gov offer a variety of services in the development and promotion of agritourism:

- **Georgia Grown Program** - www.GeorgiaGrown.com – A marketing and economic development program designed to aid Georgia’s agricultural economies by bringing together producers, processors, suppliers, distributors, retailers, agritourism and consumers in one powerful, statewide community.
- **Agritourism Manager** - Cheryl Smith cheryl.smith@agr.georgia.gov provides development support for new and existing agritourism operations as well as manages the Georgia Agritourism Signage program.
- **Georgia Agritourism Signage Program** - Working in partnership with Georgia Department of Transportation, this program is designed to direct visitors to qualified agritourism operations.



Resources to consider

- Georgia Council for the Arts- www.gaarts.org State arts council that provides multiple grant programs for arts projects
- South Arts- www.southarts.org Regional arts organization that provides grants to present theatre, music, dance or guest writers
- Georgia Humanities- 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 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 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 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, 2.5-day community workshop for rural communities with design challenges
- USDA- 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.

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

Resources to consider

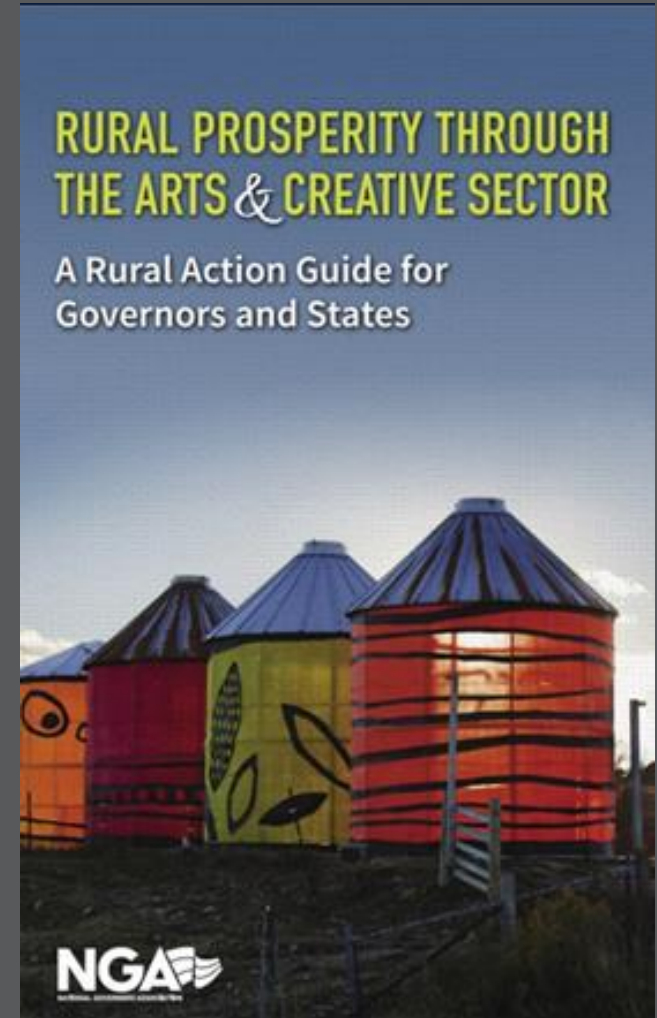
- Examples of artist residency programs-
<https://www.artistcommunities.org/residencies>
- How to start an artist in residence program-
<https://www.artistcommunities.org/starting-residency-program>
- Example of artist residency programs in Georgia
 - AIR Serenbe-
<https://www.airserenbe.com/>
 - Art Rez in Newnan-
<https://newnanartist.org/>
 - SlowAIR in Zebulon-
<http://www.slowexposures.org/slowair/>



AIR Serenbe

Resources to consider

- Rural Prosperity Through the Arts & Creative Sector: https://www.nga.org/wp-content/uploads/2019/01/NGA_RuralArtsReport.pdf
- Americans for the Arts: Arts Resources for Rural America: <https://blog.americansforthearts.org/2014/02/21/arts-resources-for-rural-america>
- The Role of Arts-based Economic Development Strategies in Georgia Communities: <https://gaarts.org/impact-of-the-arts/arts-and-economic-development/>
- Municipal-Artist Partnerships: <https://municipal-artist.org/>



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.oaatlanta.com/arts-hub/#search/artists>
- Public Art and Creative Placemaking Toolkit: <http://2vu7r51wf6it1bb04v1tratk.wpengine.netdna-cdn.com/wp-content/uploads/2012/12/Places-of-possibility-public-art-toolkit.pdf>

