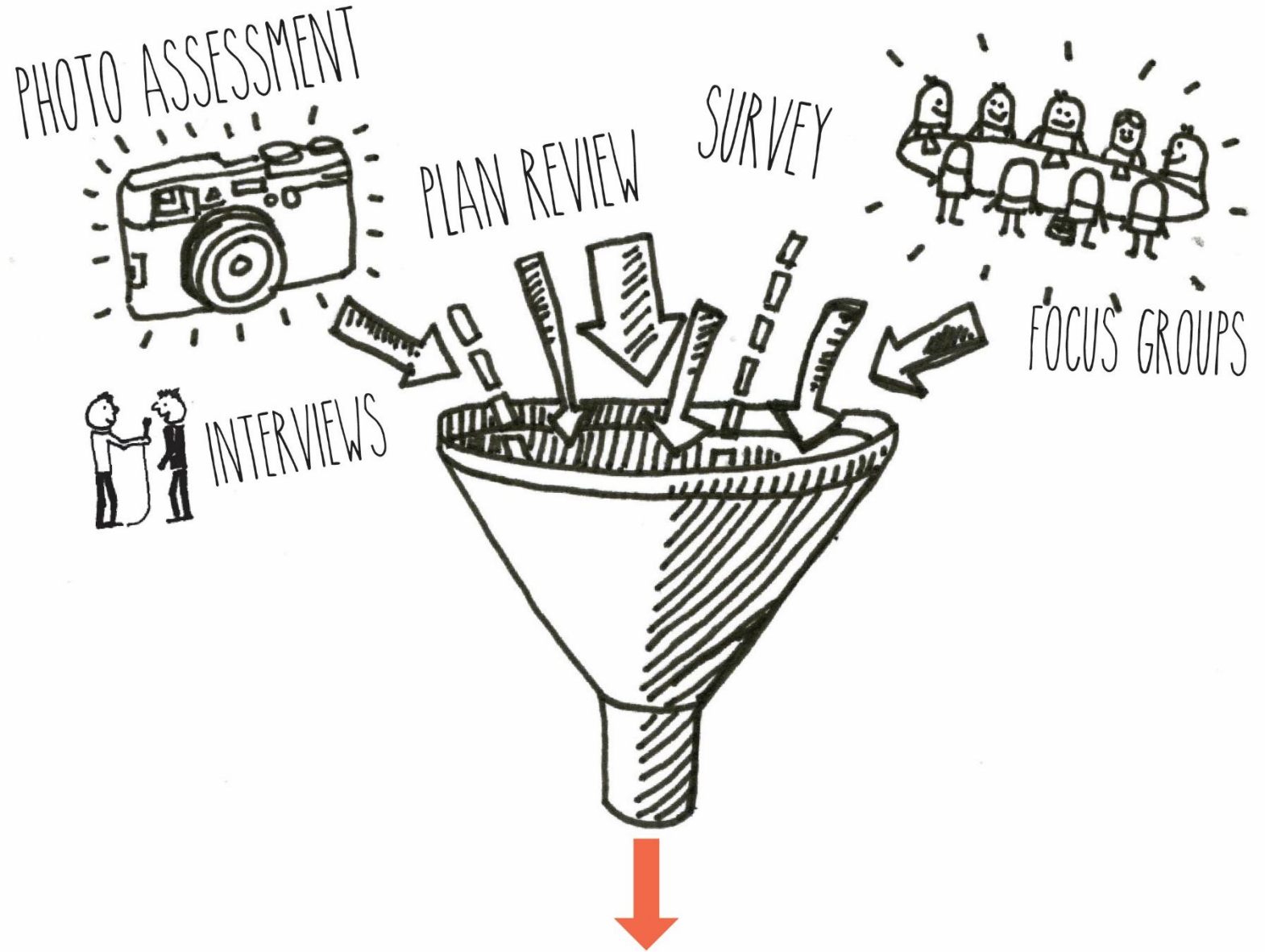


City of St. Marys

STRATEGIC VISIONING & PLANNING



STEP 1: WHERE WE ARE



Charming
Healthy Festival Business-friendly
viable
Aesthetic Functioning
Positive Pop
Jobs Comfortable
Serene Authentic Financially
Development Social Unity Economically-sustainable
Themed Growing Wonderful Vacation Dining
Maritime Escape Boats
Homey Vital Marsh Safe Green Attractive Boats
Tourism Peaceful Busy Connected Mom Energetic Economically Progressive Thrive Stable
Accessible Unchanging Alive Crossroads Residential
Preservation Prosperous Marina Known Cooperative
Water-based landscape Ferry Community
Relaxing Harmony Happy Enriching People Strong Waterfront Yesteryear
Park Desirable Lively business Fun Sharing Magnet Slow
Clean Quiet
responsibility Revitalized Mobility Livable
Unique sound
Flourishing Consistent secure Sail

Historic Vibrant

Thriving Peaceful

Quaint Beautiful Full Image

Maritime Escape Boats

Destination

TOP ISSUES

Capitalize on existing tourism

- Cumberland Island
- Build on ecotourism & environmental attractions
- Weddings
- Boating

