

# **A FEASIBILITY STUDY FOR THE WOODPECKER TRAIL**

Funded by the Georgia Rural Economic Development Center

East Georgia College

Swainsboro, Georgia

Prepared by Rich Harrill, Ph.D.

Tourism and Regional Assistance Centers (TRACS)

Center for Economic Development Services

Economic Development Institute

Georgia Institute of Technology

July 2002

## **Executive Summary**

### The Legend of the Woodpecker Trail

Have you ever traveled this ol' trail  
Quaint towns and cotton bales

Highway 121—is your welcome mat  
The deep south—that's where it's at

From the Carolinas to Florida and Georgia in-between  
We're from the South—if you know what I mean

Flat lands—rolling hills and amber waves of grain  
North and south directions—forever remain

Back in time to 1947  
A (then) way of life—designed in heaven...

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The Woodpecker Trail is a scenic and historic route along state Routes 121, through North Carolina, South Carolina, Georgia, and Florida. The route, once billed as “the shortest route to Florida’s West Coast,” stretches from Charlotte, North Carolina, to St. Petersburg, Florida--a total of 620 miles. Total mileage through Georgia is 204 miles, beginning in Richmond County and ending in Charlton County. As evoked in Warren Harvey’s song, the trail features many quaint small towns, farms, and historic and natural attractions.

Established in 1947 by the Woodpecker Route Association, the route was well traveled from the 1950s to 1970s. The probable origin of the name is the numerous woodpeckers that inhabit the pine forests along the route.

Its mascot, cartoon character Woody Woodpecker ®, was a familiar sight for travelers in the region, displayed prominently on signs posted along the route. In 1959, cartoonist Walter Lantz gave the association permission to use Woody Woodpecker's ® logo on maps and road signs, an agreement that is currently in the process of renewal with Universal Studios for promotional purposes. The recognizable and likable image of Woody Woodpecker remains an asset to the trail's promotion.

With the advent of the interstate highways, the route gradually fell into disuse and the group responsible for promoting the trail ceased to operate. More recently, however, historic routes and scenic byways have become a popular form of tourism development in the United States.

Recently, a new group based in Metter, Georgia, led by Mayor Billy Trapnell, has proposed reviving the route for tourism. Advocates of the Woodpecker Trail believe that a segment of the traveling public may welcome an alternative to crowded, high-speed interstates with their bland scenery and generic amenities. In addition, supporters feel that the trail will also serve to educate the public regarding the characteristics of the "real" Georgia and the "real" South.

### **Scenic and Historic Roads**

The following information applies to scenic byways and historic routes in general. This information was originally prepared for a 1999 study of Georgia's Wiregrass Trail, but is also relevant to the Woodpecker Trail. Although the Woodpecker Trail is currently in an organizational phase, at some point community leaders along the trail may decide to pursue scenic byway designation.

Almost every state in the United States has at least one road with a claim to being scenic or historic. Many of these roads have fewer historic and scenic amenities than the Woodpecker Trail. For many of these roads, citizens have organized to seek some formal recognition of the route's merit from either state or federal governments. Some important facts regarding scenic byways designation are listed below.

- There are three avenues for recognition—State Scenic Byway, National Scenic Byway, and National Forest Scenic Byway.

- Designation has many benefits, including improved planning, access to special funds, and assistance with marketing and promotion.
- To become a state-designated Scenic Byway, roads are judged on the following qualities: scenic, cultural, natural, archeological, historic and recreational.
- The two major stages in State Scenic Byway designation are to draft and submit an application, and to develop a corridor management plan.

Representatives of 22 byways across the United States were interviewed for the purpose of learning from their experiences. Some key findings from these interviews include:

- All byways have either a corridor management plan or are developing one.
- Most byways' goals include beautification, preservation, and maintenance of the route.
- All byways strongly emphasize education, including interpretative signage and brochures.
- Byways are most commonly managed by a state agency. Only four of the 22 trails were managed by an independent private organization.
- Almost all byways received substantial federal funding through the Intermodal Surface Transportation Enhancement Act (ISTEA) or its successor, TEA-21.
- There are four strategies most often implemented for byway enhancement: development and placement of signage; construction of scenic overlooks and

pullouts; cleanup projects; and construction or renovation of assets such as museums, bike trails, and parks.

- Common strategies for promoting byways include developing and producing interpretive material, such as historical or cultural sketches or narratives, and developing promotional publications such as brochures and guidebooks. Byways do not often track the results of their promotional efforts.
- The single most important success factor for scenic byways is developing broad-based support from all involved parties, including state and local governments, tourism and development organizations, businesses, farmers, and environmental groups.
- Trail development often begins with constituents methodically identifying and taking inventory the route's scenic and historical characteristics. Those qualities are then used to establish common ground among interested parties. Developing verbal and graphic scenarios for the route helps parties conceptualize goals for trail or route development.
- Other key factors include preserving the qualities that caused the route to be designated originally developing and implementing a corridor management plan and having an organization strongly committed to the development of the byway.

## **Potential Market Niches**

### **Byways Travelers**

According to the recent National Scenic Byways report *America's Byways: Image and Advertising Positioning Research Findings* (Strategic Marketing and Research, Inc., 2001), most people (76 percent) like to take the more interesting route, rather than the quickest. Additionally, 57 percent are very likely to take a scenic and historic drive at their vacation destination, and 14 percent often take driving trips with no

set destination. Overall, 14 percent of the population are current “heavy users” of byway experiences, and only 16 percent are non-users.

The largest group of users claimed a willingness to sample the byway experience at their destination. Therefore, one way to increase awareness of these routes is to promote them in key travel destinations, then use the opportunity to educate travelers as to the range of options available. Cooperative efforts with key destinations along the routes, including the use of direct mail, could be effective.

Marketing a byways program requires an understanding of what motivates travelers and what makes a vacation special. However, different people have specific preferences relative to their vacation experiences. An analysis of preferences conducted by the researchers for the above report identified six groups of visitors: history buffs, outdoor enthusiasts, perpetual shoppers, variety seekers, classic relaxers, and children-oriented tourists.

The study found that two segments are the best targets for byways programs—history buffs and outdoor enthusiasts. *These two market segments appear to be a good match for the amenities offered by the Woodpecker Trail, which are primarily nature-based, historic, and cultural.* History buffs and outdoor enthusiasts compose 35 percent of the traveling population, making them a significant target audience. However, their preferences are somewhat different. Consequently, the marketing efforts should be targeted specifically to each group.

History buffs are the largest segment, composing 20 percent of the traveling population. This group likes a variety of traveling experiences, especially scenic beauty, historic sites, museums, cultural activities, and educational experiences. They tend to take fewer trips than the average, but the trips are generally longer. History buffs like scenic byways on the way, as the focus of the trip, or at their destination. This group is older, with a significant number of retirees and couples without children. They look for travel information in magazines, newspapers, and brochures, and on billboards.

Outdoor enthusiasts are younger, upscale families who like outdoor recreation, water activities, natural beauty, and adventure. They are interested in byways and the natural activities and opportunities they offer. These people not only travel along byways, they also want to stop and enjoy activities and facilities along the route. This

group is relatively active, and gets its information from television, the Internet, and magazines.

Below are some specific characteristics of these market segments.

### **Nature-Based and Ecotourism**

- Worldwide, nature-based tourism is increasing by 10 to 30 percent annually. Travel as a whole is only growing by 4 percent.
- Almost all travelers have taken a trip that included some nature-based activities.
- Experienced ecotourists spend from \$1,000 to \$1,500 per trip compared with \$425 for all U.S. travelers.
- However, according only 1 percent of Georgia visitors claimed ecotourism as a particular interest for tourism, versus an 11 percent U.S. norm. Clearly, this market needs to be developed in the state.

### **Historic and Cultural Tourism**

- This niche includes museums, festivals, historic sites and buildings, and gardens, and is another area whose popularity is increasing.
- Historic and cultural travelers are fairly similar to travelers as a whole, with some exceptions: they spend a little more per trip, and they are more likely to stay in paid lodging versus with friends and family.
- In 1998, of the 92.4 million leisure travelers who included cultural activities in their trips, 31 percent visited historic buildings and 24 percent visited museums. The Woodpecker Trail has an adequate number of historic buildings and museums, although many are undeveloped or semi-developed as attractions.

- In 2000, 37 percent of visitors in Georgia engaged in historic tourism versus the U.S. norm of 21 percent. However, for cultural tourism only 5 percent were interested in Georgia versus the 16 percent U.S. norm. Developing authentic cultural experiences, such as festivals and crafts shows, is presently a major need in the state.

### **Agri-tourism**

- Agri-tourism activities include shopping at farm produce stands, taking farm tours, watching demonstrations of agricultural practices, and visiting “you-pick” operations.
- In a recent University of Georgia study (2001), it was found that over half (58.8 percent) of Georgia residents have used a farm setting for recreational purposes and that an overwhelming majority of adults surveyed believed that farm visits have an educational benefit (98.2 percent). In addition, 64 percent said they were likely to visit a farm for the purpose of enjoying the environment, and that approximately 60 percent of those surveyed are likely to visit a farm to pick fresh fruit and vegetables.
- The same study found that about one-third of the survey group who said they would be willing to travel to visit the farm operation indicated they would go 20 miles or less to do so. However, 13 percent said they would go up to 70 miles to pick fresh produce. And 11.4 percent indicated that they would travel over 100 miles to enjoy the farm environment. This represents a considerable potential automotive drive-in market for the Woodpecker Trail.

### **Motor Touring**

- Owners of motorcycles, recreational vehicles, and antique cars are among those for whom driving is the objective of the trip.



- Many of these travelers belong to national clubs and regional chapters that sponsor group trips--also called rallies, meets, and caravans--for their members.
- There is no published data on the characteristics of this market niche. However, one developer of Georgia's Antebellum Trail cited motor coach travel originating in Canada as a major segment of this market niche.
- Since a major component of the Woodpecker Trail experience is based on nostalgia, there might be interest among these groups in retracing the route from Charlotte, North Carolina, to St. Petersburg, Florida.

## **Conclusions and Recommendations**

### **Major Conclusion #1**

The region has sufficient assets to develop the trail.

**Recommendation:** The recommendation of Georgia Tech's Tourism and Regional Assistance Centers (TRACS) is that the old Woodpecker Route Association be reorganized as the Woodpecker Trail Association and begin developing and marketing the trail as a tourism destination.

### **Major Conclusion #2**

The strongest niches for the Woodpecker Trail at present are historic and cultural tourism and outdoor recreation.

**Recommendation:** Recent research demonstrates that the two market segments most likely to take a scenic byway while on vacation or to visit a destination are history buffs and outdoor recreationists.

### **Major Conclusion #3**

Because of its regional nature, developing and marketing the trail will require support from all 10 Woodpecker Trail counties.

**Recommendation:** Reorganization must begin with letters of support or commitment from each of the 10 Georgia counties along the trail. In time, the counties must also commit to financial and staff support, if the effort is to succeed.

### **Major Conclusion #4**

Nostalgia is an important key to revitalizing the trail.

**Recommendation:** With its long history as a vacation and business route through the Carolinas, Georgia, and Florida, the new association should use nostalgia as a context for marketing its historical and natural assets. For example, reintroduction of the round Woody Woodpecker signs used through the 1960s should be augmented to include some reference to history and nature on the signs themselves.

### **Major Conclusion #5**

The Woodpecker Trail Association must have a clear vision of what it wants to achieve.

**Recommendation:** The new association must have a clear mission statement, as well as goals and objectives for the trail. The goals and objectives should broadly address social, economic, and environmental issues. For example, a major stated goal for the trail should include the conservation of historic and natural assets, in addition to economic benefits.

### **Major Conclusion #6**

The Woodpecker Trail is a scenic route through the Carolinas, Georgia, and Florida, not the fastest.

**Recommendation:** Once billed as the “fastest route to Florida’s West Coast,” the trail should reposition itself as an enjoyable, but leisurely trip giving travelers opportunity for spending time and money along the way.

### **Major Conclusion #7**

The Woodpecker Trail's historic and cultural assets currently do not match its natural assets regarding quality of development.

**Recommendation:** Many of the parks along the trail are fully developed with recreational and lodging amenities. Conversely, many of the historic assets are poorly documented, lack regular maintenance, and are unavailable to the public. The association must stress the equal importance of historic and natural amenities to local officials and the public, especially in terms of time and money.

### **Major Conclusion #8**

Signage and interpretation must be improved along the trail.

**Recommendation:** Examine signage and interpretation for all assets. The new association must prioritize needs and seek funding to develop interpretative materials and create signs.

### **Major Conclusion #9**

Many attractions along the trail are currently open at irregular days and hours.

**Recommendation:** As the trail gradually develops, the association must urge business and attractions owners to remain open on most weekdays and during daylight hours to capture as much potential visitation as possible.

**Major Conclusion #10:** The Woodpecker Trail currently lacks varied dining, accommodations, and shopping experiences required by the target market segment.

**Recommendation:** The Association must identify and support opportunities to provide varied dining, bed and breakfasts, and retail shopping that the target market segments require.

## **Section 1**

### **Introduction**

The Woodpecker Trail is an approximately 620-miles stretch of state routes 121, which begins near Charlotte, North Carolina, and ends in St. Petersburg, Florida. The Georgia portion of the route extends 204 miles and passes through the following counties, traveling south: Richmond, Burke, Jenkins, Emanuel, Candler, Tattnall, Appling, Pierce, Brantley, and Charlton. The trails connect the following cities and towns: Augusta (Richmond), Waynesboro (Burke), Millen (Jenkins), Metter (Candler), Reidsville (Tattnall), Surrency (Appling), Blackshear (Pierce), Hoboken (Brantley), Homeland (Charlton), and Folkston (Charlton) (See Map 1).

The Woodpecker Trail Association was established September 18, 1947, making it perhaps the first formal scenic byways organization in the United States. The route was well traveled from the 1950s through 1970s. With the advent of the interstate highways, the route gradually fell into disuse and the group responsible for promoting the trail ceased to operate. Recently, a new group based in Metter, Georgia, led by Mayor Billy Trapnell, has proposed reviving the route for tourism.

The group pursued the idea of commissioning a feasibility study to determine if such an effort would result in tangible benefits. Specifically, they recognized a need for an unbiased evaluation of the trail's assets and strategies for enhancing and promoting those assets. Funding was obtained through the Georgia Rural Economic Development Center at East Georgia College, and Georgia Tech's Tourism and Regional Assistance Centers (TRACS) conducted the feasibility study. This report presents the results of that research.

## **Section 2**

### **Profile of the Woodpecker Trail**

There are many ways of categorizing and analyzing the tourism assets of a region. The following assets are listed by amenity type and county, illustrating that each county has significant assets to contribute to the overall effort of reorganizing the trail. The counties are listed in alphabetical order and assets belonging to more than one county are so noted.

### **Organization**

Since about 1999, Metter (Candler County) Mayor Billy Trapnell has attempted to consolidate support for a reorganized Woodpecker Route Association. To date, there is no formal organization, although many of the counties and cities along the trail have signed a resolution of support.

### **Assets**

For the purpose of this study, the assets of the trail have been divided into five categories: (1) nature-based, (2) historic and cultural, (3) recreational and entertainment, (4) agricultural, and (5) tourism infrastructure. Many assets belong to more than one category; however, assets were assigned to categories based on the dominant characteristics from the perspective of potential visitors. The assets are cross-listed alphabetically by county.

### **Nature-based**

A major strength for the Woodpecker Trail is its nature-based assets, which are distributed evenly throughout the route. Most of these assets are developed or semi-developed, only lacking sufficient signage and marketing. The Okefenokee National Wildlife Refuge is a world-class nature-based attraction, and should assume a prominent role in marketing the trail. The trail features four well-maintained state parks, Stephen C. Foster (Charlton), George L. Smith II (Emanuel), Magnolia Springs (Jenkins), and Gordonia-Alatamaha (Tattnall). The region's rivers are suitable for fishing, canoeing, and kayaking, and include the Altamaha (Appling, Tattnall), Satilla (Appling, Brantley,

and Pierce), Ohoopsee (Emanuel, Tattnall), and Ogeechee (Jenkins). However, these great natural assets could be improved by providing more camping sites, landings, trails, paths, and educational programs addressing environmental or ecological issues.

### Altamaha River (Appling/Tattnall)

The Altamaha River is a significant, although undeveloped, tourism resource for the Woodpecker Trail. Formed at the convergence of the Ocmulgee and Oconee Rivers near Lumber City, Georgia, it runs 137 miles to Darien, Georgia, where it joins the Atlantic Ocean. Along the way, it passes through Tattnall and Appling Counties. The third largest watershed on the East Coast, it is home to more than 125 species of rare or endangered flora and fauna. Fortunately, from an environmental and tourism point of view, the river has never been damned or had its course altered by people. It is the excellent condition of the river, its natural beauty, and its rare plants and animals that will be the primary attraction for visitors. The river also has potential for recreational activities such as canoeing, fishing, water skiing, and other types of boating.