Resources to consider

- Preserving Artifacts
 - <http://www.nps.gov/museum/publications/MHI/mushbkI.html>
 - <https://www.loc.gov/preservation/care/>
 - <http://www.connectingtocollections.org/resources/>
- Resources for Small Museums
 - Small Museum Association- <http://www.smallmuseum.org/smaresources>
 - 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>
- 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>
- Collections Care
 - Smithsonian- 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/>

Resources to consider

CARES Act - Business Disruption and Recovery

- **USTA: [COVID-19 CARES Act Relief Resources](#)**
- **COC: [Georgia Chamber of Commerce CARES Act](#)**
- **SBDC:** Georgia's [Small Business Development Centers](#) are located across the state and can help owners prioritize needs and strategies for recovery: [Guide to Conquering a Business During a Crisis](#)
- **American Alliance of Museums:** offers special [resource directory and toolkit](#) for virtual tours.
- **Destinations International:** Offers webinars along with [Industry Resources](#) and [Blog](#) pages.
- **DOL: [Georgia Department of Labor COVID-19 and Unemployment Claims Information Page](#)**
- **International Festival & Event Association:** Specific COVID-19 resources for festivals/events.
- **Disaster Recovery and Redevelopment Plans:** these plans were prepared to offset impacts from hurricanes and natural disasters but include practical instruction and resources to rebuild after a crisis. Sample plans online at DNR.

OTHER

- Georgia Municipal Association: Has [daily update](#) with news articles from every community.
- World Travel and Tourism Council: From the [homepage](#) there are 3 main content tiles about travel advice, a resource hub, and governmental policy interventions
- **STS:** Southeast Tourism Society: [Industry Resources roundup page](#)
- **Main Street:** The National Main Street Center offers specific [resources](#) for downtowns, communities to support local businesses. The Georgia Main Street Center, housed under the Department of Community Affairs, also offers specific assistance.
- Museum Computer Network: [The Ultimate Guide to Virtual Museum Resources, E-learning and Online Collections](#) (paywalls have been removed to allow complimentary access to information)
- MMGY Global: Features a Thought Leadership Roundup at <https://www.mmgglobal.com/covid-19/>

Resources to consider

- [Bond Allocation Program](#)
- [Community Development Block Grants](#)
- Façade Rehabilitation Grants (offered by home community)
- [Fixing America's Surface Transportation \(FAST\) Act](#)
- [Georgia Cities Foundation - DD RLF](#)
- [Georgia DCA's - DD RLF](#)
- [Georgia Tourism Development Act - Sales Tax Incentive](#)
- [GDEcD Tourism Product Development Grants](#)
- [NPS Historic Preservation Investment Tax Credit](#)
- [OneGeorgia Equity Fund Program](#)
- [OneGeorgia EDGE Fund Program](#)
- [Opportunity Zones](#), [Map](#) of Georgia zones
- [Rural Zone Incentives](#)
- [State Historic Preservation Tax Credit](#)
- Business Improvement District (BID)
- Community Improvement District (CID)
- Tax Allocations Districts / Urban Redevelopment Powers Act
- Rural Communities aim at Tourism - <https://travelwirenews.com/rural-communities-taking-aim-at-tourism-2-1021905/>

26 strategic actions/lessons for implementation

1. Establish formal citizen action teams focused on a particular greenway
2. Don't assume citizens are acquainted with the natural resource, take them to visit
3. Hire 3rd party (NPO) to gather land conservation easements or donations
4. Report on private contributions to spur public money
5. Engage all stakeholders
6. Seek challenge grants to incentivize
7. Ask city and county govt and special rec districts to match funds
8. Establish private naming rights for a specific time duration to cover maintenance
9. Create database of supporters to encourage public officials
10. Use trail counters to track usage
11. Celebrate every accomplishment large and small
12. Trails are incremental and are built in phases
13. Create a master plan for trails, map it and share at public meetings
14. Create the buzz and hype that everyone supports the project
15. Fight NIMBY issues with success stories from neighboring communities
16. Have a current system-wide comprehensive plan; put trails on their own layer
17. Don't compromise quality for quantity
18. Use personal connections and relationship to get to important stakeholders and supporters
19. Promote trail asset at outdoor community festivals and events
20. Emphasize the importance of quality of life improvements for economic growth
21. Put time, effort and resources in to important details that sets a project apart from the ordinary
22. Always give credit for successes to the elected officials that have been most supportive
23. Conduct a community goal and visioning process; parks and trails are often top suggestions
24. Greenways, riverwalks, parks with trails all translate to healthier opportunities for physical wellness
25. Help decision makers to link community goals to local government budgeting process
26. Have fun with the challenge, you are doing great work!