Grow a destination

- Variety of retail and dining options
- Create art and entertainment for locals/visitors
- Attract military families
- Incentivize business development

Improvements

- Vacant buildings improvements
- Gilam Waterfront restroom improvements
- Trash dumpsters and individual container improvements
- Marina improvements

Greater connectivity

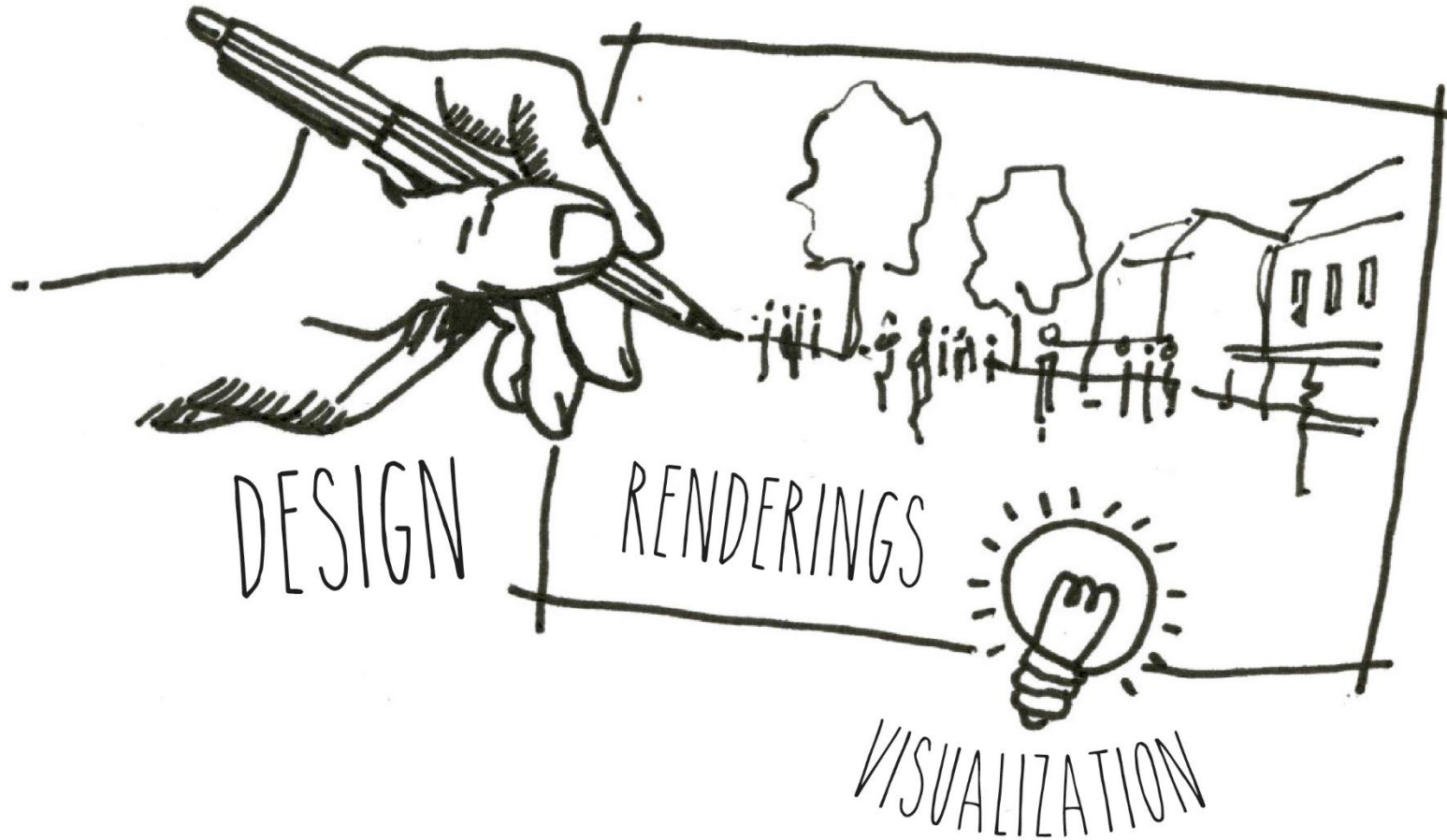
- pedestrians, bikes, and golf carts

Streetscaping

- St. Marys Street
 - Short-term and Long-term
- Osborne Street as downtown gateways
 - Center median from railroad tracks to elementary school

Maintain great sense of place, friendly and safe small town feel, history, and natural environment

STEP 2: WHERE ARE WE GOING?



CAPITALIZE ON EXISTING TOURISM

- Cumberland Island
- Build on ecotourism & environmental attractions
- Weddings
- Boating

CUMBERLAND ISLAND VISITORS DOWNTOWN AMBASSADORS-BEFORE



CUMBERLAND ISLAND VISITORS DOWNTOWN AMBASSADORS-AFTER






BEFORE

Short-term signage



All Aboard!

