



Athens Clarke County

Tourism Product Development Team: Music Tourism Report

Georgia Department of Economic Development

June 2018



Music Tourism Report 2018

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GDEcD Tourism Product Development Program

Mission

- The Tourism Product Development Team at the Georgia Department of Economic Development provides technical and financial assistance to counties, cities and individual tourism partners seeking to increase and enhance the products and services that attract visitors to their destination, extend the length of visitor stays and increase overall visitor spending.
- Resource Teams of experts in various fields, including tourism, arts, economic development and urban planning, are assembled to conduct reconnaissance visits to interested communities in order to meet local stakeholders and identify and evaluate local tourism product potential.
- Recommendations of the Resource Team members are compiled into a detailed report and upon receipt of the report, the community or tourism partner is eligible to apply for a GDEcD Tourism Product Development Grant, currently available in two cycles annually with awards of \$5,000 and \$10,000 respectively.
- Post-report, GDEcD's Tourism Product Development Team remains available to the community or tourism partner to consult, track progress and measure outcome.

Tourism Product Development Resource Team

Athens, Georgia // Music + Tourism = Music Tourism

- In 2017, the Athens CVB requested a TPD Resource Team to study and report on ways the city's music assets can fuel increased tourism and visitor spending. Music tourism is loosely defined as people traveling to experience live music and music heritage, and by all accounts, it is a travel segment growing both domestically and internationally.
- The impact of music tourism is tracked annually in the UK, where more than 12.5 million music tourists directly spent more than \$3.3 billion in 2016. Nashville, Austin and New Orleans aggressively integrate music into their branding and marketing efforts, and tourism is booming in all three cities.
- Opportunities exist for other cities to capitalize on their music communities, but as noted in Travel Weekly, "While certain industry players have long benefitted from promoting music tourism, specialists agree that the travel industry as a whole stands to grow those benefits if it can find ways to work more strategically with the music industry to create products and experiences."
- The TPD Resource Team set out to learn more about the potential of Athens to develop product and partnerships that position the city as a music tourism destination.

Tourism Product Development Resource Team

Athens, Georgia // A World Renowned Music Scene

- With approximately 123,000 residents, Athens, Georgia is home to the University of Georgia, the state's flagship university where some of the brightest minds imaginable study and teach, and yet, it is local musicians who have been putting the city in the national and international spotlight for almost four decades.
- The stories of early influencers from Pylon, the B-52s and R.E.M. to Widespread Panic, Drive-by Truckers and the late Vic Chesnutt are well-known, and today a vibrant community of musicians, entrepreneurs, educators and festival producers spanning genre and generation continues to survive, if not necessarily, thrive.
- Financial windfalls notwithstanding, the music scene in Athens seems defined by a universal desire for artistic exploration, creative collaboration and boundary-pushing. The question is whether the city's music scene can be leveraged to attract a greater number of visitors to stay longer and spend more, not only at music venues and festivals, but also at hotels, restaurants, breweries, retail establishments and attractions citywide?

Meet the Tourism Product Development Resource Team



Tourism Product Development Resource Team

Members

Georgia Dept of Economic Development

- Lisa Love, Tourism Division Director
- Cindy Eidson, Tourism Product Director
- Tracie Sanchez, Tourism Product Manager
- Mandy Barnhart, Tourism Project Manager
- Tina Lilly, Georgia Council for the Arts Grants Director

Georgia Department of Community Affairs

- Beth Eavenson, Regional Manager

Northeast Georgia Regional Commission

- John Devine, Principal Planner

Consultants

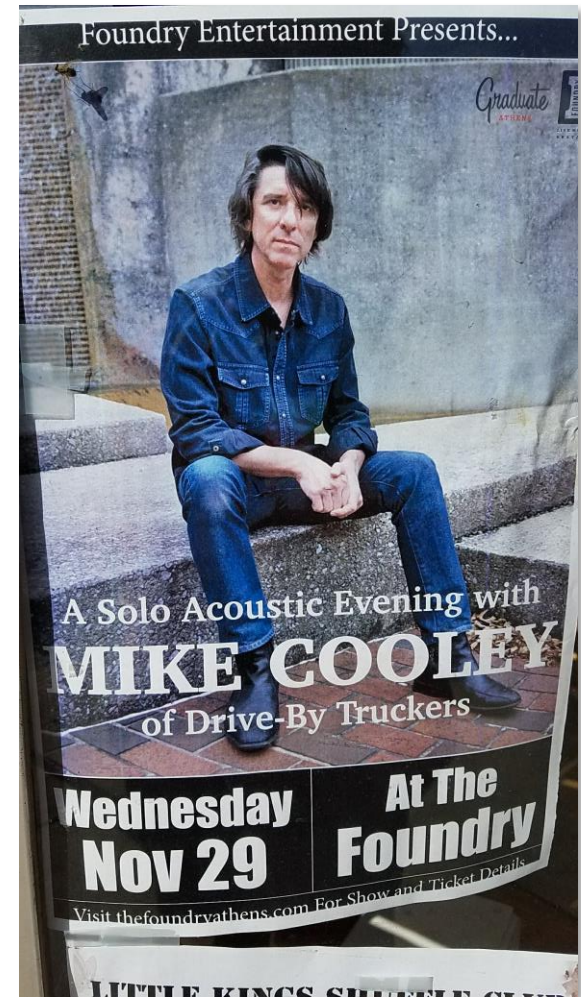
- Lisa Anders, Explore Gwinnett
- Justin Andrews, Otis Redding Foundation
- Neville Bhada, Tourism Skills Group
- Carolyn Brackett, National Trust for Historic Preservation
- Jessica Walden, Rock Candy Tours



Tourism Product Development Resource Team

Stops on the tour of Athens...

- Kindercore Vinyl Press
- UGA Special Collections Library
- The Foundry
- Hotel Indigo Rialto Room
- Classic Center Theatre
- Athens CVB
- Hyatt Place
- Athens-Ben Epps Airport
- Rinne Allen Studio
- Breweries:
 - Terrapin Beer Co.
 - Creature Comforts
 - Southern Brewing Co.
- Seabear Oyster Bar
- World Famous
- Athens Music History Tour
 - 40 Watt x3
 - REM Offices
 - Uptown Lounge
 - Hot Corner
 - Morton Theatre
 - Caledonia Lounge
 - Wuxtry Records
 - Steeple
 - Nuci's Space
 - Trestle
 - Weaver D's



Key Takeaways



Key Takeaways

Recommendations for growing Athens' music tourism product

- **Mobilize, create a master plan and ensure economic growth through investment**
The ability to develop Athens as a music tourism destination is wholly dependent on the city's music scene remaining vibrant and viable. The creation of a formal group to represent music community interests within business and government in Athens, and to develop a master plan for sustainability and investment is recommended.
- **Establish a singular brand to connect & market the music and tourism industries**
US cities like Nashville and Austin have successfully bridged the music and tourism industries with a single brand initiative. A strategic and integrated effort should aim to promote Athens across multiple touchpoints targeting potential visitors, the music industry, music fans, residents & UGA students.
- **Creatively interpret Athens' music heritage & music industry citywide**
Develop cost-effective products, experiences and multi-platform programs to share content that tells various aspects of the city's music stories and personalities.
- **Shape the future by growing business, incubating talent and embracing diversity**
Understand Athens' music strengths and grow the industry vertically. Incubate and then retain talent by ensuring alignment with platforms, interests and music that millennials and Gen X'ers are tuned into to, particularly hip-hop.