Barriers to developing the Altamaha must be overcome, including lack of access to the river for the casual visitor. Currently there are few boat rental operations or tour operators in the Woodpecker region serving the Altamaha River. Also, the climate and dangerous or unpleasant wildlife may be a barrier to some visitors during certain times of the year. Summer on the Altamaha is extremely hot and humid, with heavy mosquito populations. At any time of the year, alligators and snakes are prevalent. However, nature-based and adventure traveler may find these qualities attractive.

Appling County maintains four landings on the Altamaha River for public use, as well as Falling Rocks Park, a 26-acre tract adjacent to the Altamaha River (old Deen's Landing), which has been renovated to include restrooms, one picnic shelter, and a double boat ramp.

The Altamaha River Partnership is the primary group involved with developing the river in a sustainable manner, and has successfully attracted funding and created promotional materials.

### Moody Swamp Heritage Preserve (Appling)

The Georgia Department of Natural Resources and the Nature Conservancy of Georgia have entered into the first-ever cooperative management agreement between the two entities to protect and manage 3,500 acres of longleaf pine forests and Altamaha River bottomlands known as the Moody Swamp, creating Georgia's newest heritage preserve. Moody Swamp boasts one of the nation's last remaining old-growth forests, featuring longleaf and slash pines, 200 to 300 years old, and the Tupelo cypress, more than 600 years old. The swamp is also home to rare wildflowers, birds, and animals, including the endangered red-cockaded woodpecker, the gopher tortoise, and eastern indigo snake. Currently an undeveloped resource, some lodging accommodations could be developed on the preserve that would not conflict with the preserve's environmental mission. The preserve has the potential to be an excellent tourism asset for the outdoor recreationist market segment. Located on East River Road, the preserve is open daily and admission is free.

### Satilla River (Appling, Brantley, Pierce)

The Satilla River is a true backwater stream, born in the river swamps of the coastal plain, and flowing 260 winding miles before emptying into the St. Andrew Sound on the Georgia coast. The Altamaha and Little Satilla rivers are the main tributaries, adding to the 3,530-square-mile watershed through a narrowing floodplain carrying a high organic, low sediment load. Decaying vegetation produces tannic acid that gives the river its black water designation.

Adding to the Satilla's beauty are the adjoining swamplands and bottomland forests that buffer the course of the river that winds between white sand banks.

The novice canoeist feels comfortable on the Satilla. Camping can be excellent on small beaches found on the inside turns of the river, or on the higher bluffs that rise to 50 feet above the river in the upper reaches and eight feet in the lower reaches. As the river approaches the lower reaches, it broadens and loses its canopy of trees. Below US 17 (at Woodbine, Georgia), the river widens and becomes tidally influenced, and the surrounding vegetation consists of marshland flora.

### Guido Gardens (Candler)

Associated with the Guido Evangelistic Association in Metter, Georgia, Guido Garden is a fully developed, three-acre, nature-oriented asset with footpaths, waterfalls, fountains, brooks, gazebos, music, and a 24-hour prayer chapel. In December, the gardens are decorated with nearly 1 million Christmas lights, and they attract an average nightly crowd of about 1,000 people. The site is adjacent to Sower Studios, site of worldwide Christian broadcasts by Michael A. Guido, president of the association.

Located at 600 North Lewis Street, the gardens are a developed resource and easily accessible from the Woodpecker Trail. The gardens are well maintained and the condition of the site is excellent. The gardens are open daily and admission is free.

### Wiregrass Trail (Candler, Tattnall)

The Wiregrass Trail runs through Candler and Tattnall counties along Georgia state route 57. Coursing west to east, it complements the Woodpecker Trail. Named after wiregrass, a plant native to Georgia's pine-bearing region, the route is billed as a scenic route to the coast. From Tattnall, the route continues through Long and McIntosh counties (not Woodpecker Trail counties).

### Okefenokee National Wildlife Refuge (Charlton)

The Okefenokee National Wildlife Refuge was established in 1937 to preserve the Okefenokee Swamp. The refuge includes approximately 396,000 acres, (about 650 square miles), almost 90 percent of which have increased protection as a National Wilderness Area. The swamp, which extends 38 miles north to south and 25 miles east to west, remains one of the most well-preserved freshwater areas in America.

The main outlet of the swamp, the Suwannee River, begins in the heart of the Okefenokee and drains into the Gulf of Mexico. The St. Mary's River, which forms the boundary between Georgia and Florida, drains the southeastern portion of the refuge.

Visitors find ample opportunities for recreation in the refuge, including fishing, boating, canoeing, birding, and wildlife photography. They can also bike or drive a 9-mile paved road that follows the edge of the swamp.



The refuge is home to a diverse flora and fauna. Great blue herons, American woodstorks, and a variety of warblers are often sighted along the Okefenokee canals. In the uplands visitors can find endangered red-cockaded woodpeckers, a possible inspiration for the Woodpecker Trail. In spring, the prairie areas bloom with golden club, tick seed sunflowers, and other wildflowers. The refuge is also a haven for wintering birds such as greater sandhill cranes, robins, hawks, owls, and occasional bald eagles.

The refuge offers great potential to the development of the Woodpecker Trail as a nature-based attraction in itself and as a southern anchor for the route. According to park officials, the current annual visitation to the refuge is approximately 400,000 persons. However, the refuge could hold up to almost twice this amount, benefiting from better marketing and signage at the refuge's multiple entrances.

The refuge is open March through October, thirty minutes before sunrise to 7:30 p.m., and November through February thirty minutes before sunrise to 5:30 p.m. The visitors center is open 9 a.m. to 5 p.m. The refuge's fees and tour times vary.

#### Stephen C. Foster State Park (Charlton)

Named after songwriter Stephen Foster, this park is one of the primary entrances to the Okefenokee Swamp. Noted for its cypress trees, the park has 223 species of birds, 41 species of mammals, 54 species of reptiles, and 60 species of amphibians, many of which one can see while on the park's elevated boardwalk trail or on a guided boat trip.

The park covers 80 acres, with 66 tent, trailer, and recreational vehicle sites with cable television hook-ups (\$12 to \$20); primitive camping (\$25 and up); nine cottages (\$66 to \$86); and interpretative center and museum, a nature trail, 25 miles of public day use waterways, a boat ramp, boats rents, including motorboats, canoes, and jon boats, and three picnic shelters. Activities include fishing, boating, guided boat tours (\$6 to \$8), and educational programs.

The park is located 18 miles northeast of Fargo via Georgia Highway 177. Park hours are 7 a.m. to 7 p.m. in the fall and winter and 6:30 a.m. to 8:30 p.m. in the spring and summer. Office hours are 8 a.m. to 5 p.m. in the fall and winter and 7 a.m. to 6 p.m. in the spring and summer.

### George L. Smith II State Park (Emanuel)

Named after one of Georgia's great legislators, the George L. Smith II State Park has many natural and historical highlights. The 1,634-acre park has 25 tent, trailer, and recreational vehicle (RV) sites (\$17 to \$19), and 4 cottages (\$70 to \$85). The park also has a 412-acre lake with fishing boat and canoe rentals, as well as a winterized group shelter (seats 50, \$75), and 4 picnic shelters (\$30).

Visitors can tour the grist mill, covered bridge, and dam of Watson Mill built in 1880. Anglers and canoers can enjoy the millpond dotted with moss-draped cypress trees. Park guests may even see blue heron, white ibis and the threatened gopher tortoise.

Like many state parks along the trail, this park is accessible, well maintained, and fully developed. The park should be marketed to those trail visitors interested in nature-based attractions and outdoor recreation.

The park is located between Metter and Twin City off Georgia Highway 23, and is accessible if exit 104 is taken off I-16.

### Oohoopee River and Dunes (Emanuel, Tattnall)

Another significant, but undeveloped resource is the Oohoopee River and Dunes. A tributary of the Altamaha, the Oohoopee River flows south through Candler and Tattnall counties. Along its banks is a unique geological formation known as the Oohoopee Dunes. These large oval structures were formed 20,000 years ago as a result of wind depositing sand along the banks of the river. The entire formation stretches for 35 miles and encompasses 40,000 acres. It has been designated as both a state natural area by the Georgia Department of Natural Resources and a national natural landmark by the U.S. Department of Interior.

The dunes have a desert-like environment harboring several threatened and/or endangered species. These include the eastern indigo snake, the gopher tortoise, and the red-cockaded woodpecker. Vegetation in the dunes, while diverse, is stunted by harsh conditions.

A small tract in Emanuel County, totaling 267 acres, has been purchased by the Nature Conservancy to protect it from development. The remaining acreage is privately held. The dunes can be viewed from the Oohoopee River; however, because the area lacks

tour operators or a boat rental concession, only visitors who bring their own watercraft can take advantage of this opportunity.

#### Bo Ginn Aquarium and Aquatic Educational Center (Jenkins)

Located at Magnolia State Park, this aquarium has 26 aquarium tanks displaying native fish, reptiles, and turtles. The center is committed to teaching the importance of clean streams and lakes through interpretative exhibits and guided tours. Visitors learn about numerous freshwater species and their protection. A portion of the adjacent hatchery is used to raise catfish, bream, and bass, providing an attraction for children to learn the sport of fishing, as well as fish there.

An asset with great potential as an attraction, the aquarium is accessible to the public but could use renovation--including additional tanks and interpretation. The aquarium offers a passive experience, and interactive exhibits could improve the marketability of this unique attraction. Located at 1061 Hatchery Road, the aquarium is open daily 9 a.m. to 4 p.m. and tours are available by appointment. Fees for the aquarium vary.

#### Magnolia Spring State Park/Camp Lawton (Jenkins)

Magnolia Springs State Park is located five miles north of Millen on U.S. Highway 25 in Jenkins County. Operated by the Georgia Department of Natural Resources, it is known for its clear spring water that flows at an estimated 9 million gallons of water each day. During the Civil War, the site was called Camp Lawton and was used as a prison because of the natural springs. During warmer months, visitors can watch alligators and other wildlife near the springs.

The 948-acre park features 26 tent, trailer, and recreational vehicles sites (\$15 to \$17); six cottages (\$60 to \$95); three playgrounds; swimming pool; eight picnic shelters (\$35); an 85-person capacity group camp (sleeps 86, \$400); three group shelters (seats 40 to 100, \$65 to \$125); two pioneer campgrounds (\$20 and up); an aquarium; and natural spring with interpretative boardwalk and historic exhibits.

Visitors can enjoy three nature trails for hiking and fishing is accessible from a dock. Private boats are allowed. Rented fishing boats and canoes are available, and the water is reached via a handicap accessible ramp.

Noting the lack of balance between natural and historic resources along the trail, the Camp Lawton portion of the park should be more developed (there is currently only a memorial) for the history buff market segment. Located five miles north of Millen on highway 25, the park is open daily from 7 a.m. to 10 p.m. and office hours are 7 a.m. to 5 p.m. Fees for the park vary.

### Ogeechee River (Jenkins)

The Ogeechee River runs through Jenkins County and is one of the county's largest tourist attractions. The Ogeechee is the largest continuous flowing rivers east of the Mississippi River. Visitors here enjoy fishing, boating, swimming, camping, and other recreational activities. There are several types of fish including bass, bream, and catfish. According to the state Department of Natural Resources, 10 percent of the fishermen are from out-of-state.

### Phinizy Swamp Nature Park (Richmond)

The Phinizy Swamp Nature Park is a 1,100-acre, nature-based attraction located near downtown Augusta. Operated by the Southeastern Natural Sciences Academy, the park promotes environmental stewardship via education and research programs and public events. These programs support the academy's goal to promote sustainable development—economic growth balanced with environmental protection—in Augusta and in the Southeast. The academy operates a regional land trust and plans to restore a historic Augusta landmark to create the area's only natural science museum, teaching gardens, and butterfly house. Wildlife in the park includes the blue heron, red-shouldered hawk, otter, alligator, and bobcat. The park is open Monday through Friday, noon to dark, and Saturday and Sunday, dawn to dusk. Its office is located at 540B Telfair Street.

### Big Hammock Wildlife Management Area (Tattnall)

The Big Hammock Wildlife Management Area comprises 6,437 acres of mainly hardwood forest adjacent to the Altamaha River. The Altamaha, along with several small lakes, provides fishing and other recreational opportunities to visitors. Access to the Altamaha is available at the Tattnall County public boat landing on the north end of the wildlife area. Bird watching is reputed to be excellent, and visitors may see larger wildlife such as deer, turkey, and wild hogs. Hunting in season is allowed, which attracts one segment of visitors, but may be incompatible with others. The various types of wildlife run intermittently from August 15 through February 28, and again from March 20 to May 15. Big Hammock also has a firing range, and primitive camping is allowed.

### Gordonia-Alatamaha State Park (Tattnall)

The Gordonia-Alatamaha State Park is 454 acres of land containing deer, beaver, wild birds, and other local flora and fauna. It features a golf course, tennis courts, a swimming pool, RV and tent camping (\$13 to \$19), picnic shelters (\$45), a group shelter (seats 70, \$60), and a small recreational lake for fishing and boating. Located in Reidsville off U.S. Highway 280, the park can be reached by taking exit 104 off of I-16. Park hours are 7 a.m. to 10 p.m. and office hours are 8 a.m. to 5 p.m. It is open daily from 7 a.m. to 10 p.m. and fees vary.

### **Historic and Cultural**

The Woodpecker Trail has numerous historic and cultural assets, more so than nature-based assets. However, many of these historic and cultural assets are small and undeveloped, most requiring better signage and more documentation. Civil war buffs comprising a majority of history buffs in the region, and the trail has several interesting civil war related sites, including the Confederate Memorial Cemetery (Burke), the Blackshear Civil War Prison (Pierce), Blackshear Military Road (Pierce), Confederate Monument (Richmond), and Magnolia Cemetery (Richmond). The trail has several small, but interesting local museums, including the Waynesboro-Burke County Museum (Burke), Folkston Trail Museum (Charlton), Pierce County Heritage Museum and Depot

(Pierce), and Meadow Garden House Museum (Richmond). Larger museums, mostly in Richmond County, include the Augusta Museum of History, Gertrude Herbert Institute of Art, and Morris Museum of Art. Historic churches abound the trail, and are an interest from an architectural, as well as a religious, perspective. Churches along the trail include the Graham United Methodist Church (Appling), Salem Church (Candler), Sardis Church (Charlton), Millen Big Buckhead Church (Jenkins), Shiloh Primitive Baptist Church and Cemetery (Pierce), and First Presbyterian Church (Richmond). A historic and cultural asset that should receive more attention is the trail's charming downtowns, including historic downtown Waynesboro, Metter, and Blackshear.

#### Appling County Heritage Museum (Appling)

The museum includes a turpentine industry collection, a room containing artifacts from several U.S. wars, a black history room, historical memorabilia, agricultural implements, an extensive archive collection accommodating genealogical research, county records and manuscripts, and collections and publications by local historians. The museum also includes item of persons of note, such as Caroline Miller, 1934 Pulitzer Prize winner for *Lamb in His Bosom*. Special events are planned at the museum throughout the year.

The museum is easily accessible from Baxley, open during regular hours, and is in excellent condition. It is an example an outstanding local museum. Located at 137 Thomas Street, the museum is open Tuesday, Thursday, and Friday from 9 a.m. to 4:30 p.m. and Wednesday and Saturday from 9 a.m. to 1:30 p.m. Admission to the museum is free.

#### Surrency "Bright Spot"/Ghost (Appling)

The town of Surrency in Appling County is home to the "Surrency Bright Spot," a geologic anomaly nine miles underneath the town that may be an ancient reservoir of water or other fluid formed more than 200 million years ago by the collision of North Africa and North America. The anomaly is thought to be connected to the Surrency ghost that supposedly haunted the old Surrency House (owned by the family for whom

the town is named) during the 1870s and 1880s. The house no longer stands, but an attraction could be built thematically related to this Georgia mystery.

#### Historic Waynesboro (Burke)

This historic downtown area features shops, restaurants, antiques, a museum, and Civil War heritage of the city known as the “Bird Dog Capital of the World.”

#### Waynesboro-Burke County Museum (Burke)

Established in 1970, the museum displays artifacts and relics from Waynesboro and Burke County history. Known as the J.D. Roberts House, the Georgian cottage style home was built around 1858 and stands near the 1864 skirmish in Waynesboro between Confederate and Union troops. The museum is open Monday through Friday from 8 a.m. to 4 p.m. and on weekends and holidays by appointment. Admission to the museum is free.