OPEN TO THE PUBLIC
FREE HISTORIC
SAILBOAT TOUR
SCHEDULE:
MONDAYS AND FRIDAYS
10 AM TO 3PM

ST MARYS
INTRACOASTAL
GATEWAY PROPERTY

HOTEL & CONFERENCE CENTER
DEVELOPMENT OPPORTUNITY
+/- 2.8 ACRES
CALL 912-882-8111


AFTER

BEFORE

\$500.00 REWARD
FOR ANY INFORMATION
LEADING TO THE
ARREST & CONVICTION
OF ANYONE CAUSING
DAMAGE TO THE
WATERFRONT PARK OR
OTHER CITY PROPERTY
CONTACT: ST. MARY'S POLICE DEPT.
882-4485 OR 911

NO SWIMMING
OR
WADING
IN FOUNTAIN

NO
SKATEBOARDS
BIKES OR
ROLLER BLADES
ALLOWED

NO PROFANITY



AFTER



WELCOME TO THE
PARK
COME WITH A SMILE
BE FRIENDLY
WATCH YOUR LANGUAGE
THE FOUNTAIN IS NOT
YOUR SWIMMING POOL
HELP KEEP THE PARK CLEAN
SORRY NO SKATEBOARDING
OR ROLLER BLADING
LEASE WALK YOUR BICYCLE



WELCOME TO THE
PARK

COME WITH A SMILE
BE FRIENDLY
WATCH YOUR LANGUAGE
THE FOUNTAIN IS NOT
YOUR SWIMMING POOL

HELP KEEP THE PARK CLEAN
SORRY NO SKATEBOARDING
OR ROLLER BLADING
PLEASE WALK YOUR BICYCLE

BEFORE



AFTER



knuckleheads

pepsi

Restroom

RESTROOMS
KAYAK RENTALS • BIKE RENTALS
FISH & TACKLE

GET EVERYTHING YOU NEED FOR CUMBERLAND ISLAND

NO SWIMMING
NO ALCOHOL
NO DRUGS
NO FIRE ARMS

SNACK

St. Marys

WEDDINGS & EVENTS GUIDE



HISTORIC ST. MARYS, GEORGIA | WEDDING & EVENT LISTING

VENUES

BORFILL CREEK LANDING
CAMDEN COUNTY COURTHOUSE
CLUBS OF KINGS BAY / NAVAL BASE
CUMBERLAND ISLAND NATIONAL SEASHORE
CROOKED RIVER STATE PARK
GOODBREAD HOUSE
GREYFIELD INN, CUMBERLAND ISLAND
ORANGE HALL
OSPREY COVE
RIVERVIEW HOTEL
SPENCER HOUSE INN
ST. MARYS WATERFRONT PARK
HISTORIC ABBY RUINS

HISTORIC CHURCHES

FIRST PRESBYTERIAN CHURCH
CHRIST EPISCOPAL CHURCH
ST. MARYS UNITED METHODIST CHURCH
OUR LADY OF THE SEA CATHOLIC CHAPEL

ACCOMMODATIONS

EMMA'S COASTAL HOUSE
GOODBREAD HOUSE BLDG & BREAKFAST
SPENCER HOUSE INN BLDG & BREAKFAST
RIVERVIEW HOTEL
CUMBERLAND ISLAND INN & SUITES
GREYFIELD INN

FLORISTS

DONINI'S FLORIST
ST. MARYS FLORIST
KINGS BAY FLORIST

CAKES

SWEET TEMPTATIONS CAKERY
SWEETS/L

CATERERS

CREATIVE CATERING
CAPTAIN SEACLE'S
PLANET FINE FOODS
SONNY'S BBQ
ST. MARYS SEAFOOD & MORE

DISC JOCKEYS

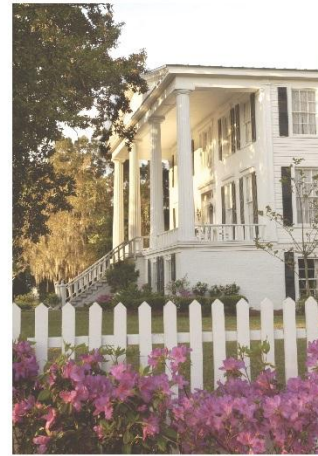
DISC CONNECTION
TOTAL ENTERTAINMENT GROUP

RENTALS

JUST PERFECT INNOVATIVE EVENTS
CAMDEN PARTY RENTALS
RENT ALL PARTY CENTER
BEACHVIEW TEN RENTALS



WWW.VISITSTMARYS.COM



*Southern Hospitality
and Coastal Charm*

ST. MARYS IS THE PERFECT LOCATION
FOR YOUR SPECIAL EVENT.

PHOTOGRAPHERS

ALESSIA'S MASTERPIECE PHOTOGRAPHY
HORNBACK STUDIOS PHOTOGRAPHY
MARK V PHOTOGRAPHY
ROGER GRAY PHOTOGRAPHY
CREATIVE IMPRESSIONS
IMAGES BY TERRIE
JAMES BRYANT PHOTOGRAPHY
STACY KIRKMAN PHOTOGRAPHY
TYRIS PHOTOGRAPHY
THISTLE PHOTOGRAPHY

EVENT PLANNERS

JUST PERFECT INNOVATIVE EVENTS
EVENTS BY ROBIN

CARRIAGE RIDES / LIMO

MITCHELL MOUSINE
SOUTHERN STYLE LIMO SERVICE
VICTORIA CARRIAGES

MARRIAGES PERFORMED BY

HERITAGE WEDDING CHAPEL
BARBARA RYAN, NON-DENOMINATIONAL
WEDDING CHAPEL

MARRIAGE LICENSES

FOR INFORMATION ON MARRIAGE
LICENSE REQUIREMENTS, CONTACT THE
CAMDEN COUNTY PROBATE COURT AT
(912) 576-3785.

