

**WEST GEORGIA
MUSIC
HERITAGE
TRAIL**

Project Plan – The West Georgia Music Heritage Trail

Submitted by Jared Wright, Chuck Lott and Bradley Peacock, April 2013

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Project Proposal

In partnership with the Haralson and Carroll County convention and visitors bureaus, this is a plan to identify areas of importance in West Georgia's musical heritage and present these stories to the public in a way that will not only promote historical knowledge within the region but also promote an influx of tourism to the region. Through this, the groundwork will be laid for an eventual regional music heritage trail.

The first task will be to conduct thorough research of the region's musical heritage. Already, several major stories have been determined: National Heritage Fellow Hugh McGraw lives in Bremen, GA and has worked tirelessly throughout his life to ensure that the tradition of Sacred Harp singing remains strong. In addition to Sacred Harp singing, separate gospel and African American shape-note singing traditions exist in the area. Harold Shedd, also from Bremen, has had a long, storied career behind the scenes of the Nashville's music industry, producing dozens of number one hits for a wide variety of Country artists. Thomas Dorsey, from Villa Rica, is now known as the 'father of Gospel music.' Prior to earning that distinction, he traveled with Ma Rainey's blues band as 'Georgia Tom.' More recently, Zac Brown attended the University of West Georgia before rising to the status of a national recording star.

Further research will need to be conducted to identify other prominent stories in the region's musical history. As well, places will be located where music is still being performed. For example, the bi-annual Sacred Harp singing at Holly Springs Primitive Baptist church draws hundreds of attendees from around the globe. An important part

of the research will also be community outreach. Through a dialogue with those who have lived in the region and experienced its music, the stories that will be told through the project will be identified.

Considering the time restraints of a single semester of work, the spring 2013 group will focus on creating one deliverable for the project by the end of April 2013. The research will be combined to create a multi-panel rack card/brochure that can be professionally reproduced and distributed at strategic areas to promote knowledge of the region's musical heritage as well as drive tourists to specific locations within the region. The brochure will combine historically accurate information on musical styles and individual artists with guides to locate places where these styles and artists presently exist. Through a dynamic presentation of images and text, it will highlight the diverse array of music in the region and place it in within the larger context of the state's musical heritage.

Design of this brochure will be done within the group, and Pub & Print on campus will handle initial production of a small number of copies, allowing the budget to remain reasonable for the beginning of the project. This will also ensure that the brochure is easily editable while the project is in its formative phases. After this first run, all files and content will be handed over to the visitors' bureaus for further production and use. At that time, recommendations and plans for future work on the project will be submitted.

The spring 2013 semester is a first step for what could develop into a much larger historical tourism project for the region and even the state. Already, the Center for Public History has a solid example of what can be accomplished in a heritage trail through the West Georgia Textile Heritage Trail. This project could evolve along similar lines. The work on the brochure could develop into a larger publication that allows for more depth of discovery while in the West Georgia region. This larger publication could be supplemented by a series of historical markers at significant places and Internet resources to encourage tourists to come to the region to go on a journey through its rich musical heritage. Work on the trail could be a catalyst for a statewide series of markers. Once these goals for the future of the project are determined and clarified, we will seek sources of funding through grants to ensure that work will continue after the end of the spring 2013 semester and that the story of West Georgia's musical heritage can be told.

Research and Identification of Artists, Places and Events

Through research and dialogue with the Carroll and Haralson County convention and visitor bureaus, several artists, places and events have been identified that will be the focus of subsequent project work. The main areas of focus will be sacred and gospel music, rock ‘n’ roll, country and bluegrass and those involved in music behind the scenes in Carroll and Haralson Counties.