#### Historic Metter (Candler)

The Candler County Courthouse, built in 1921, and the South Metter Residential Historic District, composed of 75 late 19<sup>th</sup> and early 20<sup>th</sup> century homes on landscaped boulevards, are listed in the National Register of Historic Places. The historic downtown also offers many specialty shops.

#### 1902 Metter Train Depot (Candler)

This 1902 train depot was attractively renovated in the 1990s under the direction of the Candler County Historical Society. Today, it is used for community meetings and events. The depot is located on Highway 46 East.

#### 1928 Metter Commissary (Candler)

The commissary, which today houses the local welcome center and chamber of commerce, served lumber workers in the 1930s. Its back porches face a reflective lake filled with lilies and edged with moss-draped trees. Located at 1210 S. Lewis Street, the commissary is open in the winter and fall, Monday through Saturday from 9 a.m. to 5

p.m. and in the spring and summer, Monday through Saturday, 9 a.m. to 5 p.m. and Sunday 1 p.m. to 5 p.m. Admission to the commissary is free.

#### Folkston Train Museum (Charlton)

The first local railroad depot in Folkston was built after the turn of the last century. The depot and tower were first erected adjacent to the Main Street. When the first tracks and switches were rearranged, the buildings were moved north in 1927. The tower was later torn down; however, the depot has been restored and has become a favorite stop for tourists who enjoy train memorabilia such as pictures, logbooks, lights, and train maps. The Folkston and Charlton County Chamber of Commerce and Development Authority offices are located here. Located at 202 W. Main Street, the museum is open Monday through Friday from 8:30 a.m. to 5 p.m. Admission to the museum is free.

#### Blackshear Civil War Prison (Pierce)

In late November 1864, with the threat of General William T. Sherman storming through Georgia toward the coast, over 5,000 Union prisoners under the guard of Colonel Henry Forno and the 2<sup>nd</sup> and 4<sup>th</sup> Georgia Reserves were transported by rail from Savannah to a temporary prison camp established on the outskirts of Blackshear. While imprisoned here, Union soldiers died and were buried throughout the town. The National Archives documented 27 Union soldiers graves here. In 1869, their bodies were reburied at the Beaufort National Cemetery in Beaufort, South Carolina. It is debatable if there are more Union soldiers buried in Blackshear as there are no detailed records of prison deaths. An exhibit in the Blackshear Heritage Museum tells the story of the prison in more detail. There is a historic marker designating the site on Highway 203 North.

#### Blackshear Military Road (Pierce)

One of the first historic markers in Pierce County is a granite stone commemorating the construction of a military road ordered by General David Blackshear during the War of 1812 and Creek Indian Wars. The town of Blackshear would later be



named for the general. The marker is located on the corner of Main Street and Plant Avenue in Blackshear.

#### Blackshear Old City Jail (Pierce)

The Gothic-style jailhouse, built in 1894, is the third of five jails constructed in Pierce County. It is sometimes referred to as the “Hanging Jail” because of its tower, but no one was ever recorded to have been hanged there. The jail was in full use until the 1920s when it was replaced by a large county jail, which stood in front of the Pierce County Courthouse until July 1999 when that jail was torn down. The 1894 jailhouse stands in the park square on Taylor Street and is listed on the National Registry of Historic Sites. Located on Taylor Street, the interior of the jail is presently inaccessible to the public, and used as storage space for the city. To open the inside of the jail to visitors would require a considerable amount of renovation. However, the exterior is striking and makes for an interesting architectural attraction.

#### Historic Blackshear (Pierce)

The Pierce County courthouse is listed on the National Register of Historic Places. Numerous historic houses occupy this charming downtown area.

#### Pierce County Heritage Museum and Depot (Pierce)

The restored depot, built in 1902, now houses a museum that exhibits tobacco manufacturing implements, farm tools, a display about the Civil War prison camp outside Blackshear, Civil War artifacts, a fully furnished storefront counter from the 1900s, courthouse furnishings, land deeds, letters, and hundreds of photographs of the buildings, homes, and people of Pierce County. The genealogical library contains over 200 books pertaining to Georgia genealogy, local family histories, colonial Georgia, Native Americans in Georgia, church histories, Georgia in the Civil War, well-known Georgians, and books on historic preservation. Located at 200 South Central Avenue, the museum is an excellent resource, but it presently is difficult to locate and requires better signage. The museum and depot is open Monday through Saturday from 8:30 to 5 p.m. and admission is free.

### Augusta Cotton Exchange Welcome Center and Museum (Richmond)

This building housed the Augusta Cotton Exchange until 1964, and in 1984 was entered into the National Register of Historic Places. By 1988, the building was in serious disrepair. It was purchased by William Moore who restored the structure via supplemental grants from the city of Augusta. A large blackboard originally used for posting daily market quotes was discovered perfectly preserved beneath the sheet rock, still chalked with cotton, currency, and commodities prices dating back to the early 1900s. This huge artifact, restored to its original position on the trading floor, is the center of the Cotton Exchange Museum exhibit. The center includes tours, exhibits, and visitor information. Located at 32 Eighth Street, the center and museum is open Monday through Saturday from 9 a.m. to 5 p.m. and admission is free.

### Augusta Museum of History (Richmond)

The Augusta Museum of History is dedicated to collecting, preserving, and interpreting materials concerning the past of Augusta and its environs. The museum is home to “Augusta’s Story,” an award-winning multimedia permanent exhibit, which traces 12,000 years of local history. The museum also hosts a permanent exhibit on the history of health care in Augusta, “The Art of Healing.” The transportation section includes an early 20<sup>th</sup> century steam locomotive, a 1920s trolley car, and a reconstructed 1930s gas station. The museum also presents changing exhibits on topics relating to the people and events of the Central Savannah River Region. Located at 560 Reynolds Street, the museum is open Tuesday through Saturday from 10 a.m. to 5 p.m. and Sunday from 1 p.m. to 5 p.m. Fees for the museum vary.

### Augusta Riverwalk Marina (Richmond)

The marina features a full-service stop for boats along the Savannah River between Augusta and Savannah. Sixty-eight slips have full hook-ups and other amenities, and pontoon boat rentals are available. The marina has accessible public restrooms. Sandwiches, snacks, and souvenirs are available in the marina store. Located at 1 Fifth Street, the marina is open Tuesday through Friday from 11 a.m. to 3 p.m., Saturday from 11 a.m. to 4 p.m., and Sunday from noon to 4 p.m.

### Laney-Walker Historic District (Richmond)

This area marks the center of the traditionally black business district dating to the days of segregation. Today Lucy Craft Laney Museum, Tabernacle Baptist Church, Penny Savings Bank, and Pilgrim Life and Health Building are among the district's historic sites. The district is located between 600-1400 blocks of Laney-Walker Boulevard.

### Lucy Craft Laney Museum of Black History and Conference Center (Richmond)

The mission of the Lucy Craft Laney Museum of Black History is to promote the legacy of well-known Georgia educator Lucy Craft Laney through art and history. In 1987, Delta House, Inc., a non-profit organization, initiated restoration her former house. The home, located in the historic Laney-Walker District of Augusta, was reopened in 1991 as the only African American Museum in the Central Savannah River area. The facility includes a conference center, computer center, and period garden. Offerings include art and history exhibits, lectures and tours, computer art and history programs, youth leadership training, and senior citizens programs. Located at 1116 Phillips Street, the museum is open Tuesday through Friday from 9 a.m. to 5 p.m., Saturday from 10 a.m. to 4 p.m., and Sunday from 2 p.m. to 5 p.m.

### Magnolia Cemetery (Richmond)

This 60-acre cemetery is the resting place for over 500 Confederate soldiers and seven generals, as well as other notables from the Civil War period. Its eastern wall was a defensive line for the city in 1864 and bears patches from wartime cannon emplacements. Located at 702 Third Street, the cemetery is open daily.

### Morris Museum of Art (Richmond)

The Morris Museum of Art in Augusta is the first museum in the country devoted to the art and artists of the South. Permanent collection galleries begin with antebellum portraits and continue through galleries devoted to such themes as the Civil War, the African-American image, still lifes, and Southern impressionism. Twentieth-century and contemporary paintings feature a wide range of subjects. The museum features a

veranda-style gallery. Located on One Tenth Street, the museum is open Tuesday through Saturday from 10 a.m. to 5 p.m. and Sunday from noon to 5 p.m. Fees for the museum vary.

#### National Science Center's Fort Discovery (Richmond)

Fort Discovery is a math and science playground for children of all ages, with over 270 hands-on exhibits, including the Paul S. Simon Discovery Theater, StarLab, Power Station Demonstration, Kidscape, Science Store, and other exhibits. Located at One Seventh Street, Fort Discovery is open Monday through Saturday from 10 a.m. to 5 p.m. and Sunday from noon to 5 p.m. Admission is \$8.50 for adults; \$6.50 for children 4 to 17; \$7.50 for seniors and active military; and free for children under 4 years of age. Group discounts and special packages are available.

#### Woodrow Wilson Boyhood Home (Richmond)

The Woodrow Wilson Boyhood Home is the place where President Woodrow Wilson lived the longest throughout his life. The home features 14 rooms, furnished in the 1860s Victorian style. The site also has a kitchen and service building, as well as carriage house. On display are 13 original pieces of furniture used by Woodrow Wilson and his family and other objects belonging to the future president. The house is listed in the National Register of Historic Places. Located at 419 Seventh Street, the home is open Tuesday through Saturday from 10 a.m. to 5 p.m. Admission to the home is \$5 for general visitors, \$4 for senior citizens, and \$3 for students.

#### Registered Historic Places and Districts

In addition to the historical and cultural assets listed above, the counties of the Woodpecker Trail have numerous registered historic places and districts. Designation of such places and districts is often competitive, and qualification for such a designation illustrates evidence of research and documentation. Many of the places and districts listed in these tables are described above.

### Festivals and Special Events (Appling, Burke, Candler, Pierce, Tattnall, Richmond)

There are a number of festivals and special events along the Woodpecker Trail, often with historical or natural themes. Baxley's (Appling County) Tree Festival and Altamaha River Rat Run celebrate the area's natural environment. Waynesboro (Burke County) calls itself the "Bird Dog Capital of the World," and reinforces this distinction with the Georgia field trials in which dogs display their hunting prowess. Metter's (Candler County) Another Bloomin' Festival celebrates the arrival of spring to the region, a time when many flowers and trees bloom. Blackshear's (Pierce County) All-American Spring Fling also celebrates the spring season. Glennville (Tattnall County) has the well-known Glennville Sweet Onion Festival that would be of interest to visitors with nature-based or agricultural interests. Richmond County is the home of many year-round events, most prominent of which is the Master's Golf Tournament.

### Recreation and Entertainment

Developing the Woodpecker Trail's recreation and entertainment assets following developing its historic and cultural resources in terms of priority. Most recreation and entertainment amenities are located in Richmond County, and should be distributed more evenly along the trail. The Woodpecker Trail could be marketing effectively in Richmond as people attend recreation and entertainment-oriented events. Small parks along the trail include Ernest Parker (Appling), Falling Rocks Park/Deen's Landing (Appling), Max Deen Memorial Park (Appling), West Side Park (Appling), Traders Hill Park (Charlton), Julian Smith Park (Richmond), and Savannah Rapids Park (Richmond). The trail has relatively few lakes beside Lake Mayers (Appling), J. Strom Thurmond Lake (Richmond), and Lake Olmstead (Richmond). Unique recreation and entertainment assets include the Folkston Funnel Train-Watching Platform (Charlton) and Augusta Riverwalk (Richmond). Recreation and entertainment assets must be developed carefully to complement existing natural and historic attractions.

### Falling Rocks Park/Deen's Landing (Appling)

Recently improved by the Georgia Department of Natural Resources, the park—on the Altamaha River--has a covered shelter, picnic tables, a grill, restrooms, and a boat ramp.

### Folkston Funnel Train-Watching Platform (Charlton)

During a 24-hour period, a visitor can see as many as 60 trains go through Folkston. Visitors can enjoy train watching from the viewing platform that is sheltered from sun and rain. There is also a scanner on the platform so that visitors can listen to train engineers as they pass. The platform is located at 103 North First Street and open daily.

### Augusta Canal Headgates/Towpath (Richmond)

Built in 1845 to harness Savannah River water for industrial power, the canal today is one of the 18 National Heritage areas and ideal for hiking, biking, and canoeing. The heritage area is 11.5 miles in length. An interpretive center housed in Enterprise Mills opens in late 2002, featuring a theater, gift shop, and interactive exhibits. Located at 3300 Evans to Locks Road, the headgates are open daily from 7 a.m. to dark and admission is free.

### Augusta Golf and Gardens (Richmond)

Eight acres of gardens and meandering streams are accented by bronze sculptures of many of golf's champions. Aquatic, butterfly, formal, and xeriscape gardens are among the more than one dozen homes on display to the public. The gardens are the future home of the Georgia Golf Hall of Fame. Located at 32 Eighth Street, Riverwalk, the gardens are open Tuesday through Saturday from 9 a.m. to 5 p.m. and Sunday from 1 p.m. to 5 p.m. Admission to the gardens is free.

### Augusta Riverwalk (Richmond)

Augusta Riverwalk contains two levels of brick walking paths and gardens along the Savannah River. The site hosts a variety of cultural events and festivals throughout

the year. Features include Heroes' Overlook, dedicated to the men and women who served in the armed forces. The various flags that have historically flown over the region line the walkway. The attractions' brick pathways link many of Augusta's museums. Riverwalk main entrances at Eighth and Tenth streets are highlighted with granite markers detailing the height and date of Augusta's most devastating floods. It has a lower level that meanders along the banks of the Savannah River and includes a children's playground and Japanese garden, a gift from Augusta's sister city, Takarazuka. Points of interest include a replica paddlewheel and the Jessye Norman Amphitheater, a 1600-seat outdoor performance facility that hosts local, regional, and national performances. Throughout the year, Riverwalk hosts a variety of arts and crafts festivals and events.

#### Downtown Augusta (Richmond)

Augusta's revitalized downtown offers art, antiques, bars, coffee houses, and restaurants along with traditional downtown businesses. Broad Street has entertainment, restaurants, and shopping. The area is located around 111 Tenth Street and hours vary.

#### J. Strom Thurmond Lake (Richmond)

The largest U.S. Army Corp of Engineers lake east of the Mississippi has 1,200 miles of shoreline bordering Georgia and South Carolina. Visitors can enjoy a variety of outdoor and water sports, including camping at Mistletoe State Park and Wildwood State Park (not in Richmond County). Located about 20 miles north of Augusta on Washington Road, a welcome center at Strom Thurmond Dam offers exhibits about the lake and area history.

#### Savannah Rapids Park (Richmond)

Located on the banks of the Savannah River and adjacent to the canal at 3300 Evans to Lock Road, Martinez, this park offers a view of the rapids and an excellent opportunity for canoeing, fishing, and bicycling along a scenic eight-and-a-half mile trail leading to downtown Augusta.

### Golf (Appling, Candler, Charleston, Emanuel, Pierce, Tattnall, Richmond)

Golf is a preferred form of recreation and entertainment for the target market segments that visit scenic byways for history and nature. Many visitors come to the region for the first time for the Master's Golf Tournament in Augusta. This event might be viewed as a valuable marketing opportunity for the Woodpecker Trail. Appendix 9 shows several public golf courses located along the trail

### Agri-tourism

Rural Georgia, including the Woodpecker Trail region, claims a rich agricultural heritage. There are approximately 766 farms in the nine Woodpecker Trail counties outside the predominately urban Richmond County, from wheat production to fish hatcheries. Many small retail operations, such as Stevens Farm in Hoboken (Brantley County), have high potential for increased visitation. Larger operations, such as Collins Cotton Gin (Burke County), represent an uncommon chance for visitors to experience farm operations from harvest to processing. A farmer cooperative, Farm Fresh Tattnall, Inc. (Tattnall County), has formed in that county for the purpose of marketing its 18 roadside and "you-pick" farms. Many sections of the trail are lined with farmland, providing even the casual traveler the opportunity to observe this aspect of local culture. Important crops include Vidalia Sweet Onions®, pecans, peanuts, cotton, and tobacco. Also prevalent are beef cattle and poultry farms. At various times of the year, farmers can be observed tilling, planting, irrigating, and harvesting. Several farms have produce stands or retail outlets from which they sell their products in season.

### Vidalia Sweet Onions® (Candler, Tattnall)

Probably the most important crop economically and from a tourism standpoint along the trail is Vidalia Sweet Onions. Although Vidalia itself is not on the Woodpecker Trail, Glennville in Tattnall County actually produces more onions than Vidalia and there are dozens of onion farms in the region, many of them directly on the trail. The Vidalia onion has strong name recognition nationwide. Another onion-related tourism asset in the region is the Glennville Sweet Onion Festival, held in May at the State Farmers' Market.