ST. MARYS CONVENTION & VISITORS BUREAU PROVIDES THIS INFORMATION AS A SERVICE TO THE PUBLIC AND ASSUMES NO RESPONSIBILITY FOR CONTRACTS, EITHER VERBAL OR WRITTEN BETWEEN INDIVIDUALS AND THE LISTED VENDORS.

ST. MARYS CONVENTION & VISITORS BUREAU
400 OSBORNE STREET | ST. MARYS, GEORGIA 31558
(912) 882-4000 / (800) 868-8687
WWW.VISITSTMARYS.COM OR INFO@STMARYSWELCOME.COM

BEFORE





AFTER

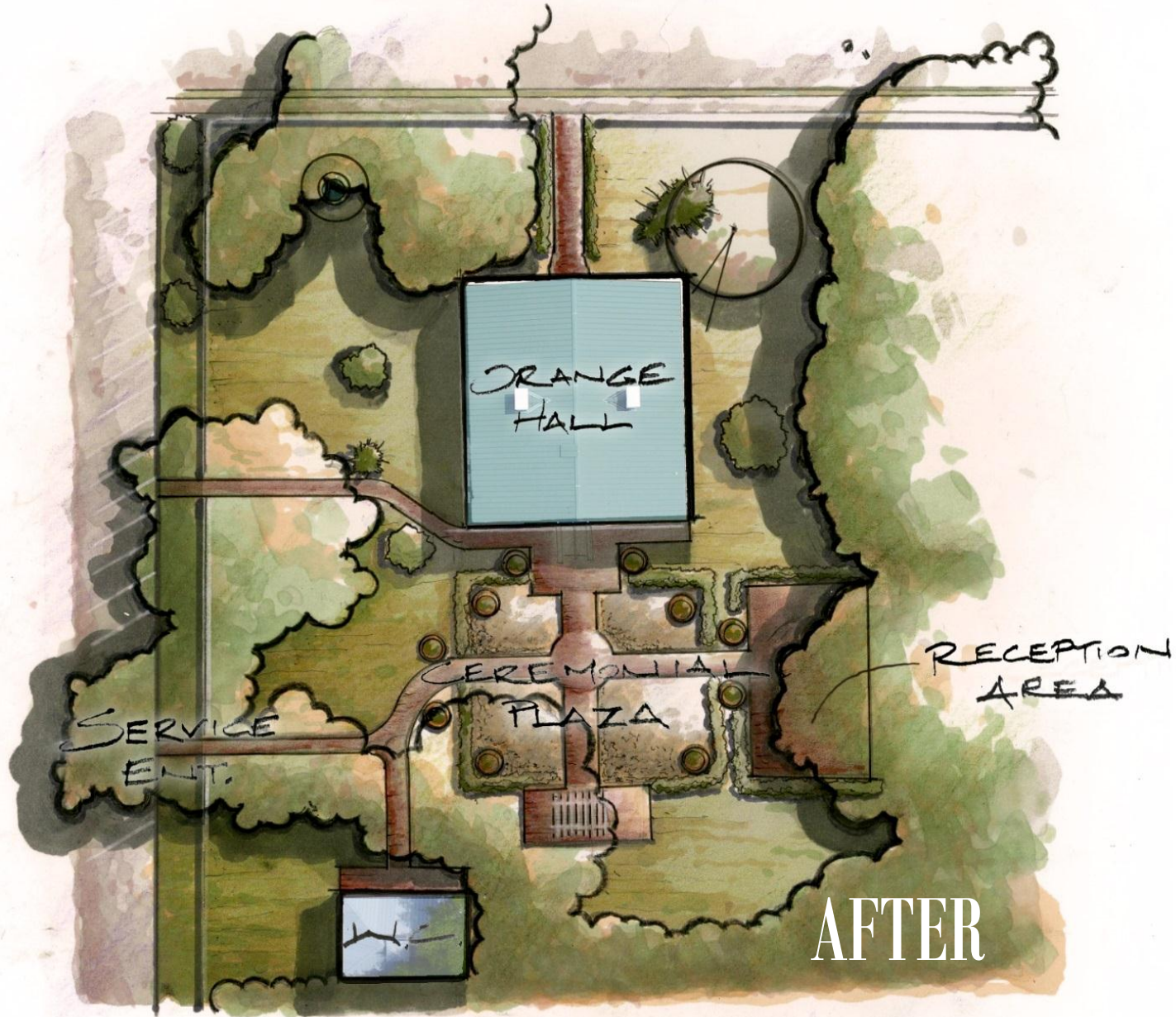
ORANGE
HALL
OPEN FOR TOURS



BEFORE

OSBORNE STREET

CONYERS STREET



AFTER

BEFORE



AFTER





BEFORE



AFTER

GROW A DESTINATION

- Variety of retail and dining options
- Create art and entertainment for locals/visitors
- Attract military families
- Incentivize business development



