



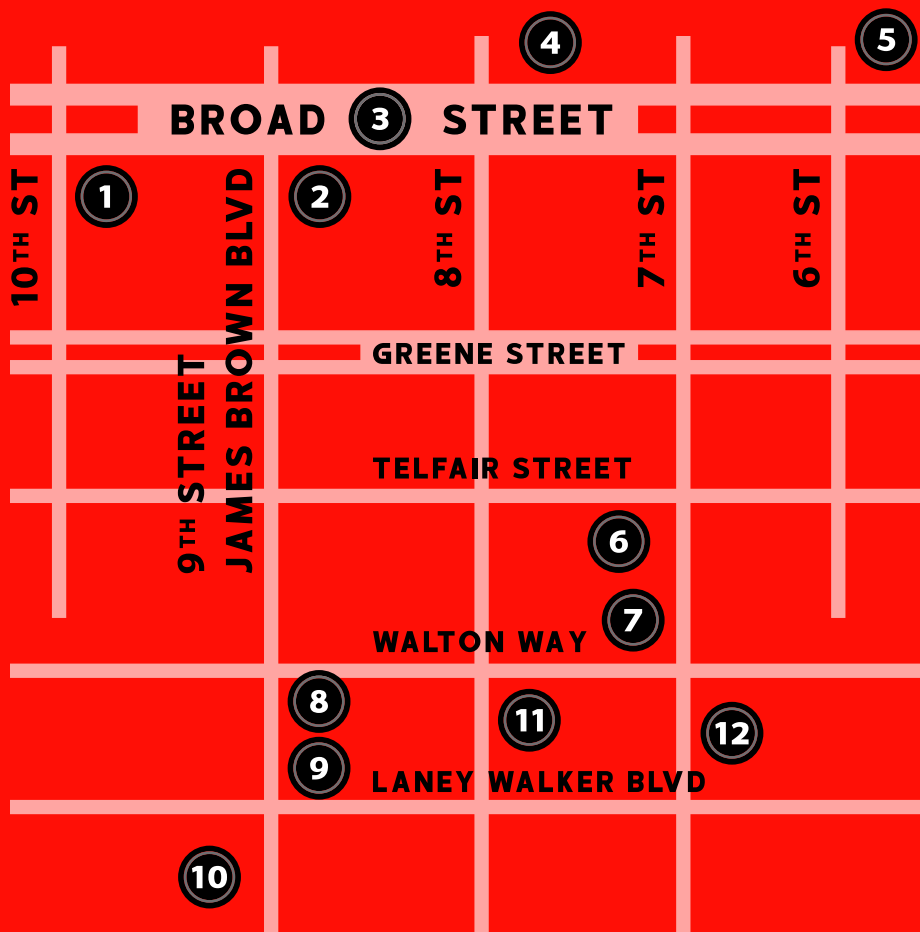
The
**JAMES
BROWN**
JOURNEY



SOULSTARTSHERE.COM

The JOURNEY

A FUNKY WALK *on the* GOOD FOOT



1. SOUL BAR

2. THE BOSS - RADIO STATION

3. JAMES BROWN STATUE

4. IMPERIAL THEATRE

5. AUGUSTA MUSEUM OF HISTORY

6. BELL AUDITORIUM

7. JAMES BROWN ARENA

8. DYESS PARK

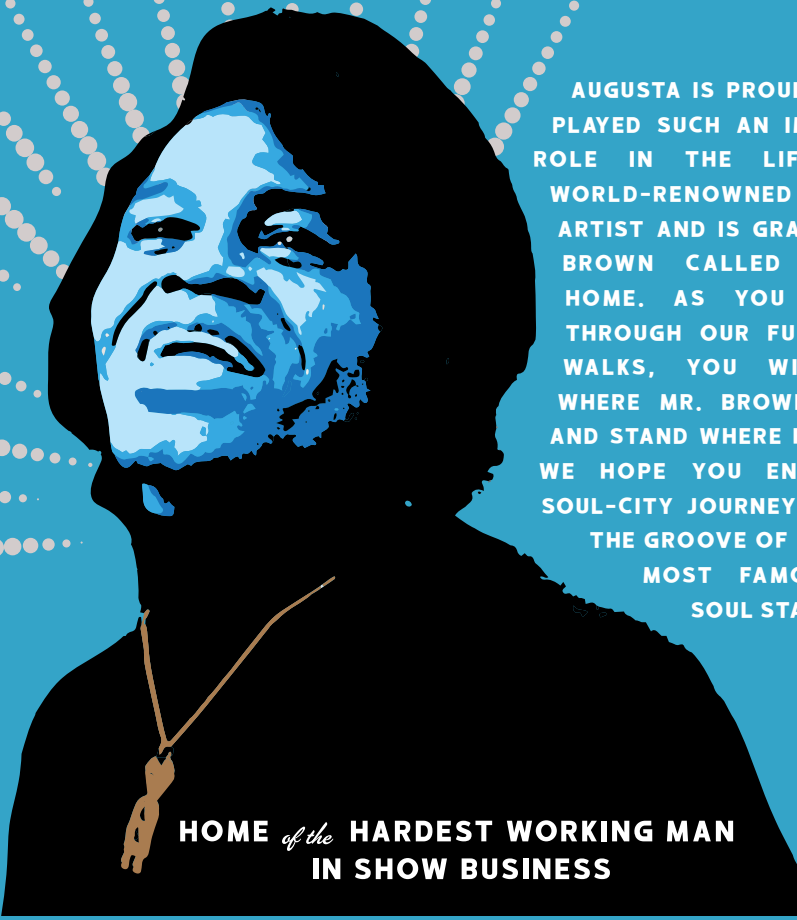
9. LENOX THEATRE

10. SILAS X. FLOYD SCHOOL

11. MOTHER TRINITY CME CHURCH

12. CHILDHOOD HOME

FEEL



AUGUSTA IS PROUD TO HAVE PLAYED SUCH AN IMPORTANT ROLE IN THE LIFE OF A WORLD-RENOWNED MUSICAL ARTIST AND IS GRATEFUL MR. BROWN CALLED AUGUSTA HOME. AS YOU JOURNEY THROUGH OUR FUNKY SIDEWALKS, YOU WILL WALK WHERE MR. BROWN WALKED AND STAND WHERE HE STOOD. WE HOPE YOU ENJOY THIS SOUL-CITY JOURNEY AND FEEL THE GROOVE OF AUGUSTA'S MOST FAMOUS SON. SOUL STARTS HERE.

HOME *of the* HARDEST WORKING MAN
IN SHOW BUSINESS

GOOD

AUGUSTA ★ GEORGIA



984 BROAD ST



870 BROAD ST



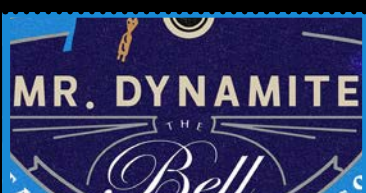
800 BLOCK BROAD ST



744 BROAD ST



560 REYNOLDS ST



712 TELFAIR ST

1 | SOUL BAR

Bringing the funky good times since 1995, The Soul Bar is pure vibe. Step inside and become mesmerized by an experience of the finest music while being enveloped by memorabilia of eclectic gems that compliment Mr. Brown's larger-than-life-spirit and dedication to the rhythm and soul of life and music. Greet a friend or a stranger with a slap of five, a cold beer and deposit some good times into your memory bank. Soul starts here.

2 | THE BOSS - RADIO STATION

