City of St. Marys

STRATEGIC VISIONING & PLANNING
STEP 1: WHERE WE ARE
Focus Groups and Interviews

Today

Historic
Vibrant
Thriving
Quaint
Beautiful
Maritime
Escape
Destinations

Healthy
Charming
Festival
Business-friendly
Viable
Positive
Comfortable
Tourism
Peaceful
Busy
Connected
Full Image
Green
Boat
Attractive
Walls
People
Happy
Harmony
Happy
Desirable
Boats
Parks
Clean
Lively
Unique
Sound
Boats
Ferry
Community
Strong
Sharing
Magnet
Slow
TOP ISSUES

Capitalize on existing tourism
- Cumberland Island
- Build on ecotourism, environmental, and heritage attractions
  - Discovery Center
- Weddings
- Boating

Continue to 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 and environmental attractions
  - Discovery Center
- Weddings
- Boating
CUMBERLAND ISLAND VISITORS
DOWNTOWN AMBASSADORS — BEFORE
CUMBERLAND ISLAND VISITORS
DOWNTOWN AMBASSADORS — AFTER
DOWNTOWN ST. MARYS TOURIST MAP
BEFORE

Short-term signage
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
AFTER,
WITH BENCH &
EDUCATIONAL SIGNAGE
AFTER,
WITH MARSH VIEWING DECK
AFTER,
WITH MARSH VIEWING DECK & DISCOVERY CENTER
St. Marys
WEDDINGS & EVENTS GUIDE

HISTORIC ST. MARYS, GEORGIA | WEDDING & EVENT LISTING

VENUES
KINGS BAY HARBOR
CAMDEN COUNTY COURTHOUSE
CLUB OF KINGS BAY / VENUE BASE
CAMERON ISLAND / NATIONAL SEA SERVICE
COCKEYED BRIDGE / GREEK PARK
SAINT MARYS WATERFRONT PARK
CAMERON ISLAND / GARDEN PARTY / DINNER
SASHA COTTAGE
KING'S QUAY HOTEL
SPENCER HOUSE IN
ST. MARYS WATERFRONT PARK
HISTORIC ARMS INN

HISTORIC CHURCHES
ST. FRANCIS XAVIER CATHOLIC CHURCH
ST. MARY'S EPISCOPAL CHURCH
ST. MARY'S METHODIST CHURCH

ACCOMMODATIONS
LEMLA'S QUILT HOUSE
SOUTHERN VILLAGE B&B
SPENCER HOUSE IN
KING'S QUAY HOTEL
CAMERON ISLAND / GUEST ROOMS

FLORISTS
DONNA'S FLOREST
ST. MARY'S WEDDING & EVENT FLOREST

CAKES
SWEET TREATS CAKE SHOP
EVEREVE

CATERERS
CREATIVE CATERING
CARMEL CATERERS
PIEDMONT FINE FOODS
SONNY'S TOO
ST. MARYS SEAFOOD & MORE

DISC JOCKEYS
THE SOUND FUNnel GROUP

RENTALS
HISTORIC ST. MARYS RENTALS
CAMERON ISLAND / WEDDING RENTALS

PHOTOGRAPHERS
ST. MARY'S WEDDINGS PHOTOGRAPHY
CAMERON ISLAND PHOTOGRAPHY
ROGER M. STANLEY PHOTOGRAPHY
CREATIVE EYESTAR
IMAGES BY LEE
JAMES ROY PHOTOGRAPHY
STOKEE & ANJELICA
FIRE PHOTOGRAPHY
THESTLE PHOTOGRAPHY

EVENT PLANNERS
BEHIND THE SCENES
GORGEOUS EVENTS
LUXE WEDDINGS

CARRIAGE RIDES / LIMO
SAINT MARYS RIDE / RENTAL
SOUTHERN RIDE / LIMO SERVICE

MARRIAGES PERFORMED BY
ST. FRANCIS XAVIER CATHOLIC CHURCH
ST. MARY'S METHODIST CHURCH
HISTORIC ARMS INN
CAMERON ISLAND / GUEST ROOMS

MARSHAL LICENSES
FOR INFORMATION ON MARRIAGE LICENSE REQUIREMENTS, CONTACT THE CAMDEN COUNTY MARRIAGE COURT AT 912-259-3633

www.visitsmarys.com

SOUTHERN HOSPITALITY
and Coastal Charm

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

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ST.MARYS IS THE PERFECT LOCATION
FOR YOUR SPECIAL EVENT.
**Botanical Name:** Citrus sinensis 'Hamlin'  
**Common Name:** Hamlin Orange Tree  
**Height:** 15-35'  
**Spread:** 10'-20'  
**Spacing:** N/A  
**Quantity:** Ten (10)  
**Comments:** Hardy to 20° Farenheight, the Hamlin orange is among the most cold-hardy cultivars of sweet orange and the only variety recommended for the lower Georgia coast. Grow in large terra cotta pots to control size, provide emergency freeze protection, and create a sophisticated look.