Mobilize, Create a Master Plan and Ensure Economic Growth through Investment



Recognize Athens Music as a Commodity

A vibrant music scene is the core of music tourism product

- Athens is extremely fortunate that its storied music scene is well established as an economic engine for the city. It would be difficult to measure the financial impact or conversion value of national and international press generated by local musicians, music professionals and venues over the past 40 years. Despite the considerable economic, cultural and creative benefits enjoyed by the city, the Athens music community has historically supported itself with limited public or non-profit funding. Realistically, however, as with any other asset or resource, the continuation of organic growth, output and influence is not guaranteed.
- Additionally, there are clear signs that the development of a strategic plan for the sustainability of Athens music would be a prudent step to take. The city is a historic hotbed of raw talent, but the recent migration of local musicians and grads of the UGA Music Business program to other markets where opportunities are more abundant is **concerning**. Talent retention will require a greater density of music businesses and opportunities that create full-time jobs, paid gigs and entrepreneurial investment. Likewise the city's signature music festivals, which promote musical discovery and attract out-of-market visitation, are in need of new sources of marketing and sponsorship support to stay healthy and grow.

Formally Organize & Create A Master Plan

Fully integrate music into city economic development plans

- Athens has immense potential to grow as an affordable boutique music industry city and music tourism destination, but a coalition of willing partners and a master plan are key to drive forward movement.
- Music stakeholders should assemble to identify a process to establish a music commission charged with developing an Athens music community master plan to ensure the sustainability and future growth of Athens music.
- The recommended music commission should pledge transparency before the music community and public by engaging local media with its process and progress and celebrating accomplishments with the community.
- The recommended music commission should foster relationships between the music community and local government, economic development and tourism entities.
- Align planning with the Economic Impact Study & Envision Athens Implementation Matrix. ED6 of the matrix says “Leverage Athens' most distinctive products, like the music scene, to further position it as a destination and brand.”



Invest, Incentivize & Endow

Develop short- and long-term plans for investment

- The recommended music commission and Athens music community master plan must address the critical need for public and private investment.
- Explore incentives – both traditional and non-traditional - to encourage investment in the incubation of talent, new music businesses and ancillary businesses, i.e., digital and film, that intersect with and support music.
- Develop innovative ways to recognize and reward businesses that invest in music business startups or expansions, sponsor music festivals or events, or fund Athens music branded content in their marketing initiatives.
- Consider public, private and non-profit sources to seed an Athens Music Endowment to dedicate interest income to providing funds for music festival and event marketing, entrepreneurial music grants, music tourism initiatives and music residencies at local schools, museums and non-profit organizations.

Invest in Festival Growth to Increase ROI

Tackle existing issues to better support festivals

- Music festivals are essential components of successful music cities. Athens has several signature and emerging festivals that attract overnight visitors, but they are operating with volunteer staff in key positions and minimal programming and marketing budgets.
- The CVB is positioned to take the lead working collectively with festival representatives to tackle issues including “Lack of Gate” driven by a current ordinance that prohibits revenue collection via admission at street festivals, conveying value and economic impact when seeking public and private support, working with hoteliers on lodging packages and pricing for artists and attendees, and identifying available marketing resources.



Network with Successful Music Tourism Towns

Communicate with organizations developing music tourism

- Utilize Nashville CVB as a resource - they have been extremely successful in their efforts to bring together a city/countywide team to agree on a collaborative, music-themed brand.
- **Americana Music Triangle** – <http://americanamusictriangle.com/>; a 5-state promotional partnership including Tennessee, Arkansas, Louisiana, Alabama and Mississippi
- **Trust for American Music Sites** – A new nonprofit organization currently in formation with the purpose of building a national network. Contact Jeffrey Harris, freeharris@hotmail.com or Ron Ward at ronpward@gmail.com
- **The Crooked Road** - <https://www.myswva.org/tcr>; Connects and promotes dozens of music-related sites in Southwest Virginia; maintains an artist directory; developed wayside exhibits; hosts an annual Mountains of Music Homecoming event; produces economic impact reports
- **Sound Diplomacy** - www.sounddiplomacy.com; Hosts conferences- **Music Cities Convention** - next one scheduled in Lafayette, Louisiana, October 11-12, 2018, <https://www.musiccitiesconvention.com/key-information-lafayette/>; **Music Cities Tourism** - next one scheduled in Cologne, Germany, August 28-29, 2018, <https://www.musictourismconvention.com/> (conference alternate in the U.S. and abroad)
- **Georgia Music Foundation** - Mission: The Georgia Music Foundations fosters an appreciation for the state's rich music heritage by supporting programs of preservation, education and outreach. www.georgiamusicfoundation.org

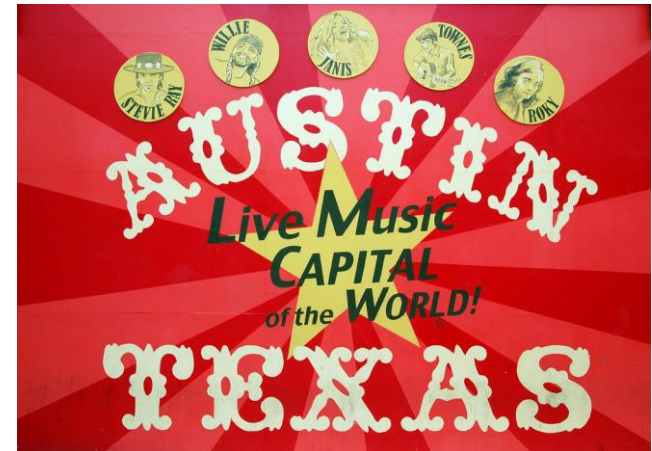
Establish a Singular Athens Music Brand to Connect and Market the Music + Tourism Industries



Automatic for the People

Develop and cultivate a singular Athens Music brand

- “Austin – Live Music Capital of the World” and “The Soundtrack of America. Made in Tennessee” are two brands that have successfully bridged music and tourism. Athens must develop a singular music brand with a cohesive strategy and logo that reflect the Athens sense of musical place and spirit and advance the mission.
- Ensure the brand is visibly integrated and conveyed at the Welcome Center, the CVB and Classic Center spaces and across the respective marketing platforms.
- Enlist local music venues & businesses, retail shops, hotels, brewpubs, and restaurants to help extend branding at consumer touchpoints citywide.
- Create branded merchandise to sell...and provide to frontline employees citywide to wear.