One of the many radio stations owned by Mr. Brown, WAAW "The Boss" 94.7 FM was a beacon of soul vibrations for our city from the mid-1990s through early 2000s. With its bright, wide studio windows facing the world outside, it was not unusual to see Mr. Brown behind the controls or his beautiful daughter, Deanna, spinning the wheels of steel. This area also marks a full circle for Mr. Brown - as a young James, he would entertain passersby with boss-dance moves and infectious song just a block away at the corner of 8th and Broad Streets. Soul starts here.

3 | JAMES BROWN STATUE

Ladies and Gentlemen, introducing Augusta's Son, the one and only Mr. Dynamite - Soul Brother Number One - The Godfather of Soul - Mr. Please Please Please - The Hardest Working man in Show Business - Mr. James Brown! His legacy extends love to everyone with an invitation to stand eye-to-eye, strike a pose, and FEEL GOOD. This statue of honor captures the iconic smile, signature microphone and unmistakable cape that impacted the world of music and universe of love. Get on up, snap a picture, jump back and kiss yourself. Soul starts here.

4 | IMPERIAL THEATRE

This vaudeville-era theater has set the stage for many legends and was a significant backdrop for Mr. Brown. Serving as a rehearsal venue before leaving on world tours, Mr. Brown and his band the Soul Generals would jam into groove perfection. The Imperial Theatre was also the destination for Mr. Brown's annual Christmas Toy Giveaway where he would spread cheer and hope to local underprivileged children - a tradition that lives on in his honor today. Soul starts here.