Many of the onion farms along the trail have posted signs advertising their products. In general, these signs are new and attractive. However, they may be somewhat misleading to visitors, as most of them contain no information regarding hours or seasons of operation. For several farms, the signs create an image of a visitor-friendly establishment where onions are readily available for sale to the public. In reality, although most farms will sell onions to the public, few have a true retail operation. There is no physical store or produce stand, and no regular hours, and personnel may not be available to make the sale.

### Bland Farms (Tattnall)

Bland Farms, one of the area's largest onion growers, has already recognized the value of agri-tourism, posting extensive signage throughout the region. On site, Bland operates a country store selling the onions and onion products as well as many other "Southern" specialties. Bland also provides tours to visitors. Several other onion farms in the region use similar strategies to attract visitors.

### Farms (All counties)

Onion farms appear to be the most visitor-oriented, while most farms producing crops or other livestock either have not realized tourism's potential or are not interested. There are a few farm-run produce stands that are always of interest to visitors.

Other farms may have some as-yet-unrealized tourism potential. The factors that make a farm a good candidate for agri-tourism include:

- A desire to participate in agri-tourism efforts. If the farmer is not enthusiastic and willing to expend some time and effort, he/she is likely to be unsuccessful.
- Crops that would be of interest to visitors are those suitable for immediate sale and consumption or for a "you-pick" operation. Examples include onions, blueberries, strawberries, watermelon, and pecans. Other areas with high potential are "Southern" crops, such as cotton, tobacco, and peanuts, or unusual livestock including goats, llamas, and ostriches.

- For easy access, farms should be within a short drive of the Woodpecker Trail.
- An attractive appearance is important, as it is for any business that hopes to attract tourists. Farmers should reflect a neat, clean, well-maintained operation.
- Several crops or products to increase the number of months of their visitor “season.”

Appendix 10 contains a list of area farms and the crops and livestock they raise. There are a few other agri-tourism assets near or on the trail. Pecans are grown in the area, and there are pecan processors with retail operations. One of the Georgia State Farmers’ Markets is located in Glennville, attracting farmers from all over the region and showcasing a wealth of Georgia-grown produce.

#### Pecan Orchards (Appling, Burke, Candler, Emanuel, Tattnall, Pierce)

Pecan orchards are also a fairly common sight along the Woodpecker Trail. Many farms raise pecans in addition to their other crops, and pecans and pecan products are widely available in the region. This is a product particular to more temperate portions of the United States, particularly Georgia. As such, the pecan industry should be of interest to visitors, particularly those from other states or abroad where pecans are not grown commercially. Pecan orchards are scenic--row after row of uniform, stately trees. The harvest, when large machines come in and shake each tree until it gives up its bounty, is an interesting process to witness for those who have not seen it. Because of their height, pecan trees do not lend themselves to a you-pick operation, although it is possible to glean pecans that have naturally fallen to the ground. Unlike many crops, pecans and pecan products are available year-round for visitors to purchase.

#### Pine Forests (All Counties)

Extremely common throughout the Woodpecker Trail region, pine forests frequently line both sides of the highway. Many of these tracts of timber are pine plantations—timber being raised as a crop. The entire cycle of this industry—from

raising seedlings to mature trees to harvesting, pulping and/or producing lumber or other forest products is an integral part of the region's economy and culture. As such, it may be of interest of visitors, if it can be adequately interpreted for them.

### **Tourism Infrastructure and Funding**

Tourism infrastructure comprises the businesses and organizations necessary or desirable to support travelers as they visit an area. At a minimum, this includes places to sleep, eat, and purchase gasoline. Also desirable, although not strictly necessary, are opportunities for shopping and recreation. There are two important reasons to focus on tourism infrastructure. First, without it, visitors are unlikely to visit and even less likely to spend the night. Second, it is the tourism infrastructure that actually generates most of the revenue for an area and creates employment. Many of the assets discussed earlier are attractive to visitors, but generate no revenue for themselves, as they have no admission fee or other opportunity for visitors to spend money. However, visitors do spend money on hotel rooms, meals, gasoline, and souvenirs. Providing them with the opportunities to do this benefits both the visitor and the region.

### **Lodging**

There are approximately 65 lodging establishments located in Woodpecker Trail counties, with 28 in Richmond County and 37 in all others. Most of these establishments are small, moderately priced from \$50 to \$100, catering to local clientele, and having an occupancy rate of between 25 percent and 50 percent on any given day. Days Inn Hotels, a national chain, can be found in Burke, Candler, Charlton, Emanuel, Jenkins, and Richmond Counties. However, the trail lacks varied lodging such as historic inns and bed and breakfasts, with only seven currently in operation spread evenly along the trail. Many history buffs and outdoor recreationists, the target markets, prefer this type of lodging. In historic towns such as Waynesboro, Millen, Metter, Reidsville, Blackshear, and Folkston, historic properties should be identified that hold potential for bed-and-breakfast lodgings. Similarly, campgrounds are also in short supply along the trail, with only four along the trail. Some nature-based tourists and outdoor recreationists prefer

this type of lodging. Major nature-based attractions like the Okefenokee Swamp would benefit greatly by an increase in camping facilities.

Currently, the Woodpecker Trail is adequately supplied with lodging. Some additional variation in price and/or lodging type would be desirable, although that's not extremely important at this point in the development of the trail. Visitor counts are still fairly low, as the trail is only in the beginning stages of reorganization and development. In addition, most visitors at this point are local folks and business persons from nearby communities who do not require overnight lodging in the region. Once visitation begins to increase, the lodging situation should be monitored and periodically assessed.

### **Dining**

Restaurants are in better supply than lodging throughout the region. There are nearly 200 dining establishments in the counties along the trail. Many of these are concentrated in the northern or southern ends of the trail, where there is more vehicular traffic. In addition, many of these establishments sell fast food, which meets a need, but does not provide the local flavor that many visitors seek. Restaurants selling Southern cuisine or "home cooking," as well as barbeque, appeal to visitors seeking a "real" Southern or Georgia experience. There are many of these types of establishments in the area. However, as in the case with bed and breakfasts, the Woodpecker Trail lacks restaurants that would contribute to a varied dining experience along the trail, except for Augusta.

### **Shopping**

This area is probably the weakest for the region. Currently, there are few retail establishments outside Richmond County carrying merchandise appealing to travelers. This is not surprising, given there has not been much demand for this type of retail experience. Existing retail operations can begin to build a base by establishing sections dedicated to local products such as farm produce and crafts. As visitation increases, retail establishments will likely grow along with it. At present, the retail outlets with the most appeal to visitors are those selling local produces such as Vidalia Sweet Onions®, pecans

and peanuts; gift shops, particularly those carrying locally made merchandise; and bait, tackle, and sporting good shops.

### **Traffic**

As mentioned, the need to improve lodging, dining, and shopping becomes a greater priority to trail development as traffic increases. Table 1 provides data on current traffic in the counties along the trail. This 2001 data from the Georgia Department of Transportation represents the total annual average daily traffic counts taken from selected points in each county. The counties are arranged from the northernmost county, Richmond, to the southernmost county, Charlton.

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**Table 1**

Total Annual Average Daily Traffic (AADT) Counts (2001)

County	Total AADT
Richmond	226,395
Burke	65,988
Jenkins	14,832
Emanuel	1,827
Candler	6,120
Tattnall	9,126
Appling	7,725
Pierce	38,965
Brantley	15,253
Charlton	19,570
Total	405,801

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This table suggests that increased lodging, dining, and shopping might be more of a priority in Burke, Jenkins, Pierce, Brantley and Charlton counties, where traffic is relatively high. Conversely, Emanuel, Candler, Tattnall, and Appling might become initial targets of asset development to increase traffic in those areas. Pierce County's relatively high traffic counts compared to adjacent counties might be attributed to the

presence of I-82, running south from Savannah to Valdosta. Richmond County, with its high traffic counts, should be cultivated as a point of origin or “gateway” for traveling the trail.

### **Funding**

Table 2 illustrates the revenues generated through local hotel and motel taxes. The counties and municipalities are arranged by tax rate, from Augusta/Richmond county’s 6 percent rate to Folkston’s (Charlton County) 3 percent. The table shows the funds collected through these taxes in 2000, the amount expended for tourism promotion from these revenues, and the resulting percentages devoted to tourism promotion from the revenues.

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**Table 2**

Georgia Department of Industry, Trade, and Tourism  
Hotel and Motel Tax Survey (2000)

Government	Rate (%)	Funds Collected 2000	Amount Expended for Tourism Promotion 2000	Percentage Expended for Tourism Promotion 2000
Augusta/Richmond Co.	6	\$2,738,622	\$1,369,311	50.0
Appling Co.	5	\$49,938	\$48,938	100.0
Burke Co.	5	\$2,696	\$2,696	100.0
Metter	5	\$35,065	\$23,377	66.7
Waynesboro	5	\$34,401	\$13,760	40.0
Folkston	3	\$6,482	\$5,989	92.4
Total		\$2,867,204	\$1,464,071	51.0

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The data shows that only six out of the 10 trail counties currently have such a tax. The remaining four counties, with lodging consistent with the amount and quality of other counties along the trail, should also consider some taxation for tourism promotion if visitation increases due to development of the trail. In addition, while the rate of taxation

in the counties with this source of revenue is fairly uniform, the proportion of this money expended for tourism promotion in 2000 was not expended uniformly. In Appling and Burke Counties, 100 percent of the tax was allocated to tourism promotion, while in Waynesboro only 40 percent was so allocated. Tourism growth in these counties, including the Woodpecker Trail, depends upon maximum funding support for these efforts.

### **Section 3**

#### **Scenic and Historic Roads**

Although the Woodpecker Trail is currently in a reorganization stage, at some point leaders of this effort may want to consider official scenic byways designation. Much of the following information can be found in the 1999 TRACS Wiregrass Trail study. However, because of the importance of this information to any future efforts at byways designation, it has been updated and included in this study as well. The section is followed by regional and national data on the economic impact of historic routes and scenic byways.

#### **Byways Designation**

The role of the Georgia Scenic Byway Program is not only to designate eligible roads but also to educate communities about scenic byways and the benefits that accompany byway status. In addition, technical assistance and guidance are provided as sponsors proceed through the application process. The Georgia Scenic Byways Program will also work with byway sponsors to develop strategies to combine preservation with economic development through corridor management plans. As of June 2002, four state scenic byways have been designated: Ridge and Valley, Russell-Brasstown, South Fulton, and Monticello Crossroads. Two non-designated routes--the Antebellum Trail and the Dixie Highway--with many similarities to the Woodpecker Trail are profiled later in this section.

The National Scenic Byways Program, created by Congress in 1991, requires application to the Federal Highway Administration (FHWA). The national program has two categories of designation. National Scenic Byways possess outstanding qualities that exemplify the regional characteristics of our nation. All-American Roads are our country's finest byways, and considered destinations unto themselves. The National Scenic Byways Program requires designation at the state level first, and the completion of a corridor management plan. Georgia is among 38 states that have established statewide scenic byway programs. Once a road is named a Georgia Scenic Byway, it becomes eligible to be nominated to the federal program.



There are three major avenues for recognition as a scenic or historic byway— State Scenic Byway, National Scenic Byway, and National Forest Scenic Byway. First and easiest is to become a state-designated scenic byway. The Georgia state byways handbook lists five main benefits of designation:

- Recognition by local leaders and state government, including the right to display the official Georgia Scenic Byways logo
- Interpretation assistance from the Georgia Scenic Byways Program (GSBP) staff
- Planning for protection and managed growth through the mandatory “corridor management plan”
- Promotion and marketing through state tourism advertising
- Training and technical assistance from the Georgia Scenic Byways Program staff

Another benefit is that State Scenic Byways are eligible for federal funding designated specifically for their development and enhancement.

Georgia’s program closely follows the national program in the criteria for designation. Six intrinsic qualities are considered important, and the more of these a road possesses, the higher it will score. They are scenic, cultural, natural, archeological, historic, and recreational. All candidate roads are judged on the quality of these resources. In addition, the program also considers the corridor’s uniqueness, its continuity, the proximity of the roadway to tourism resources, the level of local participation and support, and the responsiveness of the local plan or program to the future needs for development and protection of the byway.

Regarding outdoor advertising, under federal law no new billboards may be constructed along designated scenic byways that are also part of the Federal-aid primary or Interstate System. On-premise signs are unaffected by scenic byway designation. Existing billboards may remain and continue to be maintained along designated scenic

byways. The law also allows the erection of logo signs and tourist-oriented directional signs on scenic byways.

The National Scenic Byways program is similar, but even more selective. Roads must first be designated as State Scenic Byways to be considered for national status. To review the entire process of application and approval, the reader is referred to the Web site for the National Scenic Byways Program at [www.byways.org](http://www.byways.org). This site contains information on the general process of developing and promoting a scenic or historic road of any type, in addition to information regarding the designation process.

The National Forest Scenic Byways Program is restricted to routes that pass through or along a national forest. Because there is no national forest land along the Woodpecker Trail, a discussion of the designation process has not been included.

### **Experiences of Other Byway Development Organizations**

Between November 1998 and June 2002, TRACS researchers surveyed 22 byway organizations across the country. Of the 22 byways represented in this survey, 10 have received national designation by the Federal Highway Administration (FHA) or the U.S. Forest Service (USFS). These byways were selected based on their ability to serve as a meaningful model for the development of the Woodpecker Trail. This means they are scenic or historic, but not extraordinary regarding amenities, destinations, and length. The byways represented in the survey are listed in Table 3.

All of the byways organizations either have a corridor management plan or are developing one. Most organizations cite beautification, preservation, and maintenance of the route and its environs as the main goal. All strongly emphasize educating the public through tools such as interpretative signage, brochures, and visitor centers. Several mention economic development. The organizations representing these byways have sought designation for purposes of sustainability and economic development in their communities

**Table 3**

Scenic and Historic Byways Surveyed (1998-2002)

Byway	State	Designation By
Antebellum Trail	Georgia	None
Apache Trail Scenic Byway	Arizona	USFS <sup>1</sup> , AZ DOT <sup>2</sup>
Ashley River Scenic Road	South Carolina	None
Beartooth Scenic Byway	Montana, Arizona	USFS
Champlain Trail	New York, Vermont	NY DOT (NY Side Only)
Cherokee Foothills Trail	South Carolina	FHA <sup>3</sup>
Coal Heritage Trail	West Virginia	FHA, WV DOT
Gila Pinal Scenic Road	Arizona	AZ DOT
Midland Trail	West Virginia	WV DOT
Monticello Crossroads Scenic Byway	Georgia	GA DOT
Mountains to Sound Greenway	Washington	FHA
Native American Scenic Byway	South Dakota	FHA, SD DOT
North Shore Scenic Drive	Minnesota	MN Legislature
Ocoee Scenic Byway	Tennessee	USFS
Peter Norbeck Scenic Byway	South Dakota	USFS, FHA, SD DOT
Ridge and Valley Scenic Byway	Georgia	GA DOT
River Road Scenic Byway	Michigan	USFS
Russell-Brasstown Scenic Byway	Georgia	FHA, GA DOT
Savannah River Scenic Highway	South Carolina	FHA, SC DOT
Silver Thread Scenic Highway	Colorado	FHA, CO DOT
Tamiami Trail	Florida	FHA, FL DOT

<sup>1</sup> United States Forest Service<sup>2</sup> Department of Transportation<sup>3</sup> Federal Highway Administration

Four Byways (Coal Heritage Trail, Midland Trail, Mountains to Sound, and Silver Thread) have independent organizations dedicated solely to their management and promotion. One is managed by a regional tourism development organization similar to Georgia's travel associations. Most byways are managed by a state agency (usually the Department of Transportation) or, in the case of those designated by the United States Forest Service, a forest district ranger office.

Staffing is limited for most byway organizations. In most cases, those coordinating the byways' activities have other job responsibilities. In the case of these state agencies, this usually means responsibility for all scenic byways in the state. Of the independent, dedicated organizations, two are staffed entirely by volunteers and two have a small paid staff.

All but one scenic byway have received ISTEA funding, usually in excess of \$100,000 per grant. Several have received multiple grants under this program. There were various other funding sources tapped, none by more than two of the 22 byways. These included state and local governments, local fundraising, proceeds from a state lottery, and grants from a timber association and a public utility.

These funds were put to several uses, three of which top the list—developing a corridor management plan, funding interpretation, and improving infrastructure. Examples of interpretation include signage, videos, brochures, and an interpretative center. Construction of nature trails, rest rooms, pull-offs, parks, rest areas, and community entrances were some of the infrastructure improvement mentioned. One organization purchased land and another contracted for a research study.