Enlist Local Musicians as Brand Ambassadors

After all, music tourism connects visitors with their world

- The brand strategy must appeal to local musicians who will be the most powerful brand ambassadors. They are global exporters of Athens music content and experiences.
- Local musicians can recommend Athens from stages across the world or incorporate the logo on their websites, merchandise and vinyl. They can share stories and recommendations with their followers on social media platforms. In short – local musicians are key to the success of an Athens music brand strategy.
- Value them. Engage them. Compensate them.
- Work with Athensmade to align branding efforts in order to better amplify the stories of Athens creatives.



Hardy Morris (Alec Stanley photo)

Make Digital the Backbone of Brand Strategy

Content should be creative, diverse, immersive...& kept updated!

- Ensure Athens listings in key tourism sites including visitathensga.com and exploregeorgia.org promote the city's live music and music heritage offerings.
- Develop Athens music website, or a music section of visitathensga.com. Ensure mobile friendly access. Keep updated.
- Explore partnerships to prevent a static site. Flagpole has the most comprehensive live music listings, and UGA MBUS students may have the capacity to manage music content.
- A social media strategy must be an integral part of the digital brand strategy.



Create Branded Athens Music Compilation Album

Content should be creative, diverse, immersive...& kept updated!

- Develop an Athens music sampler or a series of samplers as promotional pieces for the travel/trade industry, music industry and media.
- Produce the sampler as a vinyl record album in conjunction with Kindercore Vinyl, and use to promote their business as well.
- Sell samples as collectible souvenir for visitors with revenue supporting branding initiatives or potential endowment fund.



Don't Discount the Power of Print

Develop a music brochure or rack card for visitors

Although digital tools are increasingly used by travelers, print materials are still important. A 2018 report found that 50% of Gen Z value print as a medium because it doesn't have all the interruptions that digital sites do.

Develop branded print materials to support visitors needs and interests:

- A branded music brochure and/or rack card should be a staple in all local visitor touchpoints, at travel & trade shows and in city and economic development offices.



Out-of-Home Advertising Creates a Vibe

Signs, Songs, Guitars and Wraps

When the Athens music brand is developed, incorporate it citywide to create a palpable sense of music place. Once again, look to the visual and audio elements Nashville features throughout its downtown tourist district:

- Live Music signs are placed at music venues including bars, restaurants, hotels, the arena and other locations.
- Songs written and recorded in Nashville are broadcast at intersections. (Be sure to obtain licensing and pay appropriate fees to ASCAP, BMI or SESAC!).
- Fun public art guitars are on display outdoors.
- Wraps on electric utility boxes feature pictures of Nashville artists or music-themed artwork. (Be sure to obtain permission for any images!)



Sound Like What You Say You Are

“Music spills out from the core of downtown” – Athens DDA

- The sounds of Athens music should anchor music tourism initiatives by playing in as many spaces and places as possible. Ideas include:
 - Start visitors off at the Welcome Center/Church-Waddel-Brumby House with an Athens music listening experience inside of the Record Room.
 - Engage DDA to consider a system like Street Sounds, which incorporates streaming wireless audio for downtown districts, parks and recreation areas. Read Street Sounds’ article “[Putting Music on Your Main Street.](#)”
 - Engage DDA in creating a primer for businesses to understand the branding, benefits, sources and licensing required to play Athens music.



Ready for a Close-up in Athens?

Provide a list of selfie stops for tourists

- Fans want to visit the iconic sites in Athens made famous by their favorite bands.
- Create a list with addresses of Selfie Spots where visitors can recreate photos or have their photos taken with an image or building that is unique to Athens.
- Provide the Athens Music branded hashtag for visitors, residents and musicians posting music photos on social media.



Creatively Interpret Athens' Music Heritage & Music Industry Citywide



Enhance the Athens Music Walking Tour

Incorporate upgrades into the core product

- The Athens Music Walking Tour, developed and administered by the Athens Welcome Center, is a well-researched collection of a dozen or more landmarks and sites integral to the city's music history.
- For self-guided tours, a print brochure is available at the Welcome Center or downloadable as a PDF online. In addition, local music historian Paul Butchart conducts group tours, offering visitors an entertaining and unparalleled opportunity to hear first-hand stories. Paul could help develop a script in order to train additional guides engaged to conduct tours in his absence or as demand grows. Additional upgrades include:
 - Revise the current music walking tour guide booklet. Engage Flagpole, a longtime partner on the Tour's development and publisher of the annual Guide to Athens, to create a content-rich tour companion piece reflective of the creative aesthetic of Athens in look and tone.
 - The online Walking Tour presence should be responsive and mobile friendly, and not just a PDF. For an excellent example, view the website, "[A Closer Walk](#)," the New Orleans music tour company.



Expand Music Tour Offerings & Experiences

Add more value to your music tour

- Expand the music tour menu by curating specialized tour routes and packages: "Creative Misfits" tour that focuses on art and rehearsal spaces; a Behind-the-Scenes recording studio tour; or Kindercore Vinyl tour.
- Consider unique, branded transportation vehicle (VW Van or Extended Golf Cart) that is solely branded for music tours. Vehicle plays music and allows the coverage of more geography than the walking tour.
- Have central reservation platform that is used by all tour partners.
- Have restaurants and retail partners offer discounts to tour patrons, as indicated by a sticker or badge (maybe a branded "backstage" pass).
- Offer incentives to hospitality workers who refer tour and reference is documented on reservation platform.
- Add specialized studio and/or industry tours.



Develop Authentic Itineraries & Experiences

Let your musicians be your guides

- Have local musicians create videos to introduce the Athens music scene and tour stops. Savannah has a great example:
<http://www.thisismysavannah.com/music>
- Austin company, *Detours*, offers a Live Music tour of venues led by local musicians.
- Develop songwriting or performance workshops or multi-day residential experiences led by local musicians. Target a younger demographic than similar workshops in Nashville.




My Savannah See Savannah through the eyes of local musicians

ACT US f t i y p G+



Jared 

“ I always say that our band is like a nice gumbo. You throw in a lot of different ingredients and you've got something amazing. I feel that way about Savannah too. ”