Artists/Bands:

Zac Brown	Mark Lyle
Babbie Mason	Charlie Vaughan
A.A. Gray	George Britt
Thomas A. Dorsey	Watusi Rodeo
Harold Shedd	Kentucky Headhunters
Baxter Family	NewSong
Sonny Limbo	Oak Ridge Boys
Ft. Knox	Mark Lowery
Stuart Yom	Travis Tritt
Phil Coley	Greater Vision
Michael Healey	John Berry
The Producers	Dailey & Vincent
Ricky Fowler	Mama’s Blue Dress

Events:

Possum Pickin'

Bremen Towne Festival

McIntosh Fall Festival

Dogwood Festival Tallapoosa

Taste of Carrollton

Waco Towne Festival

Mayfest

Thomas A. Dorsey Festival

Sacred/Gospel singings

Taste of Villa Rica

Buchanan Spring Festival

Villa Rica Gold Rush Festival &

Buchanan Fall Festival

Battle of the Bands

Places/Venues:

The Amp

B2K Music

Mill Town Music Hall

Music Depot

Moonshadow

Bellew's Music

Lowell Opry House

Outpost

Holly Springs Baptist

The Mill in Historic

Mt. Prospect

Downtown Villa Rica

Haralson Co. Singing School

Project Plan

In order to facilitate future work on the project, several phases for the project plan have been determined. These phases will be completed through a partnership between the University of West Georgia's Center for Public History, the Carroll and Haralson CVBs and the City of Villa Rica, and will be carried out by grant-funded employees at the Center for Public History and employees of the entities involved with the project.

Potential Grant Options

Success of the West Georgia Music Heritage Trail will depend largely on grant funding.

Several options for different phases of the project are outlined below, and a draft applications for the Georgia Humanities Council are attached:

Graduate research assistant position at the Center for Public History – This position will be vital to the success of the project. Following the spring 2013 semester, it will be carried out in a partnership between the Center for Public History, the Carroll and Haralson CVBs and the City of Villa Rica. A graduate research assistant will take on the majority of the work, carrying out duties such as website development, social media presence, traveling trunk development, oral history research and presentations at local venues when appropriate. A position should be partially funded through grants for a minimum of two years while the project is being developed. See *attached grant application for additional details.*

Compilation of local music on compact disc – Much of the music in West Georgia is not available on CD, and much of the music that has its origins there is untraceable to the region. Through oral history research, a graduate research assistant will identify potential songs for a compilation of the region's music. This person will handle additional research and licensing issues associated with the project and write liner notes for the compilation.

Traveling Trunks – A significant portion of the West Georgia Music Heritage Trail's mission will be devoted to educational outreach. These efforts will increase community support for the project and make students aware of the region's often overlooked musical history. This will be accomplished through the development of traveling trunks that can be sent to schools as lesson plans or to other public institutions as small exhibits. Research and development of the trunks will be handled by a graduate research assistant at the Center for Public History, and grant funding will support a portion of the project. *Traveling trunk development is outlined in detail on the following pages.*

An **exhibit** will be developed by students in the University of West Georgia's public history program. This exhibit can be designed as permanent or traveling, depending upon the future goals of the Trail. *Exhibit development is outlined in detail on the following pages.*

Phase I – Brochure

The first phase of the West Georgia Music Heritage Trail project will focus on the production of a brochure as a deliverable product. This brochure will be based upon the research conducted by the group and will feature those artists, venues and events listed above. Because this will be done in the first phase of the project, the brochure will present a broad perspective of music in West Georgia.

The brochure will have a tri-fold layout. The title page will include the name of the project, and once opened, the inside page will present a statement of purpose for the project:

The region of West Georgia is rich with musical heritage - the area has played host to a wide variety of performers in genres from gospel to rock ‘n’ roll. All these genres can still be experienced through a wealth of events at venues from the down-home to the world class.

Once completely unfolded, the text will be divided into three categories – venues, events and music. This text will provide an overview of information in each category:

VENUES

West Georgia is home to some great places to experience live music - soak up the sun at the Amp in historic downtown Carrollton or join singers from around the globe at Holly Springs Baptist Church. Catch your favorite local band at the Moonshadow Music Hall or see the stars of country and gospel at Mill Town Music Hall. There’s a place for everyone!

EVENTS

There's always something interesting happening in West Georgia. The Possum Pickin' concert series brings free bluegrass to the area throughout the summer; listen while you sample food from local restaurants at annual events like the Taste of Carrollton and the Taste of Villa Rica; area churches host a variety of sacred and gospel music performances - feel free to join in or just sit back and enjoy. Music is always a part of the fun at festivals like the McIntosh Fall Festival, The Buchanan Spring/Fall Fairs, the Villa Rica Gold Rush Festival, the Bremen Towne Festival and the Dogwood Festival in Tallapoosa.