Byway enhancement activities are any efforts to improve the byway in one of the critical factors listed earlier. Byway organizations cited a wide variety of enhancement activities. Although these organizations were asked to discuss the most successful strategies they had employed, it is difficult to determine just how successful they were. Some strategies were in the process of being implemented, and others only very recently completed, and the organizations themselves typically do not measure outcomes.

The strategies can be loosely organized into four groups. First, and most common, was the development of signage of all sorts. This included byway markers, signage interpreting various assets of the byway, and historical markers. At this time, the

Woodpecker Trail needs signage directing travelers off the route toward attractions located in the respective counties.

Another popular strategy was the construction of scenic overlooks or pull-outs. This would appear to be a good strategy for almost any scenic byway, as it is designated to make it easier for visitors to enjoy the natural beauty of the area—one of their main reasons for traveling.

A third strategy, aimed at enhancing the quality of the byway scenery, was to organize cleanup projects. Typically, local volunteers, particularly civic organizations, carried them out. They have a dual benefit of improving the appearance of the route and fostering community involvement and civic pride.

Last, some organizations embarked on ambitious construction projects such as expansion of a museum; renovation of a local railroad depot; and construction of nature or bike trails, campgrounds, picnic areas, and parks.

An interesting finding regarding byway promotion is that in many cases the organization responsible for managing the byway does not engage in promotional activities. This is true of almost all National Forest Scenic Byways, which is not surprising. The Forest Service tends to emphasize other aspects of managing most of the property in its care, such as enhancing the visitor experience, managing timber resources, and improving wildlife habitat. Often, when the managing organization did not engage in marketing, local and regional groups or the state tourism agency would assume this role.

In promoting their byways, organizations again used a variety of strategies, but could not measure their effectiveness, although several promotional strategies stood out. Many organizations felt that interpretative work was most effective. Interpretation is not to be confused with advertising, although sometimes the distinction between the two is difficult to make. Interpretation is designed to educate the visitor about an asset or a collection of assets in the region. This involves everything from identifying assets that need to be interpreted, to researching their background or history, to developing the interpretive text or script, to producing and distributing the interpretative material.

Another popular strategy, also widely used in Georgia, was the creation and distribution of brochures, guidebooks, and statewide tourism publications that included byways. Although these publications are almost always useful, it would be helpful to

know their intended target audience, what they were designed to accomplish, and how well they achieved their goal. The Woodpecker Trail should follow up with several of the most successful of these byway organizations to answer such questions and to gain further insights from their experiences.

Nearly all byway organizations agreed that the most important factor for success is broad-based support. They felt it was important to bring together all groups affected by byway development and educate them to gain their support and involvement. At the local level, which was judged most important, include all governments, tourism and development organizations, retailers, business owners, timber companies, and farmers. This partnership also should be extended to state and federal agencies such as the Forest Service, the state DOT, the state tourism agency, and the Federal Highway Administration. Other organizations included the National Trust for Historic Preservation and various environmental groups. Other important factors for success included the preservation of the qualities that first prompted development of the byway; development and implementation of a corridor management plan; and a committed, persistent core group.

## **The Georgia Experience**

### Russell-Brasstown and Ridge and Valley Scenic Byways

The 41-mile Russell-Brasstown Scenic Byway was created in 1989 as a National Forest Service Scenic Byway. Located within the Chattahoochee National Forest in northeast Georgia, the byway follows state highways 348, 180, and 17/75. The byway has no formal organization, but is currently in the process of organizing a “friends of the byway” committee. Part of this committee’s duties will be to implement the byway’s corridor management plan, required of every application to the state byways program. The byway has no paid staff, and relies on informal support from county commissioners and Georgia’s Department of Community Affairs. The Russell-Brasstown Scenic Byway received national scenic byway designation in 2000.

The trail developers assert that a trail must have scenic attributes: it must be a destination in itself. Currently, the byway does not market specifically for tourism, although the corridor management plan will address this issue. The trail developers

assert that most scenic byways are moving from preservation and conservation functions toward more marketing and promotion.

Byways can receive funding from numerous sources. The Russell-Brasstown byway has received a \$75,000 federal grant from TEA-21 to develop the corridor management plan. The byway also qualifies for grants from the National Scenic Byways program. The trail developers point out that funding is often the primary reason for seeking state and federal designation. They also point out that byway designation comes with no restrictions on property rights other than the placement of billboards. Counties must agree on their own rules and regulations for byways through corridor management plans, which must be supported by the public.

The Ridge and Valley Scenic Byway is a 51-mile route created at the same time as Russell-Brasstown by the Forest Service. Located in Walker and Floyd counties, this byway courses U.S. 27, state highways 156 and 136, and rural county roads. Similar to Russell-Brasstown, it is currently developing a “friends of the byway” committee. Also, like Russell-Brasstown, the byway has no paid staff and relies on volunteer support. Unlike Russell-Brasstown, however, Ridge and Valley has Georgia designation only and is not seeking federal designation. It is currently developing a required corridor management plan that will be completed in 2002. The byway has received a \$75,000 from TEA-21 for the development of this plan.

#### Monticello Crossroads Scenic Byway

The process to designate the Monticello Crossroads Scenic Byway began in 1997. Located in Jasper County, north of the town of Monticello, the byway runs state highways 11 and 83. The 29-mile byway was the second route to receive scenic byway designation from the Georgia Department of Transportation (DOT). The process was initiated by the Jasper County Chamber of Commerce and Development Authority. No formal organizations exist for the byway except for a committee. The byway has no volunteer or paid staff, but has a corridor management plan as required by the application for state scenic byway designation. The byway received designation in 2001.

According to the byway developers, a major factor for success includes making sure that the byway met the program’s standards for necessary intrinsic qualities,

including those of a scenic, cultural, natural, archeological, historical, and recreational nature. These assets were identified and documented through a in-depth survey of the route. As a result of these efforts and subsequent state byway designation, the Monticello Crossroads Scenic Byways applied for and received a \$598,000 grant from the National Scenic Byways Program and it used to build a rest stop entrance to the route and to produce promotional materials. According to the byway developers, strong leadership is necessary to keep the byway organization or committee focused on its mission and tasks, as well as represent the effort to the public. Challenges include the misperception from home and landowners that byways designation comes with restrictions on their property. Besides the restrictions on billboards, the designation operates within existing zoning and land use classifications.

### Dixie Highway

The Dixie Highway is a north-south route from Michigan to Florida, with a Georgia segment along U.S. 41. The 95-mile route carries tourists past Civil War sites in the state. The Dixie Highway is a joint venture of members of Georgia Historic High Country Travel Association and the Atlanta Metro Travel Association, with assistance from the Georgia Department of Community Affairs (DCA) and the Georgia Department of Industry, Trade, and Tourism (GDITT). Active partners in the trail include the city of Actworth, Marietta Welcome Center and Visitors Bureau, the Cobb County Convention and Visitors Bureau, the Cartersville-Bartow County Convention and Visitors Bureau, Gordon County Convention and Visitors Bureau, and the Dalton County Convention and Visitors Bureau.

The route was designed for tourism from its inception, first developed by Mr. Carl Fischer to bring tourists to his resort property in Miami. The present mission of Georgia's Dixie Highway Association is to bring tourists to communities in north Georgia. The association produces brochures, but has not yet developed signage. The association depends entirely upon volunteers. It currently has no corridor management plan nor state or federal designation. The group is in the process of developing a more coherent organizational structure. The association markets the highway through public relations and placements in local media. In the past, the association received a local



development fund (LDF) grant from DCA that was subsequently used for historic preservation research.

### Antebellum Trail

The Antebellum Trail began in 1984 as a project by University of Georgia student Cynthia Alford. The route, U.S. 411 from Athens to Macon, is roughly 100 miles in length. The trail received official recognition from the state in 1985, although this was not a byways designation. The theme of the trail is to promote historic architecture in the communities along the route, rather than scenery. The name “Antebellum Trail” is trademarked.

The Antebellum Trail is currently legally incorporated under the GDITT’s Historic Heartlands tourism region, but is currently seeking its own incorporation status. The organization’s goal is to promote economic development through tourist spending.

The organization is made up of seven communities along the route. Members usually come from chambers of commerce and convention and visitors bureaus (CVBs). Each community has one vote in association matters, and each community takes turns in the president’s position within the organization. In addition, participating communities pay dues to the association based on their size and population.

Marketing the trail includes print materials for visitors centers, DOT signs, familiarization tours, and leisure, trade, and consumer shows. Marketing efforts are paid for through membership dues. The association receives no external funding and relies on volunteer staff. The trail does not have a corridor management plan.

The association has received a LDF grant from DCA for \$4,500, used to fund a marketing study of the trail. Advertising for the trail has focused on Canada, the United Kingdom, Germany, and Belgium. In particular, trail developers cite the Canadian tourism market as lucrative because of motor coach traffic en route to Florida. They also claim that European tourists take longer vacations in the United States, and thus have economic impact.

According to Janice Marshall, president and CEO of the Macon-Bibb Convention and Visitors Bureau and an Antebellum Trail representative, the following lessons can be learned from her experience with trail development. She claims that the intended route

must “make sense” to the tourist or traveler, meaning that visitors must have some sense of direction and place when on the trail. The trail must also have a common theme; and for the Antebellum Trail that theme is historic architecture. Sources of funding must be developed or identified, and there must be some support staff, either paid or in-kind. The route must be adequately promoted to succeed. The route must be accessible from an interstate and have adequate scenic amenities. Trail developers must have a goal or vision regarding what they want to accomplish. And funded research efforts must be chosen wisely. For example, a route may require tourism marketing or historic preservation studies depending on its stage of development.

Marshall cites these advantages of trail development: (1) tourist interest in themed packages, (2) the benefit to smaller communities along the trail, (3) resources can be pooled for maximum marketing and development impact, and (4) expense and staffing can be shared by communities.

However, she also notes several challenges. One, she contends that there can be no “weak links in the chain”--all communities along the route must participate and contribute. Second, there must be enough variation in the trail’s attractions to make it interesting; following a theme too closely can lead to a narrowly conceived, monotonous experience. Third, a trail can be an expensive proposition for many smaller communities that can quickly become overburdened with the cost of brochures and research. Similarly, trail business can adversely affect chambers of commerce and CVBs that have other duties to perform. Time for trail business must be allocated upfront. Finally, route associations must go through a formal process to place signs on state roads, a process which often takes considerable time, money, and patience.

## **Economic Impact of Trails**

### State Economic Impact

There is currently little published literature regarding the economic impact of scenic byways and historic routes. Much of what has been published pertains to byways in the western United States, an early stronghold of the byways movement. Although there is no such existing data for Georgia, comparisons can be made by state and by trails of roughly equivalent size and scope. Table 4 illustrates the economic impact of scenic

byways in selected states. These states are much like Georgia in that they are rural and claim many historic and natural amenities.

**Table 4**

**Economic Impact of Scenic Byways: Selected States (1997)**

	Colorado	Iowa	New Mexico	Montana
Average Party Size	3.4	2.6	3.0	2.4
Average Expenses Per Party (per trip)	\$143.57	\$104.50	\$103.00	\$86.00
Lodging	\$50.62	\$24.80	\$39.00	\$15.48
Food and Drinks	\$38.77	\$24.20	\$31.00	\$23.22
Gasoline/Service	\$20.86	\$12.70	\$8.00	\$15.48
Retail Sales	\$20.77	\$36.00	\$19.00	\$24.08
Entertainment	\$6.58	\$3.60	\$4.00	--
Licenses	\$2.49	\$0.50	\$0.00	--
Miscellaneous	\$3.48	\$5.10	\$2.00	\$7.74

Source: Sem, J., Goff, P., and Pearce, S. 1997. Interim Report on Colorado Scenic and Historic Byways Economic-Impact Study. *Transportation Research Record*, 1599, pp. 86-95.

This table shows that the average size of a party traveling a scenic byway for these states is 2.85 persons, roughly the size of today’s shrinking “nuclear” family. Among the states, average expenses for this party run \$109.27 per day. When fully developed and marketed, the Woodpecker Trail can expect similar visitation. Regarding expenses, totals could be slightly higher, adjusting for inflation.

The New Mexico Experience

A 2000 economic impact study by Seely and Associates on three New Mexico byways roughly comparable in length to the Woodpecker Trail yielded results discussed in the following paragraphs.

The El Camino Real National Scenic Byway covers more than 300 miles from Santa Fe to the Texas border, including major destinations such as Albuquerque and Las Cruces. Historic Route 66 National Scenic Byway runs for 373 miles from the Texas border to the Arizona border west of Gallup, often following I-25 and I-40. The Geronimo Trail, a State Scenic Byway, is a 210-mile drive that encompasses mountain forests and desert lakes in southwest New Mexico near Truth or Consequences. This trail is only six miles longer than the Woodpecker Trail's Georgia segment.

In their study, Seely and Associates conducted studies of the three routes to determine economic impact generated along the byway, and to profile visitors, using demographic and geographic statistics. This will help in making future marketing decisions.

Results on spending, visitation, and travel party composition can be compared for each byway, as shown in Table 5.

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**Table 5**  
**Economic Impact of Scenic Byways: New Mexico (2000)**

12-month period	El Camino Real	Historic Route 66	Geronimo Trail
Total direct expenditures	\$1385.9 million	\$884.7 million	\$14.2 million
Visitors to byway	6,336,000	4,146,000	92,500
Average party size	2.3	2.2	2.6
Total average spending per travel party	\$503	\$323	\$576
Total daily spending per person	--	--	\$72
Influenced to visit by byway designation	3.4%	8.0%	\$20.1%
Surveys completed	5,000+	5,000+	527

Source: National Scenic Byways Program. 2000. Research Corner: Economic Impact Studies in New Mexico. Washington, DC: National Scenic Byways Program.

<http://byways.org>.

For the Geronimo Trail, 60 percent of the respondents spent less than \$300 on the trip, while 10 percent spent more than \$1,000. In addition, the average respondent age along the Geronimo Trail was 48 years old, and respondents came primarily from New Mexico, Texas, Arizona, and California.

Because the Geronimo Trail is a remote, wilderness experience, expenditures for the developed Woodpecker Trail may be slightly higher. However, the average party size and average age of the typical traveler probably will be similar. Unlike the Geronimo Trail, the Woodpecker Trail also benefits from proximity to urban areas and two major anchors--Richmond County's historic and cultural resources in the north and Charlton County's Okefenokee National Wildlife Refuge in the south. The counties between these anchors contain a balanced mix of historical and natural amenities. The Woodpecker Trail should continue its history of travel from neighboring states, primarily the Carolinas and Florida.

### Blue Ridge Parkway

The 470-mile-long Blue Ridge Parkway courses through some of the most significant natural mountain amenities in the United States. Although not comparable to the Woodpecker Trail regarding size and amenities, its economic impact statistics do provide some insight into the impact of regional byways.

Non-resident travel parties spent an average of \$264.08 each in the surrounding counties along the Blue Ridge Parkway of Virginia during 1995-1996, breaking down to \$89.84 per person (2.94 persons per party) for each visit and \$38.40 per person for each day of their trip (2.34 days per visit). The National Park Service reported just over 6.88 million recreational visitors to the parkway during the study period. Results of the on-site interviews revealed 77.09 percent of these visitors were non-residents, or just slightly over 5.3 million visitors.

Nearly 37 percent of the direct expenditures by non-resident travel parties were for lodging, and 33 percent were for eating and drinking. Other substantial categories of expenditures were "transportation," which made up nearly 17 percent of the total, and 6.45 percent for the "recreation and entertainment fees" category.

The \$476,586,500 in direct expenditures at local establishments generated an additional \$274,496,400 (1992 dollars) in indirect and induced sales and a total of \$511,576,300 in total industrial output (1992 dollars). Industrial output for tourism comes from several sectors, including dining, lodging, entertainment, and transportation. However, the total value added to the local economy by this total output is estimated to be somewhat less--\$337,576,300 (1992 dollars). This is because of leakages in the local economy. Leakages are non-local goods and services purchased in the course of the production represented by total industrial output. This non-local production includes inputs such as labor, capital, and wholesale supplies. Total activity generated in the local economy, or direct spending plus the multiplier effects, was estimated to be \$291.9 million in total income, and 12,961 jobs. This is slightly over \$22,500 per year income per job generated. The income generated represents over 57 percent of the total industrial output due to the service oriented nature of the industrial sectors represented by businesses serving the tourism industry.

The most common trip purposes were those related to outdoor recreation (42.74 percent). Family members composed 74.58 percent of the travel parties. The mean total party size was 2.96 adults with 0.36 children. The major problems on the Blue Ridge Parkway to visitors were lack of restrooms (2.87 on a 1 to 7 scale, 1 = not a problem and 7 = major problem) and too much traffic (2.33). The mean overall trip satisfaction to the Parkway was 6.31 (on a 1 to 7 scale).