BEFORE



AFTER



OUTDOOR ANTIQUE MARKET-BEFORE



OUTDOOR ANTIQUE MARKET-AFTER



TEMPORARY USE FOR EMPTY LOT-BEFORE



TEMPORARY USE FOR EMPTY LOT-AFTER

SPLASH PAD - BEFORE



SPLASH PAD - AFTER



SUBMARINE IN WATER & EDUCATIONAL SIGNAGE



Scorpene
Submarines

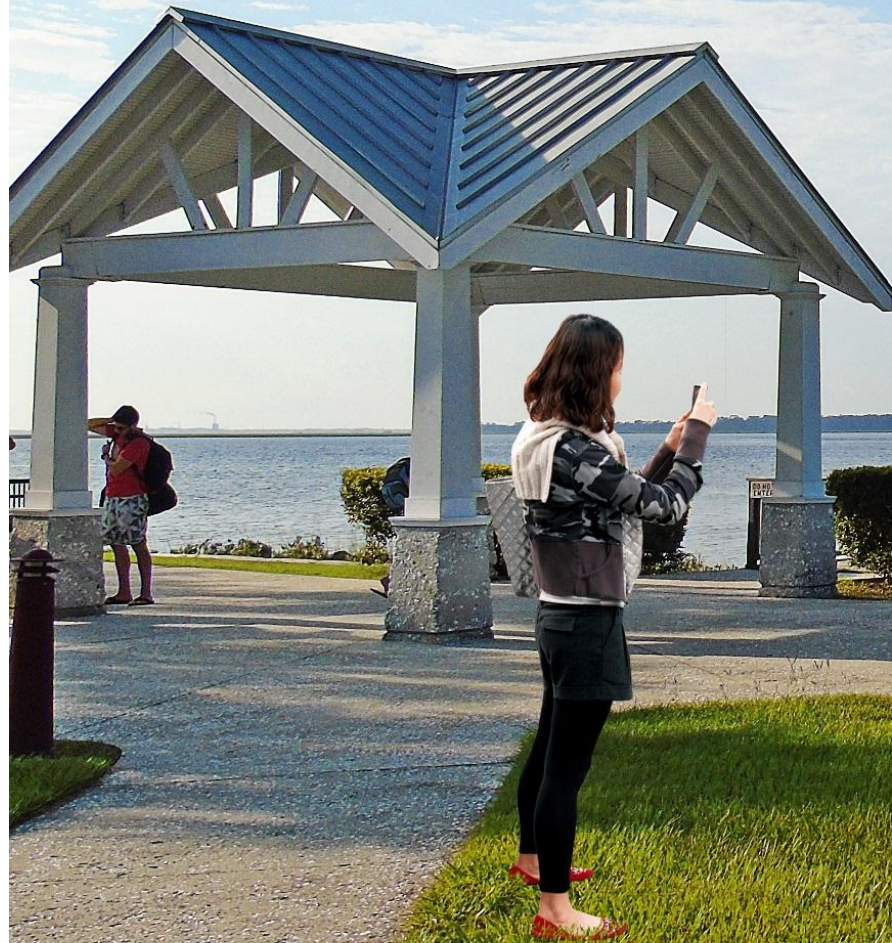
"O'Higgins" and "Carrera"

Product Features:

- 100% indigenous design and construction
- 100% indigenous manufacturing
- 100% indigenous maintenance and support
- 100% indigenous crew
- 100% indigenous command and control
- 100% indigenous intelligence gathering
- 100% indigenous communication
- 100% indigenous navigation
- 100% indigenous target identification
- 100% indigenous target tracking
- 100% indigenous target classification
- 100% indigenous target prioritization
- 100% indigenous target engagement
- 100% indigenous target elimination
- 100% indigenous target recovery
- 100% indigenous target disposal
- 100% indigenous target identification, tracking, classification, prioritization, engagement, elimination, recovery, disposal

100% indigenous design and construction

CHARACTER “CUT-OUTS” PROVIDE FUN PHOTOS





BEFORE



CAMDEN COUNTY HIGH
PROM
NIGHT
2016

AFTER



BEFORE



AFTER

IMPROVEMENTS

- Vacant buildings improvements
- Gilam Waterfront restroom improvements
- Trash dumpsters and individual container improvements
- Marina improvements



BEFORE
Vacant Building Potential



AFTER

Vacant Building Potential



NO PARKING
EXCEPT TO
LOAD OR UNLOAD
PASSENGERS

National Park Service
U.S. Department of the Interior

**Cumberland Island
National Seashore**

Visitor Parking
No Overnight Camping
No Dumping
No Digging
Please Lock Vehicles and Secure All Valuables
www.nps.gov/cis