MUSIC

Music is everywhere in the region of West Georgia, past and present. Many country and bluegrass artists have called the area home, from fiddling champion A.A. Gray to Bullsboro, who is entering their fifth decade as a band. Behind the scenes, Harold Shedd, from Bremen, has produced hits for scores of country performers including Alabama and Reba McEntire. West Georgia knows how to rock 'n' roll, too - the Producers, with members from Carrollton, hit the billboard charts with their single, "What She Does to Me," and Zac Brown gigged the area as a student at the University of West Georgia. Gospel and sacred music also thrive here through singers like Babbie Mason, and the popular Sacred Harp hymnal has its headquarters in Carrollton.

The back of the brochure will include information about supporting partners on the project and a QR code which will link to the 'Carroll Calendar' event website. Pending editing and approval from the Haralson and Carroll CVBs and the City of Villa Rica, the

brochure will be printed for distribution in the region. The initial printing will be small and mainly available at the two CVBs, as subsequent work on the project will likely change the content. Additionally, the brochure will be made available digitally.

Brochure drafts and digital assets for further development of the brochure are included on CD with this plan.

Phase II – Website Development

The West Georgia Music Heritage Trail covers various landscapes and soundscapes of the West Georgia region. For the project to encompass the various artists and genres of the region, a comprehensive website with static online exhibits and local promotions will be needed to increase awareness and provide easy access to the region's musical heritage. The website will allow the project to reach a wider audience and attract more tourists, and through an easily updateable blog, will provide information about current events and open a dialogue with the community.

The website will be developed after the brochure; however, it can continually be revamped for future use and unforeseen additions. In order to limit the cost of hiring a web designer, students from the computer science department of the University of West Georgia, in coordination with the Center for Public History, Carroll County Tourism, and Harrison County Tourism will conduct this project.

The project will contain several static online exhibits. The first exhibit will be on Thomas Dorsey's musical legacy as a blues pianist and influential developer of American Gospel music. The Second exhibit will be on shape-note singing of the West Georgia region with special attention to Sacred Harp singing and Holly Springs Baptist Church's role in preserving the musical genre. Hugh McGraw will be highlighted in this exhibit. His dedication to preserving and continuing the Scared Harp tradition has been recognized by the National Endowment of the Arts, and this online exhibit will focus on that achievement.

The website will also include content above and beyond that which a brochure can provide. A map will be created with links to local venues, events and places of interest, and streaming audio will be available from regional bands and artists. Facebook and Twitter pages will also be incorporated into the website, allowing for additional community outreach, and the site will link to existing CVB and calendar websites, such as the Carroll Calendar. A graduate research assistant will be responsible for developing content, and the Haralson and Carroll CVBs will manage updates on the site.

Phase III – Oral History Collecting

In order increase awareness and continue expansion of the West Georgia Music Heritage Trail, an oral history Project will be developed. This project will collect audio and video recordings of local musicians, church performances, and other music-oriented groups native to the West Georgia region. Interviews will be conducted with musicians native to the area and still performing in the area. A main goal of the oral history project will be to collect those stories that are strictly regional in nature – those that might never make it into historic text. Through oral history, these stories will be preserved for future generations.

The oral history project will be carried out by students at the University of West Georgia, and the Center for Public History will serve as the primary archive for the project, unless interviewees prefer otherwise. As the project progresses and awareness spreads, it is hoped that people will seek out the project and interviewees will provide information about other musicians or groups to add to the collection. As a starting point, the project will conduct interviews with life long Scared Harp singers and people related to the Ballew's Music store. Music stores will be an important source of information, as these places are hubs for local musicians. Eventually, the project will expand to other musicians and groups.

The collected records will be archived and transcribed by students at the Center for Public History for preservation, and these interviews will be used in subsequent projects and events.

Phase IV – Marketing, Branding and Physical Presence

The primary physical deliverable from this project is the tri-fold brochure that will be placed in prominent locations in the geographical area of interests to the music trail.