Resources to consider

- **Georgia Trail Summit**, held annually to connect and showcase trail communities in Georgia with a slate of mobile workshops on the trail (land and water) as well as keynotes, case studies and plenaries on trail trends.
<https://georgiatrailsummit.com/>
- **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/> and invite Eric at www.AtlantaTrails.com to send an ambassador to Instagram your trail.
- **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/>
- **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
- **GDOT Bike/Ped Coordinator** – Jack Anninos, janninos@dot.ga.gov can help with challenging areas on state routes or access to downtown, trails, parks. TAP funding: <http://www.dot.ga.gov/IS/Funding/TAP>
- **Zagster** – install a bike share fleet www.zagster.com; JUMP e-bikes <https://jumpmobility.com/>
- **DERO** – consider artistic and functional bike racks that brand your city <https://www.dero.com/product/image-infusion/>
- **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>
- **DNR LWCF** funding was permanently reauthorized for parks in 2019, e.g., Ocmulgee National Monument is now a National PARK.
- **DNR GOSA** funding criteria for local trails/parks will be: 25% match, \$500k --\$3M project, regionally significant, unique, access, connectivity etc.
- **DNR RTP** funding is offered biannually, a \$200k limit covers trails, signage and many other facets, so explore.
- **Rails to Trails Conservancy** - offers a Doppelt Fund for trail development. <https://www.railstotrails.org/our-work/grants/doppelt/>

Resources to consider

- 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 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. <http://garc.ga.gov/>
- 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.

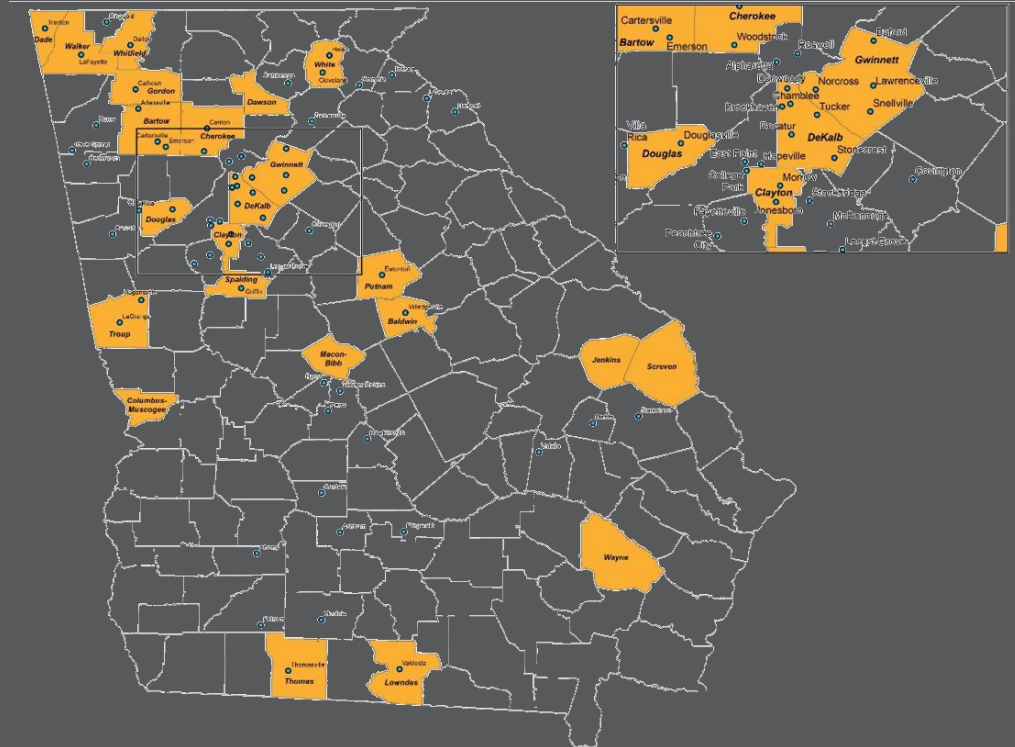


Resources to consider

- 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 FMV of the building by 50-100%, 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 Fund (HPF) Grant program
 - 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. <https://www.nps.gov/clg/>