Advanced Disposal
WV 0427020

BEFORE



NO
Vehicles
Allowed to
Park
Here

National Park Service
U.S. Department of the Interior

**Cumberland Island
National Seashore**

Visitor Parking
No Overnight Camping
No Dumping
No Digging

Please Lock Vehicles and Secure All Valuables
www.nps.gov/cis

AFTER

GREATER CONNECTIVITY

- Pedestrians, Bikes, and Golf Carts



Grand Old House
Carrington Island
National Seashore
Visitor Parking
No Overnight Camping
No Camping
No Fire
No Alcohol
No Pets
No Smoking
No Firearms
No Weapons
No Firearms
No Weapons
www.nps.gov

BEFORE
Short-term



AFTER



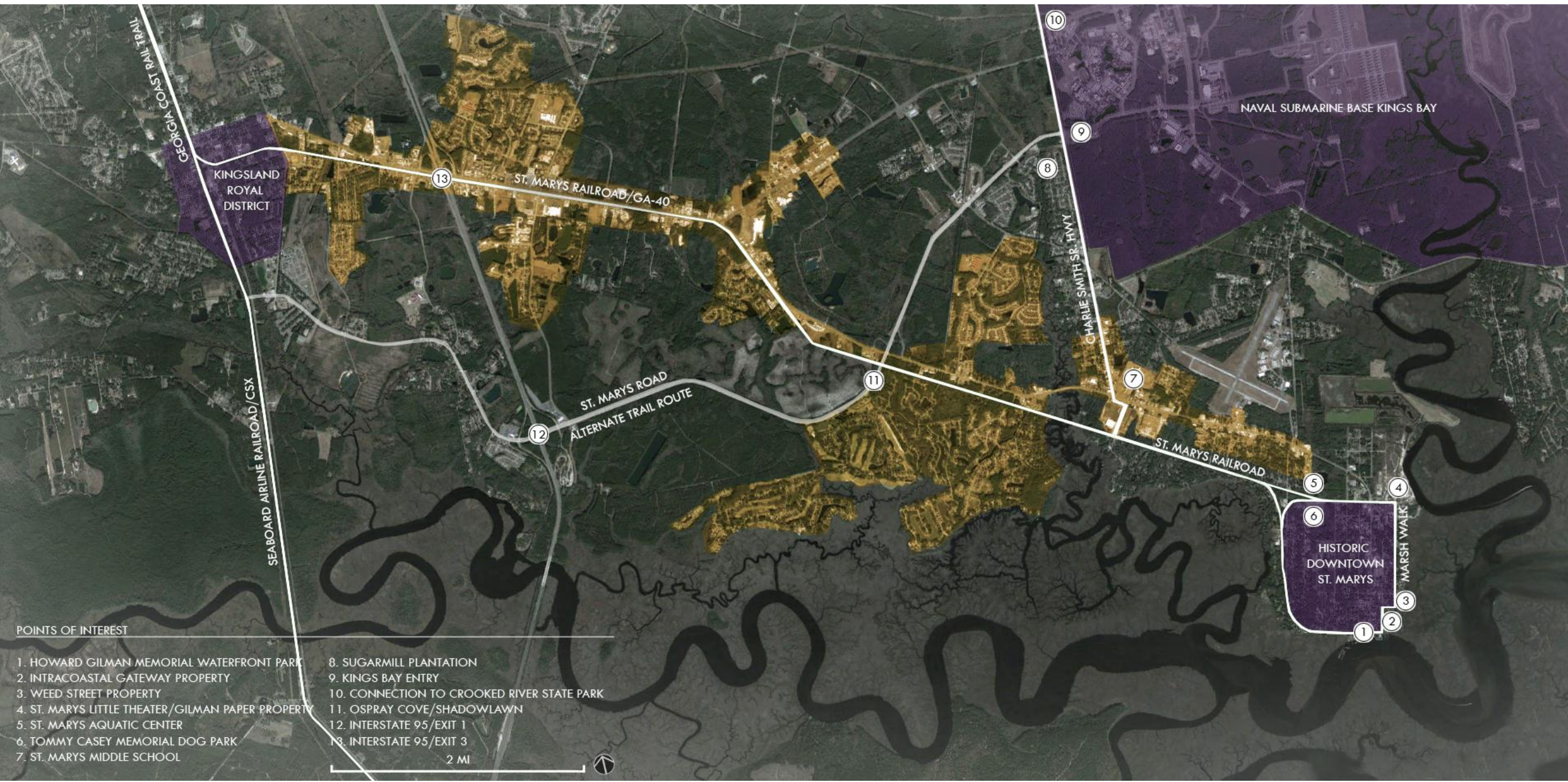
PET WASTE
TRANSMITS DISEASE
LEASH AND CLEAN
UP AFTER
YOUR PET

**PLEASE KEEP
THIS AREA
CLEAN**

BEFORE



AFTER



POINTS OF INTEREST

- 1. HOWARD GILMAN MEMORIAL WATERFRONT PARK
- 2. INTRACOASTAL GATEWAY PROPERTY
- 3. WEED STREET PROPERTY
- 4. ST. MARYS LITTLE THEATER/GILMAN PAPER PROPERTY
- 5. ST. MARYS AQUATIC CENTER
- 6. TOMMY CASEY MEMORIAL DOG PARK
- 7. ST. MARYS MIDDLE SCHOOL
- 8. SUGARMILL PLANTATION
- 9. KINGS BAY ENTRY
- 10. CONNECTION TO CROOKED RIVER STATE PARK
- 11. OSPRAY COVE/SHADOWLAWN
- 12. INTERSTATE 95/EXIT 1
- 13. INTERSTATE 95/EXIT 3