Most hotels have card racks in the lobby, as does the State of Georgia visitor welcome center located on I-20. Placement of brochures will be encouraged in other locations that host visitors to the area or are frequented by local music enthusiasts. Local tourist bureaus, visitor's centers, music stores, pubs, restaurants, and other music venues will be provided with brochures for the Music Trail. Several other options for marketing are available, including:

Billboard on I-20/US 27 – Haralson County is directly adjacent to Interstate 20, a high traffic area that sees thousands of motorists per day. As the project develops and more deliverables are developed, a billboard has the potential to drive a huge amount of tourism to the area. An additional billboard on US 27 can provide more information and link I-20 to Carroll County.

Exit signage – An independent contractor for the state of Georgia administers these signs. They could be used to direct visitors to prominent locations in the area, such as Holly Springs Baptist Church or Mt. Prospect Church.

Promotion via local media outlets – Local media is usually hungry for stories – especially positive stories. Press releases will be written and distributed, and local CVB employees can appear on local radio to promote specific events.

Social media – Several low cost options are available for promotion of the West Georgia Music Heritage Trail. Though low in cost, these options have the potential to reach thousands of people in and beyond the region. Facebook and Twitter accounts can be created to provide quick and concise update and create interaction with friends and followers. An Instagram, Tumblr or Flickr account can be created to showcase photos from events.

Monthly email blasts – For more details than social media can provide, monthly email updates will be created to send to people who provide contact information at local venues and on social media sites.

Promotion via CVBs – Permanent displays can be created for display in the local CVBs. Depending in budget, a number of these could be placed in visitor's bureaus, music shops, tourist destinations. The traveling trunks could also be exhibited at the CVBs while not in rotation.

Potential Sponsorship Partners – The following is a list of potential sponsoring partnerships on the national and local level

National

- Wal-Mart
- Home Depot Foundation
- Coca-Cola
- Budweiser (concerts)
- The UPS Foundation
- Georgia Power Foundation
- Georgia Pacific Foundation

Local

- CVBs
- Individual venues
- Southwire
- Carroll County Chamber of Commerce
- Haralson County Chamber of Commerce
- Tanner Hospital Foundation
- Higgins General Hospital
- Carrollton Times-Georgian
- Tallapoosa Journal
- The Haralson Gateway-Beacon
- Honda Precision Parts of Georgia
- Carroll Electric Membership Cooperative
- Pioneer Ford
- Special rates for local advertisers (music stores, restaurants, etc)

Phase VI – Special Event/Educational Event Planning

Concert crawl – Once a year, the West Georgia Music Heritage trail will organize a concert crawl at venues associated with the Trail. It will feature local artists and bands, past and present. The concert crawl will take place on a Saturday night and the following Sunday during the day. Saturday night's performances will take place at theaters and other venues in Haralson and Carroll counties, and Sunday's performances will feature the gospel and sacred music in churches around the region. The first year of the concert crawl will feature a launch party of the West Georgia Music Heritage Trail, and the second year of the concert crawl will feature a preview party for the release of the compilation of local music organized by the Center for Public History.

Traveling trunks will be constructed for loan to school and convention oriented activities. In some cases, graduate research assistants will also accompany these traveling trunks to local schools and give a presentation about the West Georgia Music Heritage Trail and music in the West Georgia region. There will be several versions of the trunks. For the schools, an educational program that incorporates state of Georgia educational standards and support for teachers and administrators will be included. For the convention model, the truck would focus more on the different venues that are included in the project, including a driving tour of the region that carries our of town visitors to the different historical sites as well as the current venues of music in the area. Finally, versions of the trunk will be constructed to display at music stores that have posters and display materials as well as historical information about the project. The trunks will be configured to be a freestanding exhibit, and the convention and school

models will come with sound system and video components. The trunk will be set up in convention lobby areas where out of town visitors will be exposed to the program. Additionally, music stores in the area will be offered the opportunity to borrow the trunks to display in their stores. Funding for the trunks would be sourced by the visitor's bureaus and grants.

An exhibit will also be planned as an extension of the research conducted for the traveling trunks. The trunks themselves will be able to function as a small exhibit, but a more extensive installation will be set up at a later date, possibly at the West Georgia Heritage Trail's central location, the Mill Town Music Hall. The upcoming exhibit on Harold Shedd will be helpful in figuring out logistics for subsequent exhibits. If a deal could be worked out with the owners of Mill Town, the exhibit could possibly be a permanent fixture there, and a partnership could be developed that is mutually beneficial to all involved with the project. There is also the possibility that the exhibit could be designed to travel, much like a Smithsonian SITES exhibit. The exhibit would also be a promotional tool for the Trail at that point. Development of the exhibit would be handled by a graduate research assistant or possibly in conjunction with a UWG museum studies class.