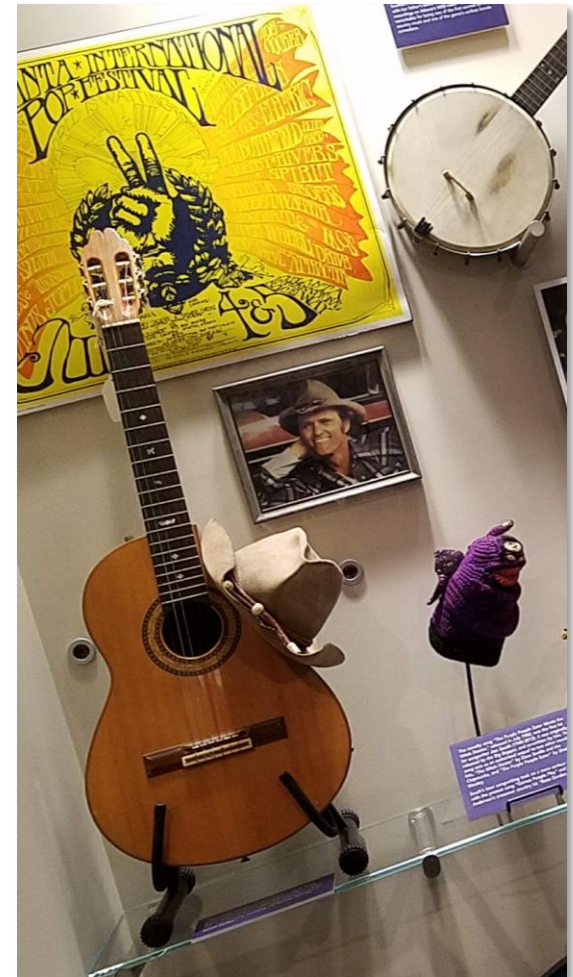
Jose

“ As an artist in Savannah, it's about the weather, it's about the pace of life, it's about the scenery, that kind of vibe that makes me want to create and do. ”

Embrace UGA Special Collections Libraries

Leverage its music collections as interpretive core

- Although Athens reps frequently mentioned the desire for a music hall of fame or music museum, it is the consensus of the Resource Team that a bricks-and-mortar concept would be cost-prohibitive to open and sustain, and that investment in existing assets would yield greater results.
- Additionally, Athens already has a *major* asset in UGA's Special Collections Libraries, which not only hold the Georgia Music Hall of Fame collection, but also a growing inventory of other major music collections as well as oral histories gathered via the Athens Music Project.
- Position UGA as the repository for Athens' music heritage and Georgia's music heritage and the core of all Athens music interpretive programs.
- While onsite exhibit space is limited, UGA could partner with local musicians and artists to curate small but ongoing rotating exhibits as platforms to both attract visitors and create community gathering opportunities.
- UGA could also curate small off-site exhibits in other Athens locations or as pop-ups locally or at festivals, trade shows, the airport, or museums in other locations.



Tell a Bigger Story: Interpretive Signage

Understanding the benefits and providers

- Well designed signage programs convey community pride in local heritage.
- Signage does more than provide dates and facts. They also inspire a feeling of stewardship in visitors, strengthening awareness of cultural and natural resources.
- Signage is self-sufficient: it provides a high-quality interpretive experience without the requirements of staff or facilities to maintain.
- Signage enhances visitor perceptions of a site, city, or region. By drawing attention to an area's unique history and identity, tourists can appreciate the story of a new place.
- There are many interpretive signage companies. It will be important for the committee to investigate a variety as expertise, project approach, materials and costs vary widely.

Source: Adapted from LOKI Interpretive Group



Tell A Bigger Story: Interpretative Signage

Develop a music-themed interpretive signage program

- **Committee** - A committee including artists, historians, tourism representatives, local officials and others should be formed to guide the project.
- **Research** - Completion of a National Register Multiple Property Documentation Form will provide the foundation for content development.
- **Themes** - Based on historical research, the committee should identify the major themes to be communicated through the signs.
- **Locations** – The committee should next make a list of locations and map an easy to follow route for visitors.
- **Installation and maintenance plan** - Check for local zoning or signage laws and obtain approvals from local government and property owners. Identify who will be responsible for installation and maintenance. Establish a maintenance fund.
- **Content and Design** - An expert in interpretive signage should be hired to write content, locate images and graphically design the signs. Establish a review and approval process before beginning this step.
- **Timing** - It will be most cost effective to raise funds to create a complete set of signs; however, if this is not possible, the committee should develop a priority list.

Tell a Bigger Story: Orientation Exhibits

Create orientation exhibits in selected locations

Orient visitors to Athens' music story and encourage them to explore locations connected to this story. A series of orientation exhibits should be created and placed in selected locations, potentially including the welcome center, local libraries, hotels, retail shops and more.

In smaller spaces, exhibits may include one panel with basic information, a map and a brochure rack.

- In larger spaces that have security or staffing, exhibits may be expanded to include multiple panels, artifacts and video.
- Exhibits should be professionally designed and constructed from materials that are easy to maintain and that allow for updates as needed.
- Also consider traveling exhibits that take the Athens music story on the road to bring visitors back to Athens.



Tell a Bigger Story: Music Registry & Plaques

Identify music history landmarks with bronze plaques

- We need visible, displayed recognition that's here and available when visitors come here. – David Barbe
- Macon launched its Historic Macon Music Registry program in 2016, placing bronze plaques at influential music landmarks (both public and private locations) and publishing a brochure map.
- A comprehensive database of music history landmarks was created so program can continue to add new plaque sites. Register historical data with MPDF*.
- The registry program was administered by [Historic Macon Music Registry](#) in partnership with [Rock Candy Tours](#), [NewTown Macon](#), and the [Georgia Allman Brothers Band Association \(GABBA\)](#).
- Plaques were approximately \$400 each with cooperation from Macon/Bibb Co. for installation.



Captivate the Active Set/Urban Trail Users

Public art on trails honors heritage and cultivates interest

- The [Athens Cultural Affairs Commission](#) was established to advise the Athens-Clarke County Unified Government on cultural affairs and aesthetic development of the **built environment** in accordance with provisions of planning, programming, procurement, installation, operation, and maintenance of **public art projects and artworks**.
- Athens has a growing trail network some of which is interpreted and some not: Firefly Trail and the North Oconee Greenway to name two.
- Two goals in this report may be met: honor music heritage, and cultivate new music followers by creating trailside art installations that feature/play music history, industry, and new trends.
- Work with ACAC to design and install temporary exhibits and survey trail users to select permanent installations among them, similar to the [Art on the Beltline](#) Trail Project, now in its 9th year.



THE HARLOW
ART AND
SCULPTURE
TRAIL



Tell A Bigger Story: Walk of Fame

Integrate a musicians' walk of fame downtown or on a trail

A Walk of Fame honoring artists, musicians, producers, songwriters and others can increase visitor awareness of Athens' music past and present music scene.

Case Study: Gennett Walk of Fame, Richmond, Indiana

- The Walk of Fame was started in 2007 by the Starr Gennett Foundation to celebrate the music legacy of Gennett Records.
- Honorees, selected by a national panel of experts, have included Louis Armstrong, Gene Autry, Jimmy Durante, Jelly Roll Morton and others. New honorees are recognized at the Walk of Fame Music Festival each September.
- The Gennett Records Walk of Fame is located in a city park with the city providing upkeep.
- Materials are terra cotta, porcelain and stoneware clays, cast bronze. With approximate cost of \$5000 for design and manufacture and a concrete base for a temporary holding frame and \$700 for installation.



Aim for Broader Film or TV Storytelling Platform

Seek interest in producing & funding Athens stories

Athens Inside Out captured the city's music scene more than 30 years ago. A modern telling of the Athens music story with a national and international audience would accelerate branding of the city as a music tourism destination, just as Muscle Shoals did for the North Alabama City. (The documentary also led to Dr. Dre contributing \$1 million to the renovation of Muscle Shoals Sound Studios).