2 MI





BEFORE



AFTER

STREETSCAPING

- St. Marys Street
 - Short-term and Long-term
- Osborne Street as downtown gateways
 - Center median from railroad tracks to elementary school

STREETSCAPING: ST. MARYS STREET





BEFORE



AFTER



Before



After

STREETSCAPING: PARKLETS



BEFORE

Short-term



PLAN VIEW



AFTER



BEFORE



AFTER

WELCOME TO HISTORIC
St. Marys
GEORGIA

St. Marys

ST. MARYS TALKIES, CHURCHES
MAGNUS BURGERS, SOUPS, PASTA

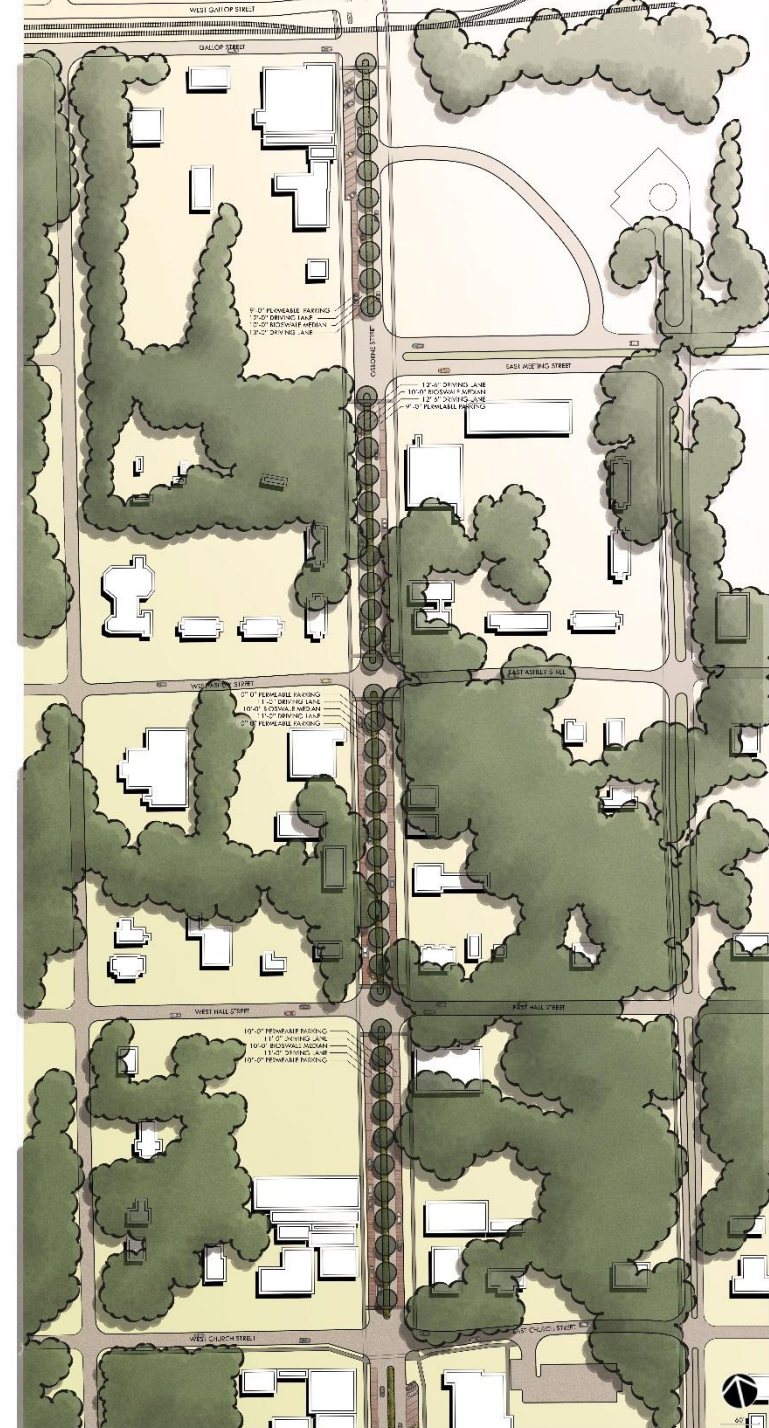


BEFORE



AFTER

STREETSCAPING: OSBORNE STREET





OSBORNE GATEWAY-BEFORE



AFTER-CENTER MEDIAN FROM RAILROAD TO SCHOOL



BEFORE



AFTER



BEFORE



AFTER



BEFORE



AFTER



BEFORE

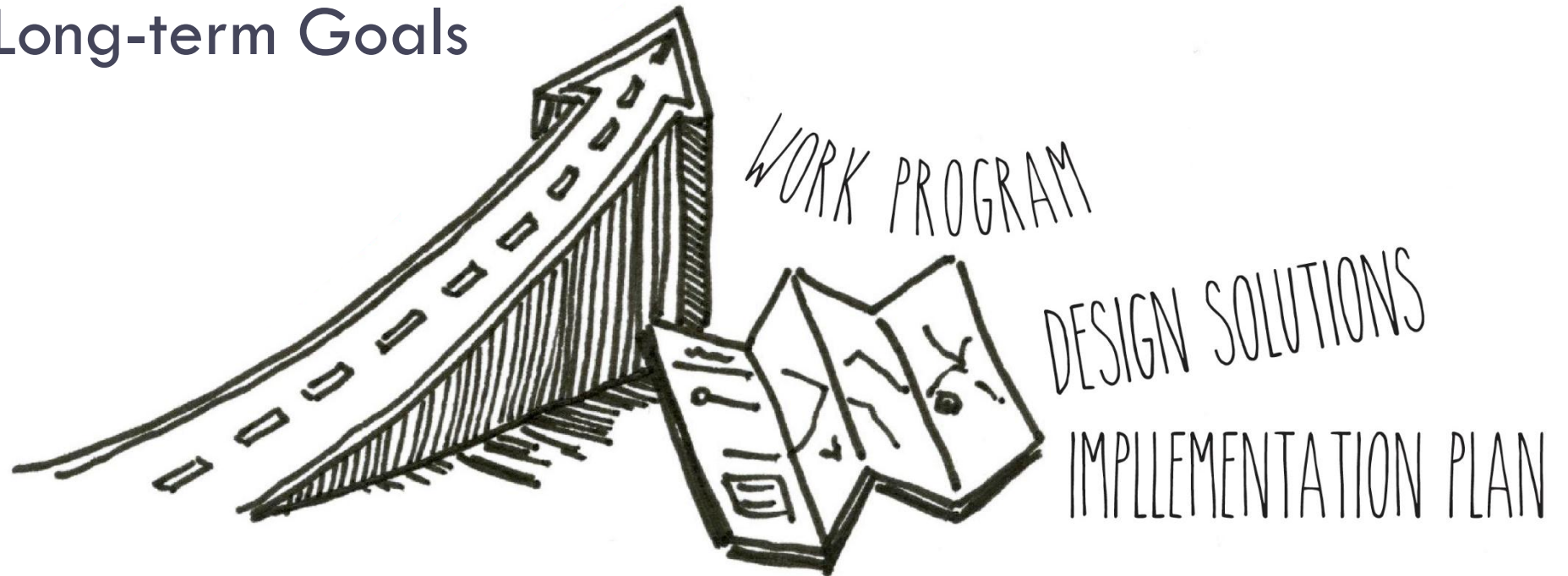


AFTER

STEP 3: HOW DO WE GET THERE?

Work Program and Action Items:

- Short-term Solutions
- Long-term Goals



FOUR POINT APPROACH

Organization

Establishing accord and co-action among the diverse groups that have a stake in the downtown district. Bringing stakeholders together to work toward a unified goal.

Promotion

Creating a positive image of downtown will both ignite community pride and improve consumer and investor confidence in the downtown.

Design

Re-imagining downtown to create a safe, beautiful, and welcoming space for all who visit, work, and live there.

Economic Vitality

Building on and strengthening a community's existing economic assets while diversifying the economic base.

GROW A DESTINATION-WORK PROGRAM EXAMPLE

Economic Vitality:

Small Business Development: The community widely supports assisting downtown small business owners. Small local businesses are critical to St. Marys' economic health and create a reason for the community to come downtown. The city should consider taking advantage of existing resources to ensure the health of downtown businesses. The University of