Phase VII – Sustainability and Expansion

Through the plans outlined above, the West Georgia Music Heritage Trail will draw attention to the area's musical history and assets and promote tourism connected with those assets. A key to the success of the Trail will be the support of the local community and the involvement of those events, businesses and venues promoted by the development of the trail. Special events promoted by the Carroll CVB, the Haralson CVB and the City of Villa Rica will establish the Trail as an entity that adds value to the community.

The prospect of establishing a membership-based community was initially discussed but was abandoned after conversations with Jonathan Dorsey at the Carroll CVB, who was concerned that a membership framework would become too difficult to manage, especially as the Music Heritage Trail will incorporate a variety of public and private events and business. Rather than promote exclusivity through membership, the Music Heritage Trail will exist as an organic cross-promotional tool between those involved. Through strategic marketing, the Trail gain physical presence in the community and will encourage all businesses, events and venues that include music to become involved, free of charge. Over time, this will create a mutually beneficial network for all those involved.

We also see the opportunity for the Trail to expand beyond the borders of Haralson and Carroll Counties into a statewide network of music trails. As the West Georgia portion of the Trail develops, a dialogue can be opened up with neighboring counties

and regions in hopes that they too will begin their own projects, which will eventually connect to West Georgia. By developing the Trail into a statewide network, additional promotional opportunities will arise, driving tourism to West Georgia. The West Georgia Music Heritage Trail will serve as a template for these future projects.

Estimated Budget (3 years)

GRA position	2 years at \$6,000/year	\$12,000
Oral history project	2 years at \$1000/year	\$2,000
Traveling trunk development	4 cases at \$1000/case	\$4,000
Marketing		
Billboard (I-20)	\$800/mo. X 6 mos.	\$4,800
Billboard (27)	\$450/mo. X 6 mos	\$2,700
Brochure	\$0.65/copy x 1000	\$650
CD	\$3,000	\$3,000
Special Events		
CD release party	\$2000	\$2,000
Concert Crawl (yearly)	2 years @ \$2000/year	\$4,000
Exhibit @ Mill Town	\$10000	\$10000
		<hr/>
		\$45,150

Much of the costs associated with items on the budget can potentially be offset with grants, sponsorships and monies already factored into local CVB budgets.

Timeline of Implementation

April 2013	Brochure and project plan completed Artists, venues and events identified
August 2013	Internship position (undergraduate) Research and development for traveling trunks Oral history collecting begins Web development begins (coordination with computer sciences) GRA position devoted to the project
September 2013	Work on first concert crawl begins
December 2013	Website completed First phase of oral histories archived
January 2014	Work on CD begins
March 2014	Trunks completed for end of year marketing to schools
March 2014	GRA position grant submitted to GA Humanities Council
March 2014	Bands confirmed for concert crawl Billboard on I-20/US 27 goes up (promoting concert crawls/trail),
June 2014	Release party for WGMHT (day before concert crawl) First Concert Crawl (CVB production)
August 2014	First traveling trunks go into schools Exhibit planning begins
June 2015	Second Concert Crawl CD release Exhibit opens

Administrative Information (accounts/passwords)

Google account: username: westgeorgiamusictrail
 password: westgal23*

Soundcloud: username: westgeorgiamusictrail@gmail.com
 password: westgal23*

Facebook: username: westgeorgiamusictrail@gmail.com
 password: westgal23*

WEST GEORGIA MUSIC HERITAGE TRAIL

The West Georgia Music Heritage Trail is a partnership between the Carroll and Haralson County CVBs and the City of Villa Rica.