- Treat it as an economic development project, with a pitch package aimed at landing a producer.
- Another opportunity: Sons of Sawdust is TV gold. If a reality TV show were produced using Athens music against the backdrop of the Athens music scene...imagine the possibilities and exposure.

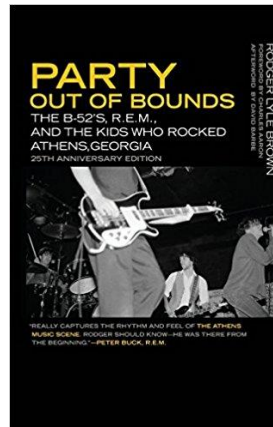


Launch an Athens Music History Weekend

Integrate preservation and heritage into a new event

Schedule an annual festival that focuses on Athens' music history. Previous **Rewind** music event drew devotees, but additional activities could include:

- Tours of spaces that are not normally open to the public
- Exhibits of memorabilia, costumes, posters, etc.
- Special performances with Q&A sessions
- Film screenings of early concert footage
- Art exhibits with work from Athens' musicians
- Recording oral histories during the weekend
- Adding new Walk of Fame artists
- Band-specific tours of Athens



Tap the Abundant Brewery Music Venues

Integrate breweries into music branding and stories

Terrapin Beer Company

- Super cool 35-acre mixed-use development, music venue proposed in Athens has been in the works for 2.5 years, and will include a 3,000-seat **music venue**, "maker space" for crafts people, around 100 apartment units, 3-4 restaurants, and retail space.
<https://www.bizjournals.com/atlanta/news/2018/04/12/super-cool-35-acre-mixed-use-development-music.html>

Southern Brewing Company

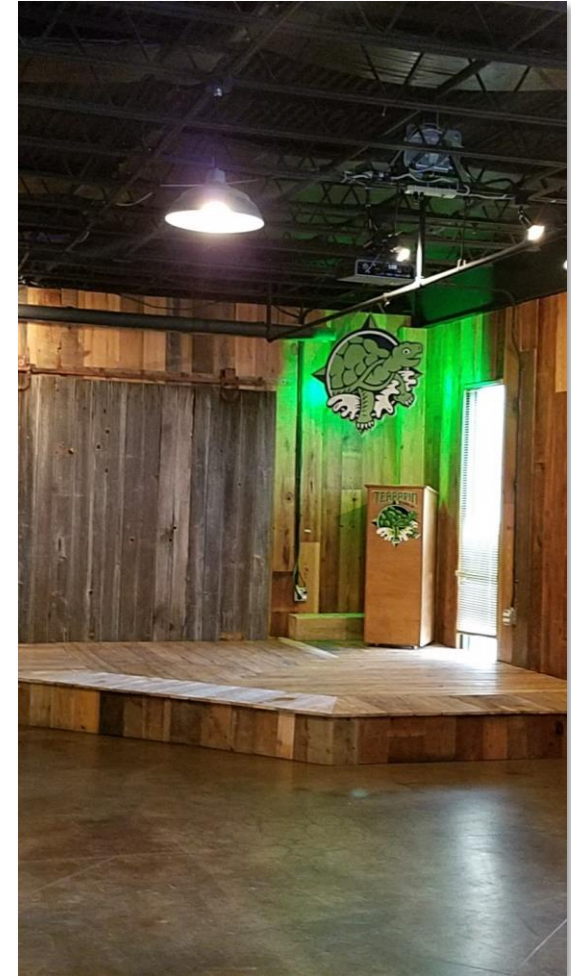
- Southern Brewing Company has a lot to look forward to in the future. We have plans to build an **outdoor amphitheater** and finish out a hiking and biking trail. We have some of the best brewers in the country, brewing an extensive and eclectic variety of beers. Come join our family, have a beer, and smile, y'all. We are just getting started!
<https://www.sobrewco.com/#modern-organic-thai>

Creature Comforts

- What matters to us is community. It's one of the six pillars that our company was built on. To that end, we will build a new brewery and tasting room in the Southern Mill building off North Chase Street.
<http://www.creaturecomfortsbeer.com/brewery-blog/2017/1/17/building-a-new-home-in-our-community>

Akademia Brewing Company

- [Akademia Brewing Company](#) is the most recent addition, opening its culinary brew pub in October 2017



Food and Music Go Together

Feed the artists and the visitors

- Everyone loves to eat great local food where ever they go. Atlanta Magazine featured Athens in April 2018. <http://www.atlantamagazine.com/travel/food-drink-discoveries-athens/>
- Leverage the amazing culinary scene in Athens as an opportunity to also promote the music scene. Cull dining content into a collateral piece or blog to highlight the restaurants that gave artists inspiration and frequent gigs.
- Embrace the option to hold small acoustic shows inside or outside the restaurants and hotels.
- And look to the brewery venues to hold more local shows given the large space, ample parking, and local product everyone is seeking.
- Consider connectivity to brewery sites with trails and sidewalks to encourage safe biking and walking to venues.



Leverage Athens-Ben Epps Airport

AHN should reflect the music character of the city

- The Athens-Ben Epps Airport should welcome visitors with a taste of music, just as the Nashville and Austin excel at doing.
- Add a branded music kiosk with info on Athens music, food, entertainment and places to stay.
- Incorporate local music into the airport's soundtrack.
- Use blank walls and space to install interpretive music exhibits and artwork that collectively promote the creativity and energy of Athens.
- Consider programs like *Music on the Fly*, a regional airport in Asheville hosts monthly concert series Flyavl.com/musiconthefly



Memphis airport



San Antonio airport



Nashville airport

Shape the Future by Growing Business, Incubating Talent and Embracing Diversity



Arena Addition to Classic Center

Proposed arena offers larger setting and \$40m/year impact

- Proposed 7,000 seat arena offers a venue that attracts bigger name artists than previously possible, and a mix of family, community, sports, faith-based events, and conventions.
- Current ambiance/decor of the Classic Center needs to reflect the Athens Music Tourism brand as it is determined. Incorporate local art, music, sight + sound into the look!
- As discussed, there was no plan for renovation of existing Classic Center convention space, which looks dated. The new Arena plan should include restoration of existing property vs. simply adding a new facility.
- It's imperative that robust reserve funds for long-term maintenance and capital improvements are included in the budget.