Georgia's Small Business Development Center's (SBDC) mission is to provide the tools, training, and resources needed to help small businesses grow and succeed. Whether this means assisting with access to capital, developing a business plan, conducting business training, providing marketing support, or satisfying other needs, the SBDC can help ensure local businesses are sustainable enterprises. Bringing SBDC representatives to talk with downtown business owners could boost the city's economic health and work to promote a culture of entrepreneurship downtown.

ECONOMIC VITALITY

Action Item (title): Workshop - Google: Let's Put Our Cities on The Map

Lead (1 person): Becky Myers, St. Marys Main Street Manager

Partners (who is really going to help): Jordan Tippett with UGA's Small Business Development Center (SBDC)

Timeline (start-finish): December 2015

Funding (how much and where): No charge to St. Marys

Objective – Establish an online presence for businesses in St. Marys

Why It Matters – 97% of people search for goods and services online yet only ~37% of business owners have “claimed” their listing on a search engine. Without taking this step, small businesses are often virtually invisible to potential customers, especially in the immediate geographic area

Obstacles (stumbling blocks): Getting the word out to downtown businesses to ensure participation

Steps (what are you going to do when you leave this meeting):

1. Schedule the training date, time, and location
2. Publicize event through press releases, social media, email marketing campaign, and direct contact with downtown business owners
3. Register and confirm attendees
4. Deliver training
5. Photograph training and develop a local news story for positive press
6. Follow up with businesses in attendance to offer additional training and consulting services