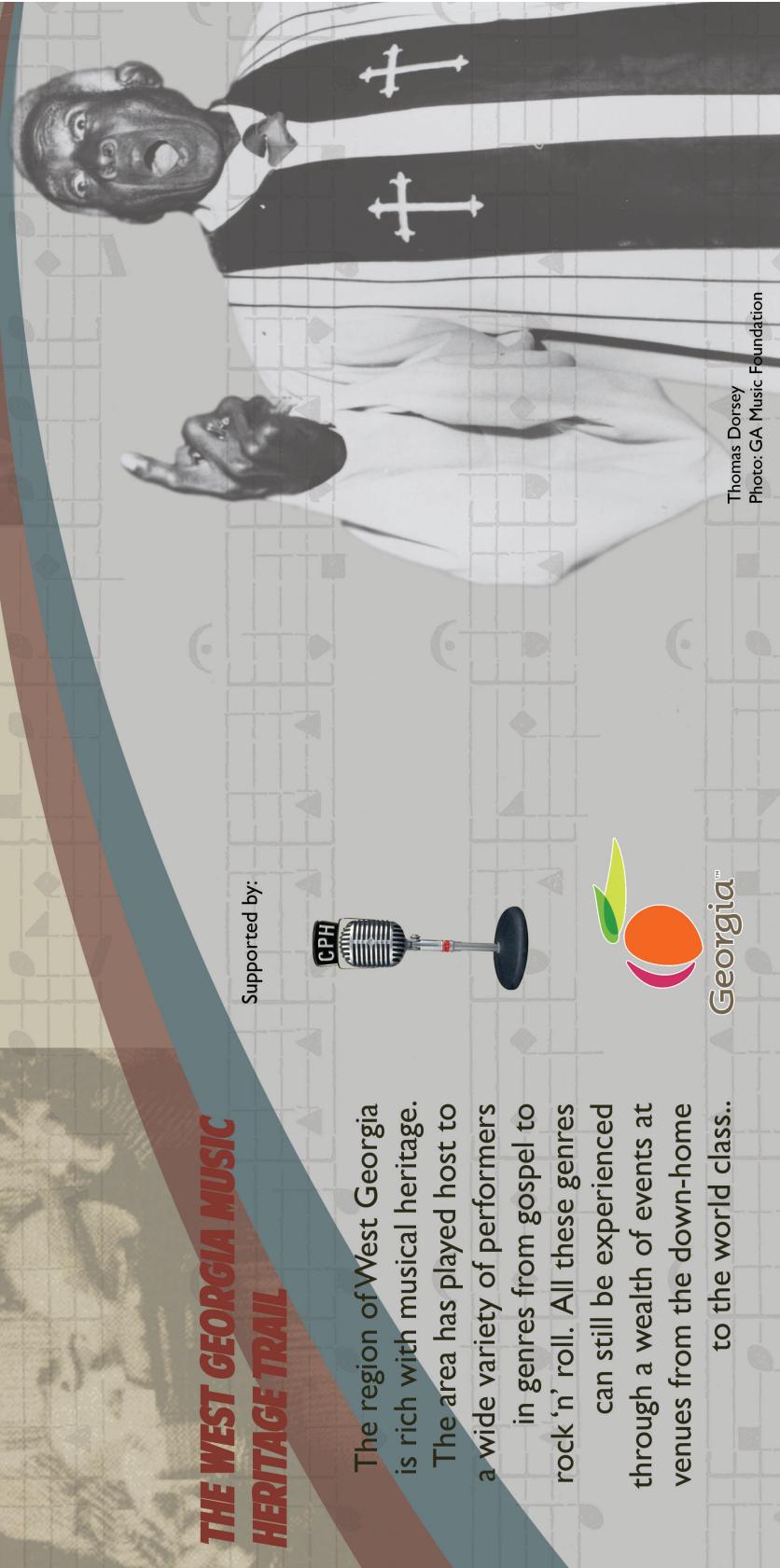
A.A. Gray

THE WEST GEORGIA MUSIC HERITAGE TRAIL

Supported by:



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Thomas Dorsey
Photo: GA Music Foundation





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Reba McEntire. West Georgia knows how to rock, too - the Producers, with members from Carrollton, hit the billboard charts with their single, "What She Does to Me," and Zac Brown gigged the area as a student at the University of West Georgia. Gospel and sacred music also thrive here through singers like Babbie

Mason, and the popular *Sacred Harp* hymnal has its headquarters in Carrollton.

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while you sample food from local restaurants at annual events like the Taste of Carrollton and the Taste of Villa Rica; area churches host a variety of sacred and gospel music performances - feel free to join in or just sit back and enjoy. Music is always a part of the fun at festivals like the

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