**Botanical Name:** Box vuonitaca "Nana"  
**Common Name:** Dwarf Yew Poll Holly  
**Height:** 3-5'  
**Spread:** 3-6'  
**Spacing:** 2’ On Center  
**Quantity:** Sixty-five (65)  
**Comments:** A curious, low maintenance alternative to English boxwood. As a natural dwarf variety, the dwarf yewpoll is easily kept within bounds by regular pruning. Ideal shrub for short hedges, borders, and parterres.

**Botanical Name:** Magnolia grandiflora "Majestic Beauty"  
**Common Name:** Majestic Beauty Southern Magnolia  
**Height:** 10-30'  
**Spread:** 20'-25'  
**Spacing:** N/A  
**Quantity:** One (1)  
**Comments:** A quintessential large Southern specimen tree. Historically used on Orange Hall’s antebellum grounds. Refrain from pruning lower limbs to encourage a graceful, pyramidal form.
AFTER
HISTORIC DOWNTOWN
ST. MARYS

FOUNDERS WALK
ST. MARYS HISTORIC DISTRICT

POINTS OF INTEREST:
1. ST. MARYS HISTORY WALK
2. OAK GROVE CEMETERY
3. WEED STREET LIVE OAKS
4. HISTORIC CHRIST EPISCOPAL CHURCH
5. ORANGE HALL HOUSE MUSEUM
6. WASHINGTON PUMP & OAK
7. FIRST PRESBYTERIAN CHURCH
8. HISTORIC METHODIST CHURCH
9. ARCHIBALD CLARK HOUSE
10. STERLING'S GROCERY
11. BURNS HOUSE
12. HISTORIC CATHOLIC CHAPEL
13. NATIONAL PARK SERVICE
    HISTORY MUSEUM
14. RIVERVIEW HOTEL
15. HISTORIC WATERFRONT
16. HOWARD GILMAN MEMORIAL
    WATERFRONT PARK
AFTER
AFTER
PATIO AND POOL AREA
GROW A DESTINATION

- Variety of retail and dining options
- Create art and entertainment for locals/visitors
- Attract military families
- Incentivize business development
TEMPORARY USE FOR EMPTY LOT-BEFORE
TEMPORARY USE FOR EMPTY LOT-AFTER
SPLASH PAD - BEFORE
SPLASH PAD - AFTER
SUBMARINE IN WATER & EDUCATIONAL SIGNAGE
CHARACTER “CUT-OUTS”
PROVIDE FUN PHOTOS
BEFORE
PROPERTY ACROSS FROM HIGH SCHOOL
AFTER DOWNTOWN SIGNAGE

Sheila Meadows, Magnolia Realty has access to property
IMPROVEMENTS

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

Vacant Building Potential
AFTER
Vacant Building Potential
GREATER CONNECTIVITY

- Pedestrians, Bikes, and Golf Carts
STREETS CAPING

- St. Marys Street
  - Short-term and Long-term

- Osborne Street as downtown gateways
  - Center median from railroad tracks to elementary school
STREETS CAPING: ST. MARYS STREET
PARKLET DESIGN ON ST. MARYS STREET, PLAN VIEW
PARKLET DESIGN ON ST. MARYS STREET, BEFORE
PARKLET DESIGN ON ST. MARYS STREET
AFTER
PARKLET DESIGN ON ST. MARYS STREET, BEFORE
PARKLET DESIGN ON ST. MARYS STREET, AFTER
LANG’S MARINA
ST. MARYS STREET,
BEFORE
LANG’S MARINA
ST. MARYS STREET,
AFTER
STREETSCAPING: OSBORNE STREET
AFTER-CENTER MEDIAN FROM RAILROAD TO SCHOOL
BEFORE
AFTER
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.
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