Four states accounted for 61.17 percent of all visitors to the Blue Ridge Parkway: Virginia (32.96 percent), North Carolina (20.11 percent), Florida (4.19 percent), and Maryland (3.91 percent). The parkway generates high repeat visitation, 79.5 percent had been to the parkway on a previous trip, and the mean number of trips to the Blue Ridge Parkway during the past year by these previous visitors was 2.15 times.

Overall expenditures for the Blue Ridge Parkway will run higher than most other byways due to its length and outstanding attractions. However, this data does reflect the necessity of the Woodpecker Trail to cultivate lodging and dining establishments to capture substantial revenue as attractions are developed. The Blue Ridge Parkway experience also demonstrates the importance of outdoor recreation to scenic byways

development, the need for amenities such as restrooms, and the importance of regional marketing.

## Section 4

### Potential Market Niches

According to the report, *National Scenic Byways: Image and Advertising Position Research Findings* (Strategic Marketing and Research Inc., 2001), most respondents favored taking the most interesting route as opposed to the quickest one. The focus group discussions used by the researchers indicated that travelers generally make travel decisions based on their personal situation. For example, several indicated that they take the fastest route on the way to a destination and then take the more interesting way home. Others suggested that such decisions are based on their familiarity with a destination—once familiar with a route, they might try something different. Approximately one-quarter of the respondents said that they always take the fastest route.

Fewer people than those intending to visit a destination take driving tours of various areas and sites without having a single destination. In part, this relates to time pressures. Even those who take scenic byways trips said that they do this only occasionally. Fifty-three percent of respondents claimed that they take a driving tour every once in awhile; 33 percent said they never took a driving tour; and 14 percent said they often took a driving tour.

The study also found that people enjoy scenic byways travel by taking an historic or scenic drive after they have arrived at a destination. This is popular behavior, as over half of the respondents (57 percent) claimed to be very likely to do this while on vacation. This straightforward approach to traveling scenic byways can be easily promoted at specific destinations, where travelers can also be informed about this option. Interest in the Woodpecker Trail might be generated in Augusta and Atlanta and in Florida's urban centers such as Jacksonville, Orlando, Miami, Tampa, and Tallahassee.

The findings suggest that the economic potential for scenic byways is quite significant. The majority of respondents indicated some usage of the byways. Of course, travel on byways varies. Some people are likely to enjoy all benefits of byway travel, while others focus on such travel for one reason only.

Segmenting the respondents by their travel behavior can assess the potential for byway travel. There is a core group of heavy users (approximately 14 percent of the audience, those who report a high incidence of all three types of behavior—at the



destination, on the way, and driving tours without a specific destination). Another 16 percent report none of these travel behaviors. However, the largest group is composed of those who take a scenic byway drive after reaching their destination.

The researchers asserted that the potential for byways travel is significant. The entry point to these markets seem to be promotion of the byways at traditional vacation destinations. Travelers can, upon reaching their destination, be informed about the byway network and encouraged to explore additional byways.

### Travel Segments

According to the National Scenic Byways study, history buffs represent the largest segment (20 percent) of those respondents interested in byways, which is a significant share of the market. This segment is interested in historic sites, museums and culture, archeological sites, educational attractions and activities, and natural activities. It enjoys nostalgia, scenic beauty, local flavor, and memorable attractions.

The level of interest in byways will vary by segment, and because scenic beauty is a trip experience commonly enjoyed by history buffs, this group may have greater interest in byways. In addition, current levels of awareness and familiarity indicate that these segments offer the greatest visitation potential. However, previous marketing efforts may have reached or attracted specific segments, thus boosting awareness among those groups.

Two segments appear to have above average levels of awareness and familiarity than the average traveler—outdoor enthusiasts and history buffs. While outdoor enthusiasts were more aware of National Scenic Byways (34 percent total awareness), history buffs were the most familiar with them, which may be more meaningful relative to market potential (31 percent total awareness). As mentioned, however, this segment may have been the most receptive to previous marketing endeavors.

### Outdoor Enthusiasts

Their high level of participation in outdoor recreation—which might include water and beach activities, scenic beauty, and adventure--marks outdoor enthusiasts. While they said that relaxation is important to them, it is less important to them than it is

to the typical traveler. On the other hand, activities for children are more important to this segment, suggesting that they often travel as a family.

Like most travelers, three-fourths of outdoor enthusiasts in the National Byways study claimed to be more likely to take the most interesting route when traveling. They also expressed a similar propensity to take a scenic or historic drive once at a destination. However, this segment appears to be slightly more promising, as they report taking driving tours to various areas or sites with greater frequency.

Outdoor enthusiasts take more overnight leisure trips per year than typical travelers; however, their trips tend to be shorter. In fact, 82 percent of their trips take place over five days or less.

According to the researchers, while identifying travel preferences helps to pinpoint what appeals to a particular travel segment, reviewing their media usage helps to identify the manner by which they should be targeted. Outdoor enthusiasts are likely to gather travel information through television (36 percent), the Internet (47 percent), and magazine ads (30 percent). However, a large share of outdoor enthusiasts also said they gather travel information through 800 numbers (43 percent), magazine articles (39 percent), brochures, newspaper articles, and travel clubs (39 percent combined). The high number of visitors gathering information through the Internet suggests that it may be prudent for the Woodpecker Trail Association to eventually invest in a Web site.

The study found that outdoor enthusiasts resemble travelers overall relative to marital status, but they are significantly more likely to have children living at home. In fact, 54 percent live with children under 18 years of age. This segment is somewhat more diverse in education level, as fewer have some college education or are college graduates and more have high school or post-graduate degrees than those in the other traveler segments. Perhaps the most notable differences among outdoor enthusiasts are that they are much younger (fewer retirees) and earn substantially higher incomes. This, combined with their interest in adventure travel, suggests that these people are not typical recreational vehicle users. Rather, they prefer activities such as backpacking and water sports. In addition, their high incomes often mean that they have more disposable income for travel.

## History Buffs

While history buffs are interested in various types of trip experiences, they seem to have a great appreciation for their surroundings and an ability to enjoy their experiences to the fullest. They like outdoor activities, scenic beauty, and local flavor—not to mention historic sites. They also want to learn about the local culture by visiting museums and cultural institutions and seeking out educational attractions and activities. History buffs give considerable importance to archaeological exhibits and sites and to nostalgia. These characteristics make this segment a great target for byways.

History buffs are the heaviest users of the National Scenic Byways. The National Scenic Byways study found that this segment claimed the highest level of familiarity with byways and reported the greatest interest in traveling the most interesting route rather than the quickest one (87 percent). Their higher level of participation in this type of travel is also indicated by the fact that 79 percent of them (versus 56 percent of typical travelers) are very likely to take a scenic or historic drive upon arriving at a destination. Finally, 25 percent of history buffs said that they often take a driving tour various areas and sites. Clearly, this segment is predisposed to traveling scenic byways.

While history buffs are more likely to travel byways than other travelers, they take fewer trips per year, although their trips tend to be longer—six days or more.

This segment's appreciation of their surroundings is not limited to their vacation experience, but also includes their media usage. They use a greater number of media sources than the average traveler, including magazine articles, newspaper ads, newspaper articles, brochures, 800 numbers, billboards, travel clubs, and magazine ads.

The study found that history buffs are characterized by their older age. On average, they are 51 years of age versus 47 years of age for the average traveler. Concurring demographics among this segment show fewer travelers with children and a greater number who are separated, divorced, or widowed. Likewise, history buffs are more likely to be retired, 28 percent versus 18 percent among travelers overall. Average incomes among this segment are somewhat below the average for all travelers.

## Nostalgia Buffs

One threat associated with developing a scenic byway or historic route is competition. The number of historic roads in development has grown exponentially during the 1990s and early 2000s. Many of these byways groups are aware that outdoor enthusiasts and history buffs make up their core markets. As result many groups are beginning to vigorously promote their route as an ecotourism/nature-based or heritage tourism destination.

If it decides to develop the route, the Woodpecker Trail Association will need some way to distinguish itself from other similar routes in the southeastern United States and in Georgia. In common with many historic routes, the Woodpecker Trail offers historic sites, culture, educational attractions and activities, scenic beauty, local flavor, and memorable attractions. However, nostalgia is an asset that may set the trail apart from similar trail experiences, as it does for the much larger Historic Route 66 in New Mexico, which uses nostalgia as an umbrella-marketing tool for its natural and cultural assets. According to the *National Scenic Byways: Image and Advertising Positioning Research Findings* (2001, p. 18):

[History buffs] want to learn about the culture by visiting museums and cultural institutions and seeking out educational attractions and activities. *History buffs give more importance to archaeological exhibits or sites and nostalgia* [than other travelers] (emphasis added).

Many residents and travelers are nostalgic about the Woodpecker Trail, which once was a primary vacation route to Florida. The regular, annual trips have left lasting impressions about the trail.

Often-mentioned Florida destinations include Jacksonville, Orlando, and Miami. Other residents in Florida and Georgia used the route to access the mountains of North Carolina. Georgia residents would also take the route to the Georgia coast, and associate the Woodpecker Trail with the pleasant feeling of being near the Atlantic Ocean.

Many people also used the road for business purposes between the Carolinas, Georgia, and Florida. One businessperson on the trail mentioned drumming up business

from New York to Miami. Regional business came from Augusta, Savannah, and Atlanta.

Several Georgia residents who lived or traveled on the road in the 1950s through the 1970s, characterize it as a “good road...a country road,” that was very easy to drive, except for the occasional logging truck. Many travelers on the trail remember onion fields, pecan trees, and fruit stands. Restaurants and cafes along the route, often combined with hotels or motels, along the route were dependable sources of Southern barbeque, fried okra, and fried chicken. Others recall the landscapes dominated by onion fields, granddaddy’s beard (a type of flowering plant), and dogwood. Major natural landmarks included the Altamaha River and the Okefenokee Swamp. And many recall seeing the distinctive, round Woody Woodpecker signage along the route.

### Segment Potential

According to the National Scenic Byways program, the best targets for byways are outdoor enthusiasts and history buffs—a segment that includes nostalgia buffs. While other groups certainly have potential, these segments represents 35 percent of the travelers surveyed and will be the easiest to attract in the short term. The challenge for the Woodpecker Trail Association will be to provide appealing marketing to these groups, given the differences in the way they might enjoy traveling scenic byways.

## **Section 5: Conclusions and Recommendations**

### **Major Conclusion #1**

The region has enough assets to develop the trail.

**Recommendation:** The recommendation of Georgia Tech's Tourism and Regional Assistance Centers (TRACS) is that a Woodpecker Route Association be reorganized as the Woodpecker Trail Association and begin developing and marketing the trail as a tourism destination.

### **Major Conclusion #2**

The strongest market niche for the Woodpecker Trail at present is historic and cultural tourism and outdoor recreation.

**Recommendation:** Research shows that the two market segments most like to take a scenic byway while on vacation or visit it as a destination in itself are history buffs and outdoor recreationists. These groups are interested in historical and cultural attractions, nature-based attractions, and outdoor recreation. Agritourism also fits into these categories of interest, but is currently underdeveloped along the trail in comparison to historic and nature-based assets.

The association should focus on these two segments first, by putting together a package tour of historical and natural assets. Working with the Georgia Department of Industry, Trade and Tourism, determine the content and length of the tour. Promotion materials must also be developed, beginning with an attractive brochure featuring the trail's assets. Tour operators specializing in historic and natural assets should also be identified and marketed to. The trail can also be promoted to groups for which the drive itself is an attraction, such as motorcycle and antique car clubs.

Using this study as guide, historic and nature-based assets should be identified and documented, and used as a basis for a long-term plan to develop these niches. Focus should be placed on historic sites, structures, and districts, state parks, wildlife management areas, the Altamaha River, and the Okefenokee National Wildlife Refuge. The Association should seek support from the state Historic Preservation Division (part

of the Department of Natural Resources), the Nature Conservancy, the Georgia Department of Natural Resources, and the Georgia Forestry Commission.

### **Major Conclusion #3**

Because of the trail's regional nature, developing and marketing the trail will require full county support.

**Recommendation:** Reorganization efforts must begin with securing letters of support or commitment from each of the 10 Georgia counties along the trail. As the trail develops, commitments will include financial and staff support. Each county is critical to revitalizing the trail, from Richmond County with its historic and cultural assets in the north to Charlton County and its natural assets in the south.

### **Major Conclusion #4**

Nostalgia is an important key to revitalizing the Woodpecker Trail.

**Recommendation:** Many trails market to the same intended segments as the Woodpecker Trail, namely history buffs and outdoor recreationists. However, with its long history as a vacation and business route through the Carolinas, Georgia, and Florida, the new association should emphasize nostalgia as a context for marketing its historical and natural assets. Trail developers should capitalize on name, image, and association with Woody Woodpecker in developing creative marketing strategies.

### **Major Conclusion #5**

The Woodpecker Trail Association must have a clear vision of what it wants to achieve from trail development.

**Recommendation:** There are lots of scenic byways and historic routes in the United States and Georgia, with new ones appearing each year. Byways development is becoming very competitive; therefore, the Woodpecker Trail Association must first produce a mission statement, as well as goals and objectives for the trail. For example, one stated goal might be conservation of the trail's natural assets, as well as reaping economic benefits.

### **Major Conclusion #6**

The Woodpecker Trail is a scenic route through the Carolinas, Georgia, and Florida, not the fastest.

**Recommendation:** The Woodpecker Trail was once billed as the “fastest route to Florida’s West Coast.” An economic objective for trail development is to have visitors enjoy a leisurely trip along the route, spending time and money along the way.

### **Major Conclusion #7**

The Woodpecker Trail’s historic and cultural assets currently do not match its natural assets in terms of development.

**Recommendation:** Many of the parks along the trail are fully developed, with recreation and lodging amenities. However, many of the historic assets are poorly documented and unavailable to the public. The association must stress the equal importance of historic and natural amenities to local officials.

### **Major Conclusion #8**

Signage and interpretation must be improved along the trail.

**Recommendation:** There are very few tourism assets on the trail itself—the Woodpecker Trail should be thought of as a trail of counties. For visitors to reach these attractions, adequate signage must give some indication what the attraction is about (historic and cultural, natural, recreational) and how to get there from the trail. Once there, the visitors should be provided with adequate interpretation of the asset.

### **Major Conclusion #9**

Many attractions along the trail are currently open at irregular days and hours.

**Recommendation:** As the trail is marketed and developed, the association must urge business and attractions owners to remain open on most weekdays and during daylight hours to capture as much potential visitation as possible.



### **Major Conclusion #10**

The Woodpecker Trail currently lacks varied dining, lodging, and shopping experiences required by the target market segment.

**Recommendation:** Most middle-class or retired history buffs and outdoor recreationists will require varied dining, lodging, and shopping experiences. The association also must support the creation of dining, bed and breakfasts, and retail shopping.