5 | AUGUSTA MUSEUM OF HISTORY

The Augusta Museum of History is home of the largest collection of Mr. Brown's historical artifacts, which creates a soul-essential recipe that is his story. The gallery full of on-stage threads, interactive audio/visual featurettes, and intimate imagery craft an experience that allows guests to get up close and personal with Mr. Brown's many facets of performance, philanthropic, and musical genius. As Mr. Brown's everlasting soul-impression resonates worldwide, there is no shortage of inspiration and genuine respect for The Godfather of Soul. Soul starts here.

6 | BELL AUDITORIUM

A matriarchal gem in our Entertainment District, The Bell Auditorium embraced Mr. Brown's dynamite shows throughout his soul-ustrious career. Most notably, the 1969 album, *Sex Machine* tracks an explosively-stellar performance recorded live right here. *Sex Machine* is often praised by funk aficionados and music industry elite as Mr. Brown's quintessential masterpiece. This building has been indoctrinated by Soul Brother Number One. "Music has to breathe and sweat. You have to play it live." Soul starts here.



601 7TH ST



902 9TH ST

JAMES BROWN BOULEVARD



1128 9TH ST

JAMES BROWN BOULEVARD



921 FLORENCE ST



8TH ST



944 TWIGGS ST

7 | JAMES BROWN ARENA

Star power lives and breathes here. Named in honor of The Godfather of Soul in 2006 just months before his death, the James Brown Arena is a premier host for many touring shows as well as community events. The spirit of Mr. Brown is on the scene, and to all who enjoy a good time, this venue is where it's at. Mr. Brown said it best - "When I'm on stage, I'm trying to do one thing: bring people joy." The James Brown Arena does just that. Soul starts here.

8 | DYESS PARK

"Sometimes you struggle so hard to feed your family one way, you forget to feed them the other way, with spiritual nourishment. Everybody needs that." - James Brown

Empowering hope with a heart of gold, Mr. Brown never lost sight of his humble beginnings. This spot marks the place where his affinity for our community became a traditional event every Thanksgiving. The James Brown Turkey Giveaway is a staple of love that continues to feed those in need to this day. Soul starts here.

9 | LENOX THEATRE

"The one thing that can solve most of our problems is dancing." - James Brown

A grand theater back in the day, The Lenox was a premier all-African-American venue that bypassed the segregated oppression of the Jim Crow era and provided stellar entertainment from the likes of Ray Charles, Ethel Waters, and our very own Godfather of Soul. A fledgling Mr. Brown won his first talent contest singing "So Long." The Lenox may no longer be standing, but its soul-vibe is alive. Soul starts here.

10 | SILAS X. FLOYD SCHOOL

"I only got a seventh-grade education, but I have a doctorate in funk, and I like to put that to good use." - James Brown

Where old-school was invented, Mr. Brown attended Silas X. Floyd after moving to this neighborhood in the late 1930s. He stayed through the seventh grade with his favorite teacher being Laura Garvin. He enlightened classmates and teachers alike with his entertaining genius. After later realizing the importance of proper education, he influenced generations to stay in school; especially with his hit single "Don't Be A Dropout." Soul starts here.

11 | MOTHER TRINITY CME CHURCH

Mr. Brown was fascinated with the power of music at an early age. When a friend taught him how to play the piano, he took to it right away. Mr. Brown's family didn't own a set of keys, so in order to get his fingers on the ivories he started sweeping the wood floors at Trinity CME. The church would let him practice his music on its sanctuary piano. This marked the beginning of one good foot in front of the other. Soul starts here.

12 | CHILDHOOD HOME

"Money won't change you, but time will take you out." - James Brown

Mr. Brown's childhood was not void of struggle, hardship, and trouble, but the cards he was dealt paved the way for inspiration, determination, and appreciation. His childhood home was the scene of a dysfunctional family, prostitution and hardship for a little boy who arose from poverty to become a legend. Mr. Brown never lost sight of where he came from, and made it his life's mission to spread love and hope to everyone, everywhere. Soul starts here.



For More Information
SOULSTARTHERE.COM

**VIVID
STEREO**

DESIGN BY ★★★★★★★★★★★★★★★★

KRUHU BRANDING & MARKETING STUDIO
for the AUGUSTA CONVENTION & VISITORS BUREAU

GRATITUDE • LOVE • SUPPORT
ALL IN AUGUSTA DOWNTOWN DEVELOPMENT AUTHORITY
and the JAMES BROWN FAMILY FOUNDATION