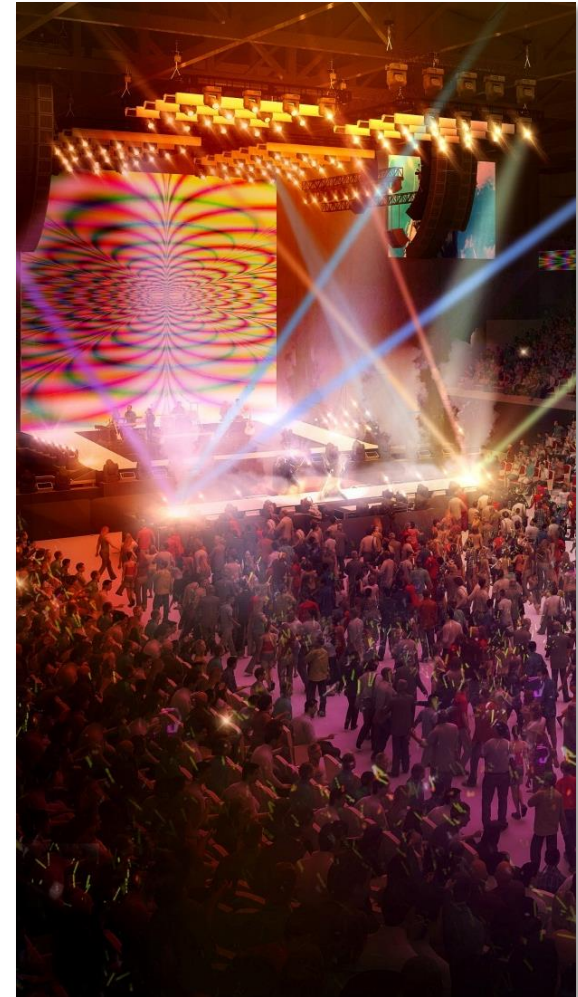
Source: CSL International; Sims Hinds, SVP, Oak View Group

Arena Addition to Classic Center

Points to ponder for sales and marketing of the product

Athens has long been known as one of the best music scenes in the country. The only thing missing has been the right size venue. An Arena with a capacity of 6,500-8,000 would be attractive to Live Nation.” ~ Mike Evans, President, Live Nation Arenas

- Keys to enhancing revenue - robust concert schedules, and ability to sell luxury boxes. Need major sell out concerts to maximize revenue.
- Study results focus on sports, faith based events – these are room night drivers, but may be loss leaders in terms of facility revenues.
- Build up around the Arena/Downtown District can come at a cost to the hotels in the outlying areas, with a minimum of impact felt. Need to create additional sales/marketing strategies to compensate for these properties.
- There already seems to be a disconnect between the grassroots musicians and the Classic Center – this expansion can further that disconnect if not carefully strategized.



Solicit or Develop a Music Biz Event

Host a music tourism or music business conference

- Athens has the infrastructure, energy and resources to host a music tourism conference or a music business conference. The resources to host or launch a conference would likely require both public and private funding sources and partners.
- All conference-related efforts should include the UGA Music Business program leadership, and should be leveraged to elevate MBUS onto a national and international stage.
- The company, Sound Diplomacy, presents conventions & conferences worldwide including the Music Tourism Convention, Music Cities Convention, Music Cities Hackathon, Music Cities Forum and Sound Development, a new event bringing property developers and the music industry together. Athens should explore competing to host a future event.
- Could a niche music business conference be conceptualized to avoid comparisons with SXSW and own an identified space, i.e., recording & production?



Ensure Affordable Housing Options for Creatives

Keep the talent in town

- Musicians and artists sometimes struggle to earn a living, especially when they live in communities that are growing and housing costs are rising. Because musicians and artists are so important to tourism in Athens, it would be economically devastating if they moved away because of housing costs. Athens/Clarke County should consider options for affordable housing in order to nurture and attract artists.
- How cities and organizations are addressing affordable housing for artists:
 - Pew Trust: <http://www.pewtrusts.org/en/research-and-analysis/blogs/stateline/2017/02/01/to-keep-their-artists-cities-explore-affordable-housing>
 - Saving Places: <https://savingplaces.org/stories/brewing-up-affordable-housing-for-artists-at-the-schmidt-artist-lofts#.WnsiQujwZaS>
 - ArtSpace: <http://www.artspace.org/about/mission-history>



Be Mindful of Millennials & Their Music Habits

Cultivate this market by knowing their travel & music habits

- Online travel agency eDreams recently conducted a multinational survey of 13,000 respondents and found that:
 - 33% of American millennials say music is the main factor considered when choosing where to go on a trip, and
 - 29% of millennials said they're more interested in intimate and creative music festivals rather than bigger events like Coachella.
 - Of the full group (including millennials from other countries) 26% indicated they have downloaded music from local artists before a vacation to get them in the mood, and
 - 22% said they had made a playlist with local music from their trip to let memories live on back at home.



Be Mindful of Millennials & Their Music Habits

Consider the motivations for millennials to attend music festivals

- Nielsen Music's year-end report for 2017 showed that millennials are the age group most likely to attend a live music event including concerts, music festivals, small live music sessions and club events with live DJs.
- A 2017 study by EventBrite showed that 29% of millennials attended a music festival in the past 12 months and that 84% attended in order to "escape the daily grind." The study also showed that 80% of millennials are more likely to attend a show or festival featuring artists that they think are affecting positive change and that 81% attend music festivals specifically to engage with a like-minded community.
- A 2015 study by Momentum and AEG reported that millennials who attended at least one live music event in the past year were more likely to trust brand partners (83% vs. 53% non-attendees), purchase their products (80% purchase intent vs. 55% non-attendees), make social-media recommendations (80% vs. 49%), and perceive the brands as authentic (89% vs. 56%).

Be Mindful of Millennials & Their Music Habits

Millennials love hip-hop

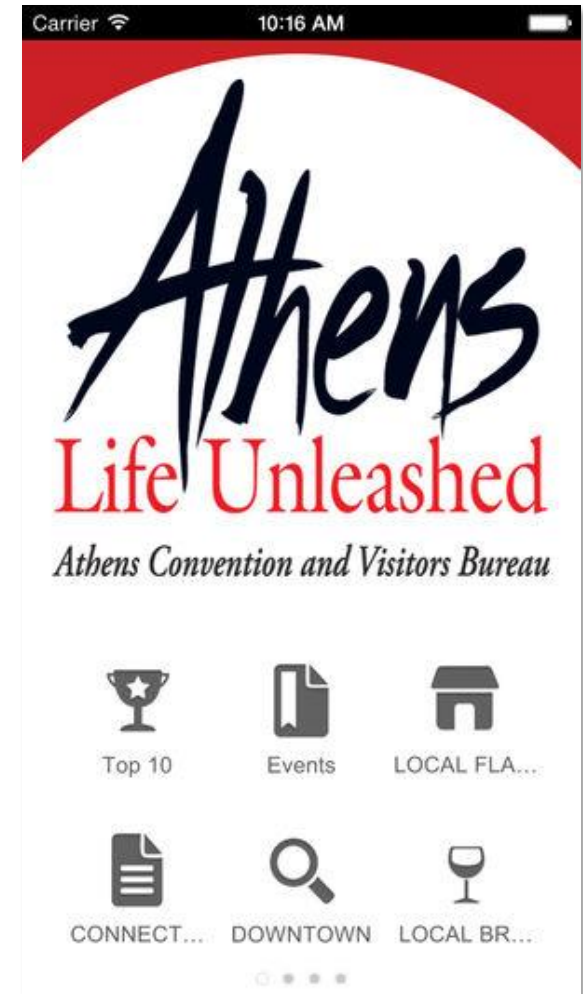
- According to Nielsen Music, in 2017, R&B/hip hop became the dominant genre of music consumption in the U.S. for the first time ever, representing 24.5% of all music consumption.
- Following Kendrick Lamar's recent Pulitzer Prize for his album, *Damn*, music writer Marc Weingarten's recent opinion piece for the Washington Post was entitled, "Sorry rock fans. Hip hop is the only genre that matters right now."
- He notes its "daring formal innovations, its blistering polemics and its vital role as a sounding board for powerful social movements." The national marketing firm Incite puts it succinctly. "Want to reach millennials? Engage with hip hop."