## Section 6

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## **Appendix 1**

### **Contacts and Resources**

Georgia Department of Transportation

Office of Planning

Number 2 Capitol Square

Atlanta, GA 30334

ATTN: Scenic Byways Program

Telephone: (404) 651-7603

<http://www.dot.state.ga.us>

National Scenic Byways Program

[www.byways.org](http://www.byways.org)

## Appendix 2

### Assets Inventory

#### ASSET

#### COUNTY

##### Nature-Based

Altamaha River	Appling, Tattnall
A. Randall Tuten Environmental Park	Appling
Edwin I. Hatch Nuclear Power Plant	Appling
Moody Swamp Heritage Preserve	Appling
Satilla River	Appling, Brantley, Pierce
Dixon Memorial Forest	Brantley
Di-Lane Plantation	Burke
Little Satilla Wildlife Management Area	Burke
Charles C. Harrold Nature Preserve	Candler
Guido Gardens	Candler
Outdoor Nature Trail	Candler
Wiregrass Trail	Candler, Tattnall
Okefenokee National Wildlife Refuge	Charlton
Stephen C. Foster State Park	Charlton
George L. Smith II State Park	Emanuel
Ohoopee River and Dunes	Emanuel, Tattnall
Magnolia Springs State Park	Jenkins
Ogeechee River	Jenkins
Phinizy Swamp Nature Park	Richmond
Big Hammock Wildlife Management Area	Tattnall
Gordonia-Alatamaha State Park	Tattnall

##### Historic and Cultural

Appling County Heritage Museum	Appling
Appling County Courthouse	Appling
Graham United Methodist Church	Appling

Surrency "Bright Spot"/Ghost	Appling
Alvin W. Vogtle Visitors Center	Burke
Confederate Memorial Cemetery	Burke
Historic Waynesboro	Burke
Waynesboro-Burke County Museum	Burke
Historic Metter	Candler
Old Lake Church and Cemetery	Candler
1902 Metter Train Depot	Candler
1908 Metter Commissary	Candler
Salem Church	Candler
Folkston Train Museum	Charlton
Historic Mizell House	Charlton
Sardis Church	Charlton
Millen Big Buckhead Church	Jenkins
Blackshear Civil War Prison	Pierce
Blackshear Military Road	Pierce
Blackshear Old City Jail	Pierce
Brantley Brick Tobacco Warehouse	Pierce
Historic Blackshear	Pierce
Marion Anderson Library Black Heritage Collection	Pierce
Pierce County Heritage Museum and Depot	Pierce
Shiloh Primitive Baptist Church and Cemetery	Pierce
Amanda America Dickson House	Richmond
Augusta Cotton Exchange Welcome Center	Richmond
Augusta Museum of History	Richmond
Augusta Riverwalk Museum	Richmond
Augusta State University/U.S. Arsenal	Richmond
Appleby House/Appleby Branch Library	Richmond
Cedar Grove Cemetery	Richmond
Church of the Most Holy Trinity	Richmond
Confederate Monument	Richmond

Confederate Powderworks Factory and Textile Mills	Richmond
Enterprise Mill	Richmond
Ezekiel Harris House Museum	Richmond
First Presbyterian Church	Richmond
Frank Yerby Home	Richmond
Gertrude Herbert Institute of Art	Richmond
Haunted Pillar	Richmond
Imperial Theatre	Richmond
James Brown Boulevard	Richmond
Laney-Walker Historic District	Richmond
Lucy Craft Laney Museum	Richmond
Magnolia Cemetery	Richmond
Meadow Garden House Museum	Richmond
Morris Museum of Art	Richmond
National Science Center's Fort Discovery	Richmond
Old Government House	Richmond
Old Medical College	Richmond
Old Richmond Academy	Richmond
Paine College	Richmond
Penny Savings Bank	Richmond
Pilgrim Health and Life Insurance Company	Richmond
Sacred Heart Cultural Center	Richmond
Saint Paul's Episcopal Church	Richmond
Signers Monument	Richmond
Springfield Baptist Church	Richmond
Springfield Village Park	Richmond
Summerville Historic District	Richmond
Tabernacle Baptist Church	Richmond
Woodrow Wilson Boyhood Home	Richmond

Registered Historic Places

Appling, Brantley, Burke,  
Candler, Charlton, Emanuel,  
Jenkins, Pierce, Richmond

Festivals and Special Events

Appling, Burke, Candler,  
Pierce, Tattnall, Richmond

Registered Historic Districts

Burke, Candler, Jenkins,  
Richmond

Recreation and Entertainment

Ernest Parker Park

Appling

Falling Rocks Park/Deen's Landing

Appling

Lake Mayers

Appling

Max Deen Memorial Park

Appling

West Side Park

Appling

Folkston Funnel Train-Watching Platform

Charlton

Traders Hill Park

Charlton

Harmon Park

Emanuel

Augusta Canal Headgates/Towpath

Richmond

Augusta Golf and Gardens

Richmond

Augusta Green Jackets

Richmond

Augusta Mall

Richmond

Augusta Riverwalk

Richmond

Augusta Riverwalk Antique Depot

Richmond

Artists Row

Richmond

Bell Auditorium

Richmond

Augusta-County Civic Center

Richmond

Augusta Stallions

Richmond

Downtown Augusta

Richmond

J. Strom Thurmond Lake

Richmond

Lake Olmstead/Julian Smith Park

Richmond

Peter S. Knox Conference Center

Richmond



Savannah Rapids Park  
Surrey Center  
Beaver Creek Plantation  
Golf (open to public)

Richmond  
Richmond  
Tattnall  
Appling, Candler, Charlton,  
Emanuel, Pierce, Tattnall,  
Richmond

Agricultural

Pecan Orchards

Appling, Burke, Candler,  
Emanuel, Pierce, Tattnall

Farm Tours

Burke, Brantley, Pierce,  
Tattnall

Pecan Processors and Retailers

Candler, Tattnall

Vidalia Onion Farms

Candler, Tattnall

Georgia State Farmers' Market

Tattnall

Agricultural Festivals

Candler, Tattnall

Pine Forests

All

Other Farms

All

Farm-based Retail Operations

All

Tourism Infrastructure

Welcome and Visitors Information Centers

Appling, Candler, Tattnall,  
Richmond

Lodging

All

Dining

All

Retail

All

## **Appendix 3**

### **Descriptions of Other Nature-Based Assets**

#### A. Randall Tuten Environmental Park/Outdoor Classroom (Appling)

This 20-acre park and classroom located on the Appling County Middle School property promotes the importance of preserving the environment. The National Wildlife Federation lists the park as a certified schoolyard habitat as a result of the school community's environmentally responsible planning, landscaping and gardening, as well as creating a habitat that supports wildlife and learning. The Georgia Wildlife Resources Division also recognizes the park as a Flight Star Program in support of Bird Conservation with Partners in Flight. Visitors can hike the one-mile nature trail, view the two ponds, small stream, covered amphitheatre, and a variety of species of trees, plants, and birds used for educational purposes and for the community alike. Located on U.S. 15, the park is open daily 8 a.m. to 10 p.m. and tours are available up request. Admission to the park is free.

#### Edwin I. Hatch Nuclear Power Plant (Appling)

The Edwin I. Hatch Nuclear Power Plant on the Altamaha River has been recognized as a certified wildlife habitat since 1994, and more recently received the National Habitat Conservation Award in 1999. The certification program recognizes outstanding wildlife habitat management and environmental education efforts at corporate sites. The Wildlife Habitat Council particularly noted the tree planting and school outreach efforts at Plant Hatch and its visitors center. Located at 11028 Hatch Parkway North, the center is open Monday through Friday 8:30 a.m. to 5 p.m. and admission is free.

#### Dixon Memorial Forest (Brantley)

Shared by Brantley and Ware counties, the forest is administered by the Georgia Forestry Commission. Brantley County residents also have access to the Harrington Tract Wildlife Area (shared with Glynn County) and the Rayonier Wildlife Management Area (shared with Wayne County).

### Di-Lane Plantation (Burke)

The plantation is a wildlife management area and interpretative trail, approximately 2.5 miles long, running through old fields, pine plantations, wetlands, and hardwood areas currently being managed for both game and non-game wildlife. An interesting feature of the plantation is a bird-dog cemetery. Headstones have humorous inscriptions such as, "Hard luck," or "Lost championship for pointing a woodcock."

### Little Satilla Wildlife Management Area (Burke)

Shared with Wayne County and located eight miles east of Patterson this area permits hunting, fishing, hiking, bird watching, field trail access, boat ramps, canoe access, and picnicking. This area is currently an undeveloped attraction with no camping or lodging facilities. However, the area does have serious potential for attracting the outdoor recreationists market segment.

### Charles C. Harrold Nature Preserve (Candler)

The preserve is home of the rare gopher tortoise, along with the native blossom of Candler County *Ellottia Racemosa*, a rare flower. Located on Salem Church Road East, the preserve is open daily and admission is free.

### Outdoor Nature Trail (Candler)

This is a half-mile trail located west of Pine Street at the Metter Recreation Department. Located at 160 South Register Street, the trail is open daily and admission is free.

## **Appendix 4**

### **Descriptions of Other Historic and Cultural Assets**

#### Appling County Courthouse (Appling)

The Neoclassical-style Appling County Courthouse was completed in 1908. The regimented Corinthian portico and pavilions and an octagonal domed clock tower ornament the building's exterior, while the first floor interior features Georgia marble wainscoting. The courthouse was listed on the National Registry of Historic Places as part of a statewide county courthouse thematic nomination in 1980. Located at 38 South Main Street, Courthouse Square, the courthouse is open Monday through Friday 8 a.m. to 5 p.m. and admission is free.

#### Graham United Methodist Church (Appling)

Built in 1886, the Graham United Methodist Church is a historically and architecturally significant structure. The church was organized in 1885 and commissioned William Armitage of England for its architectural design. Armitage designed the church after the little rural chapels in his native England. Local citizens volunteered their labor, and even the school was closed to allow older boys to help in the construction. The finished building was a single wood-framed structure with a strong grandiose cross beam ceiling, stained glass windows, hand-crafted alter and pews, and pine floors. The church looks largely as it did in the late 1800s, with few modern additions.

Although in excellent condition, the church is generally not accessible to the public, except during services.

#### Alvin W. Vogtle Visitors Center (Burke)

Georgia Power Company's Alvin W. Vogtle Nuclear Power Plant on the Savannah River began operation in the late 1980s. The center features educational exhibits on the production of nuclear power. Located 7821 River Road, the center is currently closed to the public for national security reasons, but plans to reopen in the near future.

### Confederate Memorial Cemetery (Burke)

Originally established in 1801, this small, well-maintained cemetery honoring Confederate dead is located in Waynesboro. This cemetery is difficult to locate from downtown Waynesboro and requires signage and interpretation, but could be of considerable to the history buff market segment. The cemetery is open to the public and admission is free.

### Old Lake Church and Cemetery (Candler)

Built in 1839, the Old Lake Church is the oldest church in Candler County, and the Lake Cemetery is the largest cemetery in the county. Located on Highway 46 East, the church and cemetery are open daily and admission is free.

### Salem Church (Candler)

This church was founded in 1879 on the site of the George Lee Pond Dam and is located across the road from the Charles C. Harrold Nature Preserve. Located on Salem Road, admission to the church is free.

### Historic Mizell House (Charlton)

The city of Folkston purchased the Mizell House in 1997 and on September 4 of that year, the state Department of Natural Resource's Historic Preservation Division placed the house on the National Register of Historic Places. The Mizell House is a two-story, wood-frame, Neo-classical-style home with a wrap around porch. The house sits on about four acres amid trees and other decorative landscaping and has been declared as an urban forest. There are also two other buildings on the grounds: a greenhouse built in 1917, that has been restored with the support of the Garden Club of Georgia, and a pavilion built to host outdoor events. The Mizell House has been renovated for events such as meetings, weddings, parties, and other special occasions that support downtown Folkston.

### Sardis Church (Charlton)

The oldest active church in Charlton County, it was organized prior to 1821. A hole in the pulpit from a musket ball fired by a soldier defending the church serves as a reminder of the settler's wars with Native Americans. Located on Post Road, the Sardis Church site is undeveloped and lacks adequate signage, but the interior of the church is open to the public and is in good condition.

### Millen Big Buckhead Church (Jenkins)

This church, constructed in 1830, is one of the oldest structures in Georgia.

### Brantley Brick Tobacco Warehouse (Pierce)

Built in the early 1900s, this brick warehouse was one of the first and most successful warehouses in southeast Georgia. Today, the warehouse has been restored and is home of the Park Street Station Antique Mall, which contains over 30 antique shops. Located at 419 East Main Street, the warehouse is open to the public, and in good condition, the warehouse would be of interest to history buffs with an interest in architecture. The warehouse is open Monday through Saturday from 8:30 to 5 p.m.

### Marion Anderson Library Black Heritage Collection (Pierce)

The library, named for African-American recording artist Marion Anderson (1897-1993), has about 300 volumes and oil paintings addressing black heritage, making it the largest publicly accessible African-American heritage collection in the south Georgia.

### Shiloh Primitive Baptist Church and Cemetery (Pierce)

Built in the 1830s, this is the oldest church in Pierce County. The cemetery also includes many founding families, as well as numerous war veterans from the Revolutionary War to the present day. Located on Country Farm Road, the church and cemetery is open to the public during church services.

### Amanda America Dickson House (Richmond)

This is the former home of the wealthiest African-American woman of the late 19<sup>th</sup> century, Amanda Dickson. Daughter of a white planter and his slave, Ms. Dickson fought for her inheritance all the way through the Supreme Court and won. She bought the home after the trial in 1886 and lived there until her death in 1893. Located at 448 Telfair Street, the house is now an attorney's office and not open for tours.

### Augusta State University/U.S. Arsenal (Richmond)

The 72-acre former U.S. arsenal is now the campus of Augusta State University. The commandant's house (circa 1829), now used for administrative offices, was the boyhood home of poet and novelist Stephen Vincent Benet. The university offers a helpful walking tour brochure on its many historic buildings. Located at 2500 Walton Way, the university offers a walking tour brochure on its historic buildings.

### Appleby House/Appleby Branch Library (Richmond)

This pre-Civil War home, an architectural attraction, is now a public library branch serving Augusta's historic Summerville neighborhood. Located at 2260 Walton Way, the library is open Monday 9 a.m. to 7 p.m., Tuesday through Friday 9 a.m. to 5:30 p.m., and Saturday 10 a.m. to 5:30 p.m.

### Cedar Grove Cemetery (Richmond)

Land was allotted for Augusta's first African-American cemetery in 1820. In continuous use until the 1960s, this graveyard is the final resting place of many notable black Augustans. With few tombstones and no record of specific gravesites previous to 1932, the individual histories of many of the deceased are sadly lost. The cemetery is located at East Boundary Street.

### Church of the Most Holy Trinity (Richmond)

This Romanesque Revival church, constructed between 1857 and 1863, is one of the two oldest Catholic churches in the state and is listed on the National Register of Historic Places. Located on 720 Telfair Street, tours are offered by appointment.

### Confederate Monument (Richmond)

One of the first and largest memorials to the Civil War in the South, this monument is unique in its description of the anonymous enlisted man in the place of honor above Confederate Generals Robert E. Lee, Stonewall Jackson, T.R.R Cobb, and W.H.T. Walker. The monument was dedicated in 1878. Located at Eighth and Telfair Streets, the church is open daily from 9 a.m. to 4 p.m.

### Confederate Powderworks Factory/19<sup>th</sup> Century Textile Mills (Richmond)

Located along the Augusta Canal, only a tall chimney remains of the powderworks factory that operated between 1862 and 1865. This factory was the only structure authorized and built by the Confederacy. Today, the nearby buildings are textile factories, constructed on the powderworks site about a decade after the Civil War and still in operation today. The factory is located at 1717 Goodrich Street.

### Enterprise Mill (Richmond)

Built along the Augusta Canal in 1848 as a flourmill, Enterprise grew to become a 260,000-square-foot cotton mill that produced some of the South's finest cloth. Renovations have created commercial office space and loft apartments. Mill equipment and memorabilia are on display in the corridors. Located at 1450 Greene Street, Enterprise Mill is open Monday through Friday 8 a.m. to 5 p.m.

### Ezekiel Harris House Museum (Richmond)

Built in 1797 by a prominent tobacco merchant, this house is an excellent example of 18<sup>th</sup> century architecture. Located at 1822 Broad Street, tours are available Saturday 10 a.m. to 1 p.m., or by appointment. Admission is \$2 for general visitors, \$1 for senior citizens, and 50 cents for students.

### First Presbyterian Church (Richmond)

Begun in 1809, this church was designed by architect Robert Mills, designer of the Washington Monument and the U.S. Department of Treasury building. President Woodrow Wilson's father served as pastor from 1858 to 1870, including the years when



the church was used as a Confederate hospital. Located at 642 Telfair Street, the church is open Monday through Friday from 8:30 a.m. to 5 p.m.

#### Frank Yerby Home (Richmond)

This is the boyhood home of Frank Yerby, a nationally acclaimed poet and author whose works include “A Woman Called Fancy,” “The Vixens,” and “The Foxes of Harrow.” Located on 1112 Eighth Street, the home is easily visible on a driving tour, but it is in disrepair and not open for tours.

#### Gertrude Herbert Institute of Art (Richmond)

Also called “Ware’s Folly” for its \$40,000 price tag in 1818, this Federal-style house was constructed for then-Augusta Mayor Nicholas Ware. It now serves as a center for art classes and changing art exhibitions. Located at 506 Telfair Street, the institute is open Tuesday, Wednesday, and Friday 10 a.m. to 5:00 p.m., Thursday 10 a.m. to 7 p.m. Tours are given on Saturday. Admission is free, although donations are requested.

#### Imperial Theatre (Richmond)

A former vaudeville palace, the 1917 theater has hosted a full spectrum of 20<sup>th</sup> century entertainment. Located at 749 Broad Street, now it is home to the Augusta Ballet, the Augusta Opera, community theater, and other performances throughout the year.

#### James Brown Boulevard (Richmond)

Singer James Brown got his start as a boy shining shoes on the streets of Augusta, and he is still a resident and an active member of the community. On the southeast corner of Broad Street and James Brown Boulevard, visitors can see into the storefront studio of James Brown’s radio station, WAAW. The radio station is located at James Brown Boulevard (Ninth St.) and 870 Broad Street. It is open to the public Monday through Friday 9 a.m. to 5 p.m.