Tourism Product Development at the 8% Tax Rate

- For city, county, and consolidated governments collecting a Hotel-Motel Excise Tax under authorization paragraph 51(b) (only those with 6%+, under specific OCGA authorization), a portion of restricted funds are available for “tourism product development” as defined in OCGA 48-13-50.2.
 - Note, “tourism product development” in this legal sense is strictly for brick and mortar type projects and *not* for funding GDECd TPD Teams
- For the purpose of restricted funds of hotel-motel excise tax revenue for applicable jurisdictions (pictured), “tourism product development” spending may include:



Parks and Trails
 RV/Trailer/Camper Sites
 Performing Arts Facilities
 Information Centers
 Amusement Parks
 Exhibit Hall

Sightseeing Boats
 Arenas
 Auto Racetracks
 Campsites
 Zoos
 Aquariums

Museums
 Fishing Preserves
 Wayfinding Signs
 Sports Stadium
 Golf Courses
 Sightseeing Planes & Helicopters

Drag Strips
 Hunting Preserves
 Permanent Carnivals
 Meeting/Convention Facility

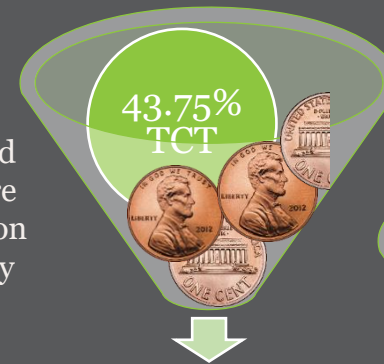
How do these funds come back to the community?

- Revenue collected from the Hotel-Motel Excise Tax is generally distributed into three “buckets,” depending on the jurisdiction’s authorization paragraph:
 - **Non-Restricted Funds** – Available for use in the local government’s general fund for a legal purpose
 - **TCT Restricted Funds** – Fund may be used for “planning, conducting, or participating in programs of information and publicity designed to **attract or advertise** tourism, conventions, or trade shows” and *must be expended by a destination marketing organization as defined by OCGA 48-13-50.2*
 - **TPD Restricted Funds** (examples on previous slide) – Fund “the creation or expansion of **physical attractions** which are available and open to the public and which improve destination appeal to visitors, support visitors' experience, and are used by visitors.”
- Distributions will vary – be sure to confirm your jurisdiction’s collection rate and authorization paragraph before making determinations
- For more information about your jurisdiction’s authorization paragraph, restricted uses of hotel-motel excise tax revenue, or other information about the use of the local excise tax in Georgia, contact the Georgia Department of Community Affairs’ Office of Research at <https://www.dca.ga.gov/local-government-assistance/research-surveys>

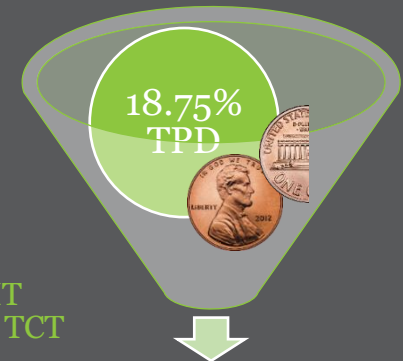
Distribution of HMT Revenue at 8% collections under authorization paragraph 51(b)



Non-Restricted
Proceeds can be used for any legal general fund purpose



Restricted - TCT
At least 43.75% of HMT revenue must be used for TCT



Restricted - TPD
Up to 18.75% of HMT may be used for TPD, otherwise used for TCT



TEAM BIOS

Georgia Dept. of Economic Development

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

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

Georgia Dept. of Economic Development

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: tlilly@gaarts.org

Consultants

Shirley Baylis

is now the Downtown Manager for City of Decatur. Previously Shirley designed and managed special events, classes, and festivals for the City of Decatur as the Special Events & Community Outreach Coordinator.

Events like the Summer in the City, BBQ & Blues Festival, Craft Beer Fest, Decatur 101 citizen classes, Movies in the park and so forth lead neighbors to think of Decatur, Georgia as the 'festival city'.

Shirley served the city previously in an HR capacity, and started her career in the Air Force. She resides in Douglasville, Georgia.

Email: Shirley.Baylis@decaturga.com

Kat Maines

Kat Maines, LEED GA is a Senior Planner with Alta Planning + Design. Her mission is to advance sustainability through expanded choice in alternative transportation. She specializes in finding robust design solutions available within a community's feasible implementation strategy. Kat completed her Masters in City and Regional Planning at Georgia Tech, and Bachelor of Arts in Architecture at Smith College. She's a New England native who enjoys running, board games, and endless debates about fonts and white space.

Email: katmaines@altaplanning.com



CINDY EIDSON // TRACIE SANCHEZ

Tourism Product Development Team

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EXPLOREGORGIA.ORG