Be Mindful of Millennials & Their Music Habits

How do millennials view Athens and its music?

- From brands to destinations, it's clear, music can be a hook to attract millennials.
- However, when Tourism Skills Group conducted an informal survey of Georgians aged 20-35, 50% male, 50% female, and 50% African American, 50% Caucasian, it found that Athens has some work to do to bolster its reputation as a music town for this demographic.
- When asked to rate the importance of music in their lives (1=low, 5=high), this group rated music 3.51 but rated watching live musical performances as only 2.36.
- When asked to rate the “coolness” or “hipness” of Athens (1=low, 10=high), the mean score for millennials was only 4.26.
- Of the millennials surveyed, most associated the city with the University of Georgia and football, but not music.
- Only 19% of respondents indicated that they would recommend or be likely to recommend Athens to friends as a place to visit.



Be Mindful of Millennials & Their Music Habits

Opportunity: Cater to millennial tastes

- Ensure that local event and festival planners and marketers understand millennial needs by hosting local focus groups, workshops and educational opportunities. Seek out millennials to participate on festival planning and programming committees.
- Local activists Knowa and Mokah Johnson founded the Athens Hip Hop Awards in 2013 and in 2016, welcomed the invite from Pat Priest to help launch, Athens in Harmony, a series of concerts pairing artists from different races, which has become a popular part of MLK Day events. Support these collaborative, socially conscious events, and promote via extensive social media, outside of Athens to raise awareness across Georgia and in markets including Greenville and Charlotte.
- Curate music-themed tours and experiences that package millennial interests with opportunities to learn about the city's music heritage: include microbreweries, restaurants, musical landmarks, venues with hip hop bands or DJs and integrate an important local cause as a tour stop or beneficiary, or both, i.e., Nuçi's Space.
- Use social media and digital media, particularly YouTube, to connect millennials with experiences that will appeal to them in Athens. Cultivate millennial influencers in Athens who can help expand awareness and demographic-appropriate messaging.



Conclusion

Tourism product you can implement

- The TPD team hopes the community will utilize this publication in implementing, evaluating, and expanding your heritage and cultural tourism program. TPD teams are delighted to partner with your community and are available for follow-up calls and ribbon-cuttings as you work to improve and increase tourism in Georgia.
- There are many resources available to provide assistance to you in packaging and promoting your community. Many of these are listed in the heritage tourism handbook and are available online at www.gashpo.org and www.marketgeorgia.org.
- And finally, sustainable tourism is defined by its three pillars:
 - environmentally friendly,
 - supports the protection of natural and cultural heritage,
 - and benefits local people.
- Furthermore, research has revealed that when local people's livelihoods are improved by tourism, they, too, become important allies in protecting the planet and safeguarding its heritage for future generations.

Source: Virtuoso_Sustainability_WhitePaper.aspx

TPD Grant Funding



TPD Grant Funding

Apply annually in June and/or December

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

TPD Grant Funding

Sample project areas and application link

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

- Agritourism
- Arts and Culture
- Culinary
- Downtown Development
- Festivals and Events
- Heritage / Historic Preservation
- Lodging
- Marketing
- Outdoor Recreation and Adventure
- Sports tourism

Special Consideration for Georgia Tourism Initiatives

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

Resources & Background



Arts as Tourism

Resources to consider

- Georgia Council for the Arts (\$1 million in grants, saw 2 Athens grantees).
- Georgia Music Foundation (Grants of \$5,000 or less, georgiamusicfoundation.org).
- Athens Arts Council .
- For organizations/events that are not 501C3, educate them about: www.fracturedatlas.com - allows organizations to apply for grants under their umbrella!
- Georgia Council for the Arts- www.gaarts.org State arts council that provides multiple grant programs for arts projects.
- South Arts- www.southarts.org Regional arts organization that provides grants to present theatre, music, dance or guest writers.
- Georgia Humanities- www.georgiahumanities.org State humanities council that provides grants for humanities-based cultural and education programs such as history exhibits, lectures, walking tours, oral history projects, etc.
- Fox Theatre Institute- <http://foxtheatre.org/the-fox-theatre-institute/> FTI provides grants for the restoration of historic theatres.
- ArtPlace- www.artplaceamerica.org National funder awarding large grants in creative placemaking projects where the arts play a central role in a community's planning and development strategies.
- National Endowment for the Arts- www.nea.gov National funder with multiple grant programs for arts projects. Rural communities should note two programs: Challenge America (\$10,000 to reach underserved audiences) and Our Town (up to \$200,000 for creative placemaking projects that are partnerships between arts organizations and local government).
- National Endowment for the Humanities- www.neh.gov National funder with multiple grant programs for humanities projects.
- Citizen's Institute on Rural Design- <http://rural-design.org/> An annual competitive opportunity to host an intensive, two-and-a-half day community workshop for rural communities with design challenges.
- USDA- www.usda.gov USDA Rural Development forges partnerships with rural communities, funding projects that bring housing, community facilities, business guarantees, utilities and other services to rural America.

Measure the Economic Impact of a Sector

Resources to consider

Data about the economic impact of the arts in general and specific tools can be found here:

- **Georgia Council for the Arts:** Economic Impact Calculator: <http://gaarts.org/eic?tmpl=component>
- **Sound Diplomacy:** contact Shain Shapiro, 347.659.9231; shain@sounddiplomacy.com (based in London, opening a U.S. office in 2018) www.sounddiplomacy.com
- **Randall Gross Development Economics:** contact Randy Gross 202-427-3027, rangross@aol.com (based in Nashville)
- **Americans for the Arts:** Arts & Economic Prosperity Calculator: <https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-5/use/arts-economic-prosperity-5-calculator>



AthFest



Wild Rumpus

National Register of Historic Places MPDF

Resources to consider

How to Create a Multiple Property Documentation Form

- https://www.nps.gov/nr/publications/bulletins/nrb16b/nrb16b_IIintroduction.htm

Historic Resources on Music Row, 1954-1989 (MPDF Completed 2016)

- <https://www.nps.gov/nr/feature/places/64501268.htm>

House of David Recording Studio National Register nomination (Completed 2016 – references Music Row MPDF)

- <https://www.nps.gov/nr/feature/places/16000472.htm>

Support and Funding

- Contact the Athens-Clarke County Historic Preservation Commission – As a Certified Local Government (CLG), the commission is eligible for funds through Georgia State Historic Preservation Division to support the preparation of National Register nominations: <https://athensclarkecounty.com/208/Historic-Preservation>
- The Georgia Trust for Historic Preservation can provide information on its Revolving Fund Program: <https://www.georgiatrust.org/our-programs/revolving-fund/>

Identify and Document Music-Related Resources

Create an MPDF: National Register of Historic Places

The **National Register of Historic Places** is the nation's official list of buildings, sites, structures, objects, and districts deemed important in American history, culture, architecture, or archaeology.