### Meadow Garden House Museum (Richmond)

This pre-1791 farmhouse was the home of George Walton, youngest signer of the Declaration of Independence and twice Georgia governor. Located on 1320 Independence Drive, the museum is open Monday through Friday 10 a.m. to 4 p.m. and Saturday and Sunday by appointment.

### Old Government House (Richmond)

Constructed in 1801 to house the seat of local government, the building became a private residence in 1821 and home to a number of prominent Augusta families. The house is now owned by the city and serves as a reception center and exhibit hall. Located at 432 Telfair Street, the house is open Monday through Friday 8:30 to 5 p.m. and tours are given by appointment.

### Old Medical College (Richmond)

Nationally known architect Charles B. Cluskey designed this Greek Revival-style building, home to the Medical College of Georgia from 1835 to 1912. The Medical College of Georgia was the first medical school in Georgia and one of the first in America. Located at 598 Telfair Street, the college is now used for group events and functions. Tours of the college are given by appointment only.

### Old Richmond Academy (Richmond)

This 1801 Gothic Revival-style building housed the oldest chartered school in the deep South. The building has served many purposes since the Academy of Richmond was vacated in 1926. Located at 540 Telfair Street, it currently houses offices of the Southeastern Natural Sciences Academy.

### Paine College (Richmond)

Founded in 1882, this historically black institution is the only college in America founded jointly by the United Methodist Church and the Christian Methodist Episcopal Church. Located at 235 Fifteenth Street, the College is open Monday through Friday 9 a.m. to 5 p.m.

### Penny Savings Bank (Richmond)

Founded at the turn of the last century, the Penny Savings Bank was one of the nation's first independently owned black banks. Restored by the city, it now houses a variety of retail shops appealing to residents and vendors alike. The bank is located at 1114 James Brown Boulevard and hours vary.

### Pilgrim Health and Life Insurance Company (Richmond)

Founded in 1898 when several small black insurance companies joined forces, it became the largest employer of blacks in Augusta and served as the economic and political leader of the city's burgeoning black business community. Located at 1143, this historically and architecturally significant structure is now the private offices of the Walker Group.

### Sacred Heart Cultural Center (Richmond)

Built by Jesuit priests in 1897, the Sacred Heart Church was a center for worship for over 70 years. However, the disintegration of Augusta's historic downtown in the 1960s and the Jesuits' departure brought about the Church's decline. The last mass was held in the church on July 3, 1971. The restored facility reopened in 1987 as a cultural center. The building features twin spires, arches, 15 distinctive styles of exterior brickwork, stained-glass windows, a barrel-vaulted ceiling, and Italian carved marble. The building is used for educational programs and increases the performing opportunities for local theater groups. Sacred Heart Cultural Center is now considered a national model for the adaptive use of historic religious structures. Located at 1301 Greene Street, the center is open Monday through Friday 9 a.m. to 5 p.m. and tours are given by appointment. Admission to the center is free.

### Saint Paul's Episcopal Church (Richmond)

The site marks the origins of the city of Augusta. Fort Augusta was completed on this site in 1739 and the original Saint Paul's Church was built in 1750. Located at 605 Reynolds Street on Riverwalk, the church is open Monday through Friday 9 a.m. to 5 p.m. and Saturday 9 a.m. to noon.

### Signers Monument (Richmond)

Two of Georgia's three signers of the Declaration of Independence, Lyman Hall and George Walton, rest beneath this obelisk. The monument is located at Greene Street at Monument Street.

### Springfield Baptist Church (Richmond)

Founded in 1787, Springfield is the oldest independently formed black Christian church in the United States still holding services on its original site. The church's basement served as classrooms for the Augusta Institute, which became Morehouse College. The church is located at 114 12<sup>th</sup> Street at Reynolds Street and hours open to the public vary.

### Springfield Village Park (Richmond)

Adjacent to America's oldest active African-American church, the 2.5 acre-park includes water features, walkways, and bronze plaques and a 45-foot stainless steel sculpture, "The Tower of Aspiration," by internationally noted African-American sculptor Richard Hunt. The park is located at the 1200 block of Reynolds Street.

### Summerville Historic District (Richmond)

This area was known as a pre-Civil War retreat for wealthy Augustans. Summerville became a winter colony for wealthy Northerners after the war. Many architectural styles can be viewed in the homes located in this historic district of Augusta. The district is located at Walton Way and Miledge Road.

### Tabernacle Baptist Church (Richmond)

Early 20th century civil rights orator Reverend Charles T. Walker founded the church. Notables who attended services to hear Reverend Walker's sermons included John D. Rockefeller, President William Howard Taft, and Booker T. Washington. Located at 438 Highland Avenue, the church is open daily from 9 a.m. to 9 p.m.

## Appendix 5

### National Register of Historic Places

<u>Historic Place</u>	<u>County/City</u>
Appling County Courthouse	Appling/Baxley
Citizens Banking Company	Appling/Baxley
C.W. Deen House	Appling/Baxley
United States Post Office	Appling/Baxley
Brantley County Courthouse	Brantley/Nahunta
Sylvester Mumford House	Burke/Waynesboro
Burke County Courthouse	Burke/Waynesboro
Haven Memorial Methodist Episcopal Church	Burke/Waynesboro
Hopeful Baptist Church	Burke/Keysville
John James Jones House	Burke/Waynesboro
Sapp Plantation	Burke/Sardis
Waynesboro Commercial Historic District	Burke/Waynesboro
Candler County Courthouse	Candler/Metter
South Metter Residential Historic District	Candler/Metter
Charlton County Courthouse	Charlton/Folkston
Floyds Island Hammock	Charlton/Folkston
John M. Hopkins Cabin	Charlton/Folkston
William Mizell Sr. House	Charlton/Folkston
James Coleman House	Emanuel/Swainsboro
Josiah Davis House	Emanuel/Canoochee
Albert Neal Durden House	Emanuel/Emanuel
Emanuel County Courthouse/Sheriff's Department	Emanuel/Swainsboro
First Methodist Church	Emanuel/Stillmore
John Rountree Log House	Emanuel/Twin City
Birdsville Plantation	Jenkins/Millen
Camp Lawton	Jenkins/Millen
Carswell Grove Baptist Church/Cemetery	Jenkins/Perkins

Downtown Millen Historic District	Jenkins/Millen
Jenkins County Courthouse	Jenkins/Millen
Blackshear Depot	Pierce/Blackshear
Pierce County Courthouse	Pierce/Blackshear
Pierce County Jail	Pierce/Blackshear
Academy of Richmond County	Richmond/Augusta
Augusta Canal Industrial District	Richmond/Augusta
Augusta Cotton Exchange Building	Richmond/Augusta
Stephen Vincent Benet House	Richmond/Augusta
Bethlehem Historic District	Richmond/Augusta
Brahe House	Richmond/Augusta
Broad Street Historic District	Richmond/Augusta
Church of the Most Holy Trinity	Richmond/Augusta
College Hill	Richmond/Augusta
Joseph Darling House	Richmond/Martinez
Engine Company Number One	Richmond/Augusta
First Baptist Church of Augusta	Richmond/Augusta
First Presbyterian Church of Augusta	Richmond/Augusta
FitzSimons-Hampton House	Richmond/Augusta
Fruitlands	Richmond/Augusta
Gertrude Herbert Art Institute	Richmond/Augusta
Gould-Weed House	Richmond/Augusta
Greene Street Historic District	Richmond/Augusta
Harris-Pearson-Walker House	Richmond/Augusta
Harrisburg/West End Historic District	Richmond/Augusta
Lamar Building	Richmond/Augusta
Joseph Rucker Lamar Boyhood Home	Richmond/Augusta
Laney-Walker North Historic District	Richmond/Augusta
Liberty Methodist Church	Richmond/Augusta
Meadow Garden	Richmond/Augusta
Old Medical College Building	Richmond/Augusta

Old Richmond County Courthouse	Richmond/Augusta
Pinched Gut Historic District	Richmond/Augusta
Reid-Jones-Carpenter House	Richmond/Augusta
Sacred Heart Catholic Church	Richmond/Augusta
Sands Hill Historic District	Richmond/Augusta
Seclusaval and Windsor Spring	Richmond/Hepzibah
Shiloh Orphanage	Richmond/Augusta
Springfield Baptist Church	Richmond/Augusta
Spring Baptist Church/Boundary Increase	Richmond/Augusta
St. Paul's Episcopal Church	Richmond/Augusta
Summerville Historic District	Richmond/Augusta
Tubman High School	Richmond/Augusta
United States Post Office and Courthouse	Richmond/Augusta
Woodrow Wilson Boyhood Home	Richmond/Augusta

## **Appendix 6**

### **Registered Historic Districts**

#### District

Waynesboro Commercial Historic District

South Metter Residential Historic District

Downtown Millen Historic District

Bethlehem Historic District

Broad Street Historic District

Greene Street Historic District

Harrisburg/West End Historic District

Laney-Walker North Historic District

Pinched Gut Historic District

Sands Hill Historic District

Summerville Historic District

#### County/City

Burke/Waynesboro

Candler/Metter

Jenkins/Millen

Richmond/Augusta

Richmond/Augusta

Richmond/Augusta

Richmond/Augusta

Richmond/Augusta

Richmond/Augusta

Richmond/Augusta

Richmond/Augusta



## Appendix 7

### Festivals and Special Events

<u>Festival or Special Event</u>	<u>County/City</u>	<u>Month Held</u>
Baxley Tree Fest	Appling/Baxley	April
Ditchwater Jazz and Blue Fest	Appling/Baxley	April
Altamaha River Rat Run	Appling/Baxley	June
Independence Day Celebration	Appling/Baxley	July
July 4 <sup>th</sup> Celebration and Fireworks	Appling/Baxley	July
Surrency Day	Appling/Surrency	October
Piney Bluff Festival	Appling/Baxley	November
Georgia Field Trials	Burke/Waynesboro	January
Another Bloomin' Festival	Candler/Metter	April
Agricultural Day	Candler/Metter	May
Martin Luther King, Jr. Parade	Emanuel/Swainsboro	January
Ogeechee Redbreast Festival	Emanuel/Midville	April
Kiwanis Pine Tree Festival	Emanuel/Swainsboro	May
July 4 <sup>th</sup> Celebration and Fireworks	Emanuel/Swainsboro	July
All-American Spring Fling	Pierce/Blackshear	May
Harvestfest	Pierce/Blackshear	October
Augusta Cutting Horse Futurity	Richmond/Augusta	January
Augusta Arsenal Gunners Soccer Shoot-Out	Richmond/Augusta	February
Dinner at Asti's	Richmond/Augusta	February

Earth Day Augusta	Richmond/Augusta	April
Master's Golf Tournament	Richmond/Augusta	April
Ninth Annual Masters Classic Softball Tournament	Richmond/Hephzibah	April
A Day in the Country— Weekend Festival	Richmond/Augusta	May
Augusta Stallions	Richmond/Augusta	May
Garden City Music Festival	Richmond/Augusta	May
Jazz on the River	Richmond/Augusta	May
Augusta Southern National Drag Boats Championship	Richmond/Augusta	July
Georgia Games Championships	Richmond/Augusta	July
Arts in the Heart of Augusta	Richmond/Augusta	September
Border Bash	Richmond/Augusta	September
Boshears Memorial Fly-In	Richmond/Augusta	September
First Friday	Richmond/Augusta	Monthly
Martin Luther King, Jr. Parade	Tattnall/Glennville	January
Annual Easter Egg Hunt	Tattnall/Reidsville	March
Glennville Sweet Onion Festival	Tattnall/Glennville	May
Wiregrass Festival	Tattnall/Reidville	September
Celebrate the Season December	Tattnall/Glennville	
Christmas Cobbtown Style	Tattnall/Cobbtown	December

## **Appendix 8**

### **Description of Other Recreation and Entertainment Assets**

#### Ernest Parker Park (Appling)

This park offers tennis, basketball courts, lighted softball fields, a playground and picnic shelter, outdoor pool, and a bathhouse. Located at 605 Junior High Drive, the admission to the park is free and hours of operation vary.

#### Lake Mayers (Appling)

This 170-acre lake offers fishing, boating, swimming, and water sports. Located at 239 Dewitt Herrington Road, Lake Mayers is open from dawn until dusk and admission is free.

#### Max Deen Memorial Park (Appling)

Max Deen is a city park with swimming pool, tennis and basketball courts, picnic shelters, softball fields, batting cages, and shaded playgrounds. Located at 400 Walnut Street, the park is open daily and admission is free.

#### West Side Park (Appling)

This local park features four tennis courts, a gymnasium, shaded picnic area, and playground. Located on Highway 341 West, the park is open daily and admission is free.

#### Traders Hill Park (Charlton)

A 32-acre county park along the St. Mary's River, this site sits seven miles south of Folkston on the Woodpecker Trail. Outdoor recreation facilities include camping, a boat ramp, fishing pier, picnic tables, barbeque pits, nature trails, a large covered picnic shelter, rest rooms, park, and docking space. The park is located seven miles south of Folkston, adjacent to the Okefenokee Swamp, 30 miles from I-95, and can be reached by taking the State Road 40 exit.

### Harmon Park (Emanuel)

This park has a one-mile lighted walking track, lighted tennis courts, fishing ponds, picnic pavilion with grills, picnic tables, and playgrounds. Located on Meadowlake Parkway, the park is open daily and admission is free.

### Augusta Green Jackets (Richmond)

A minor league affiliate of the Boston Red Sox, the Augusta Green Jackets play Class A baseball at Lake Olmstead Stadium. The season runs from early April through September. Located at 78 Milledge Road, Lake Olmstead Stadium, game times and fees vary.

### Augusta Mall (Richmond)

The mall has more than 140 stores, making it the region's largest shopping center. Located at 3450 Wrightsboro Road, the mall is open Monday through Saturday 10 a.m. to 9 p.m. and Sunday 12:30 p.m. to 6 p.m.

### Augusta Riverwalk Antique Depot (Richmond)

This city block of antiques and collectibles is located in an old railroad depot. Located at 505 Reynolds Street, the depot is open Tuesday through Saturday 10 a.m. to 6 p.m. and Sunday 1 p.m. to 6 p.m.

### Artists Row (Richmond)

This collection of more than-two dozen art galleries, working studios, and shops, featuring fine art, jewelry, sculpture, and crafts, can be found on this street. Each month, artists open their spaces for one evening and offer demonstrations and entertainment for visitors. Artists Row is located at the 1000 block of Broad Street.

### Bell Auditorium (Richmond)

This 2,600-seat facility with proscenium stage offers events including Broadway series, symphony, pops, and other concerts. Located at 712 Telfair Street, the auditorium is open Monday through Friday from 8:30 a.m. to 5:30 p.m.

### Augusta-Richmond County Civic Center (Richmond)

This is a multipurpose arena with 8,500 permanent seats located in downtown Augusta. The center features an exhibit hall with 15,000 square feet of space and six meeting rooms for reception and civic meetings, sporting events, and musical entertainment.

### Augusta Stallions (Richmond)

Augusta's arena football team plays its home games at the Augusta-Richmond County Civic Center. The season runs March through August. Located at 601 Seventh Street, Augusta-Richmond County Civic Center, hours and fees for games vary.

### Lake Olmstead/Julian Smith Park (Richmond)

Built as the result of an 1870 project to enlarge the Augusta Canal, the park features a barbeque pit and log cabin "casino," often used for public and private gatherings. Located at 2200 Broad Street, the lakeshore is a frequently used picnic spot and the lake itself is a popular water-skiing venue, complete with ramp.

### Surrey Center (Richmond)

Surrey Center is Augusta's center for shopping and dining, with three levels of shops, dining, and dance clubs. The center is located at 438 Highland Avenue.

### Beaver Creek Plantation (Tattnall)

This plantation features 4,500 acres devoted to quail, dove, deer, turkey, duck, and pheasant hunting. The plantation has limited overnight lodging, a day hunters lodge, and a daily meal plan.

## **Appendix 9**

### **Public Golf Courses**

<u>Club or Course</u>	<u>County/City</u>	<u>Holes</u>
Appling Country Club	Appling/Baxley	9
Crooked Creek Golf Club	Appling/Baxley	9
Willow Lakes Country Club	Candler/Metter	18
Folkston Golf Club	Charlton/Folkston	18
Swainsboro Country Club	Emanuel/Swainsboro	18
Brazell's Creek at Gordonia-Alatamaha	Tattnall/Reidsville	9
Augusta Golf Course	Richmond/Augusta	18
Forest Hills Golf Club	Richmond/Augusta	18
Goshen Plantation Golf Club	Richmond/Augusta	18
Pointe South Golf Club	Richmond/Hephzibah	18