A **Multiple Property Documentation Form** (MPDF) is a cover document which documents historic contexts, themes and property types. It may be used to nominate and register **thematically-related historic properties** simultaneously or to establish the registration requirements for properties that may be nominated in the future. (It is not a nomination in its own right.)

- **Provides a structure for research** - Streamlines the method of organizing information collected in surveys and research for registration and preservation planning purposes.
- **Facilitates evaluation** - Individual properties are compared with resources that share similar physical characteristics and historical associations. Information common to the group of properties is presented in the MPDF, while information specific to each individual building, site, district, structure, or object is placed on an individual Registration Form.
- **Supports preservation planning** - As a management tool, the thematic approach can furnish essential information for historic preservation planning because it evaluates properties on a comparative basis within a given geographical area and because it can be used to establish preservation priorities based on historical significance and use as a heritage tourism destination.
- **Tells the story** - Information in the MPDF can be used in interpretation such as walking tours, interpretive signs, exhibits and interpretive tools.



Create a National Register MPDF

Components of a MPDF

- **Historic context** – The historic context documents themes, trends, or patterns and their impact on the community, region or nation. The story of music in Athens would be researched and documented from its earliest days to the present.
- **Inventory** – A major benefit of creating a MPDF is developing an inventory database of all music-related locations in Athens. Photos of each location are also included in the inventory. This database can provide a foundation for preservation planning and interpretive planning.
- **Property types** – Once the inventory is completed, an analysis of resources will result in the creation of categories for property types (such as studios, music venues, music industry housing, gathering places, etc.)
- **National Register Registration Form** – A form will be developed for each resource to document how it relates to the historic context and represents a property type.
- **Statement of Significance** - The extensive documentation of a MPDF results in a clear statement of Athens' significance related to its music story, past and present. This statement can be an important tool in building community support, recruiting economic investments and attracting visitors.

Team Bios



Resource Team Bios

Georgia Dept of Economic Development

Lisa Love

serves as Division Director for the Tourism Division of the Georgia Department of Economic Development (GDEcD), overseeing staff and operations. Prior to that position, she spent four years as GDEcD's Director of Music Marketing and Development.

Lisa served the Georgia Music Hall of Fame in successive capacities, including executive director, for over a decade. She produces the annual Georgia On My Mind fundraiser in Nashville, TN, which benefits the Georgia Music Foundation, and hosts the weekly radio show, "Grits Ain't Groceries: The Georgia Music Show" on The Creek 100.9 in Macon.

Governor Nathan Deal appointed Lisa to serve on the Arts Learning Task Force in 2014 and 2015, an experience that led her to role as a founding board member and current governing board member of the DREAM Academy, an arts-integrated charter school opening in Macon in August of 2018.

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Cindy Eidson

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

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

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

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Resource Team Bios

Georgia Dept of Economic Development

Tracie Sanchez

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

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

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

Noting the gap in trails leadership and the need for statewide resources in nature-based outdoor recreation, Tracie aims to support all of Georgia's trail endeavors.

Her daily bike ride or dog walk is along the S. Peachtree Creek Trail in Decatur.

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Tina Lilly

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

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Team Bios

Consultants

Jessica Walden

was born to a family of music executives who managed artists Otis Redding, the Allman Brothers Band, Lynyrd Skynyrd and more, Macon, Georgia native Jessica Walden developed a deep-seated loyalty to her hometown through its music heritage and untold stories.

In 2011, she formed Rock Candy Tours LLC, a Macon music history tour company now owned and operated by Jessica and her husband, Jamie Weatherford, a third generation candy manufacturer.

Walden also works as a communications strategist with a primary focus in community development and non-profit branding and content strategy, emphasizing her talent in story development.

Jessica hosted the weekly local radio show “Love Child of Rock” on the Creek 100.9 FM and is actively involved with the Mercer Music at Capricorn project, which is re-launching the Capricorn Records studio in Downtown Macon.

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Carolyn Brackett

is Senior Field Officer for the National Trust for Historic Preservation. She works on preservation and heritage tourism projects across the country. Her work includes program organization and management, historic site and destination marketing and interpretation, historical research, resource assessments, technical assistance and training, and strategic planning.

Ms. Brackett is currently project manager for the Music Row National Treasures project in Nashville which includes working with local partners to document Music Row’s history, prepare a preservation-oriented design plan and develop plans to tell Music Row’s story to residents and visitors.

Ms. Brackett previously served as the Tennessee Department of Tourist Development’s State Coordinator for the National Trust for Historic Preservation’s Heritage Tourism Initiative. The demonstration program was the basis for creating the National Trust’s four steps and five principles for heritage tourism development which are used by communities across the country today.

Ms. Brackett has a Bachelor of Science degree in historic preservation from Middle Tennessee State University in Murfreesboro.

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Team Bios

Consultants

Neville Bhada

is the founder and CEO of Tourism Skills Group, a company that focuses on the research and strategic planning needs of cities, travel and tourism, and association industries. TSG provides unique solutions with a customized approach through focus groups, intercept studies, digital studies and more. Its direction for strategies provide value in marketing, increasing customer engagement and partnerships that ensures travel is a vital and dynamic element. Mr. Bhada received a bachelor's degree from the University of Georgia in international business and a master's degree from Clemson University in travel and tourism.

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Lisa Anders

is the Executive Director of the Gwinnett Convention and Visitors Bureau (D/B/A Explore Gwinnett). The CVB umbrella also encompasses the Gwinnett Sports Commission and Infinite Energy Center complex. She is also the Camera Ready liaison for Gwinnett County, handling locations, permitting, public safety and road closure requests, as well as raising awareness of Gwinnett as a film/TV production destination. Ms. Anders is a University of Tennessee graduate and recently received Destination International's Certified Destination Management Executive certification. (CDME)

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Justin Andrews

is the grandson of the legendary Otis Redding and a graduate of Mount de Sales Academy. He has served as the camp administrator at the Otis Music Camp for five years. Andrews is an event coordinator and board member for Macon Pops, Rock Candy Tour Guide and a program assistant for the Otis Redding Foundation. He is also a graduate of 2017 Leadership Macon. Andrews was the recipient of the Mount de Sales Young Alumni of the Year for his community service and currently serves on the Advisory Board for Macon's Coliseum Health System.

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