

Proposal for Heritage Tourism Stone Mountain Memorial Park



Presented to:

The Office of the Governor of Georgia

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By: The Georgia Division, Sons of Confederate Veterans, Inc.

What are the Facts about Stone Mountain?

- “Stone Mountain Park is Georgia’s most visited attraction.”
(Explore Georgia.com)
- The Park averages three to four million visitors annually of all races and backgrounds
- Quote from Herschend’s Chief Executive Officer, Joel Manby:
 - Q: Does the Confederate legacy help or hurt the park?
 - A: “We don’t track that issue. All I know is our attendance has grown.”
AJC, Business August 15, 2018
- So, the myth that the Park, by fulfilling its legislative mandate as a Memorial to the Confederacy is detrimental or it intimidates visitors

**Is nothing more than
a political fabrication
and is clearly fact free**

Statutory Requirements

- O.C.G.A. Section 12-3-191 (7) states that everything at Stone Mountain and property adjacent is a *Confederate Memorial* and public recreational area
- The purpose of the Park is “[t]o maintain an appropriate and suitable memorial for the Confederacy”

O.C.G.A. Section 12-3-192.1

Statutory Requirements

- O.C.G.A. Section 50-3-1 defines the function of a memorial “dedicated to, honors...the military service of...military personnel of ...the Confederate States of America.”
- Webster's Dictionary defines honor as “esteem due or paid to worth; high estimation; respect; consideration; reverence; veneration; manifestation of respect or reverence.”

Premier Historical / Heritage Park of the South

Through Heritage Tourism

- Provides a centralized theme, that defines the Park
- Provides a historical experience of stepping back in time by implementing living history attractions
- Strong interaction between park guests and actors with a focus on Education

Premier Historical / Heritage Park of the South

Concept of Heritage Tourism

- Living History Reenactors are volunteer based and therefore low cost
- Proven to Increase Revenue and Attendance
- Maintain the statutory purpose of the Memorial Park

Cultural & Heritage Tourism Statistics

- 78% of travelers pursue heritage activities
- 118.3 million adults each year
- Average \$994 per trip
- Have the highest return visit rate
- More than \$192 billion annually in United States

Research study conducted by Mandala Research for the U.S. Cultural & Heritage Tourism Marketing Council, in conjunction with the U.S. Department of Commerce

Lessons from Colonial Williamsburg

- Increased their focus on unrelated attractions
- Decreased emphasis on Heritage Tourism
- Revenues dropped - *they were no longer unique*
- Current refocus on Cultural & Heritage Tourism has again improved revenues
 - (Source – The Virginia Gazette, October 20, 2017)

Vision for Stone Mountain Park

- Embrace what makes Stone Mountain unique
- Increase historical focus by implementing living history attractions
- Make education a primary objective by interactive living history and entertainment functions
- Known to increase revenue and attendance

THE HISTORIC SQUARE

- Bring it to life with accurately costumed characters who educate visitors about life in 1800s
- Themes for Christmas, the 4th of July, etc with period decorations and attire



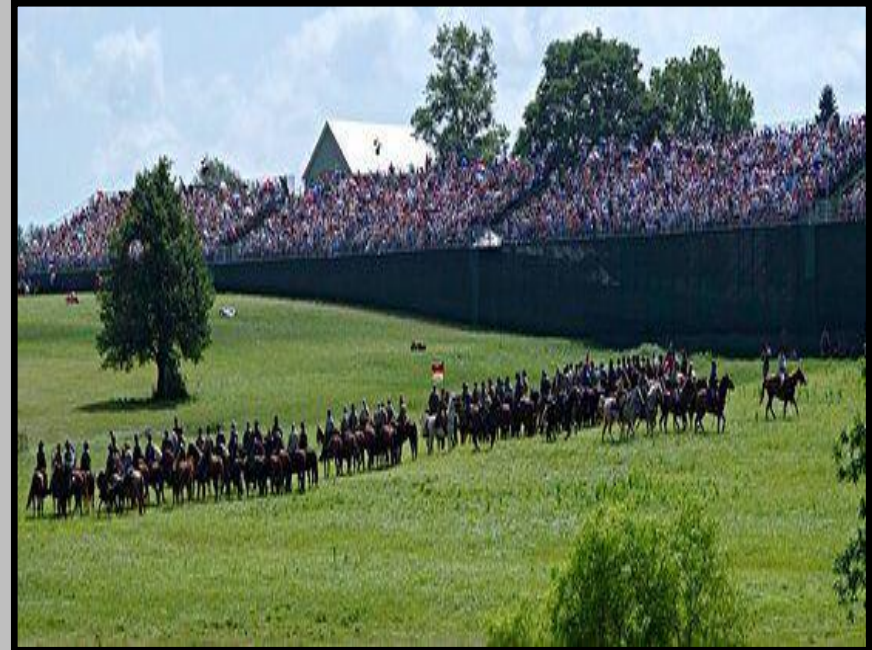
THE HISTORIC SQUARE

- Period craftsmen and women performing their crafts



THE MEMORIAL LAWN

- Large area for mock up battles similar to the Battle of Resaca reenactment



THE MEMORIAL LAWN

- Living History encampments where reenactors explain uniforms, field gear, and weaponry to visitors
- Strong interaction between park guests and actors



THE MEMORIAL LAWN

- Cannon loading and firing demonstrations



STONE MOUNTAIN VILLAGE

- Period characters through out the Village interacting with visitors and taking photos



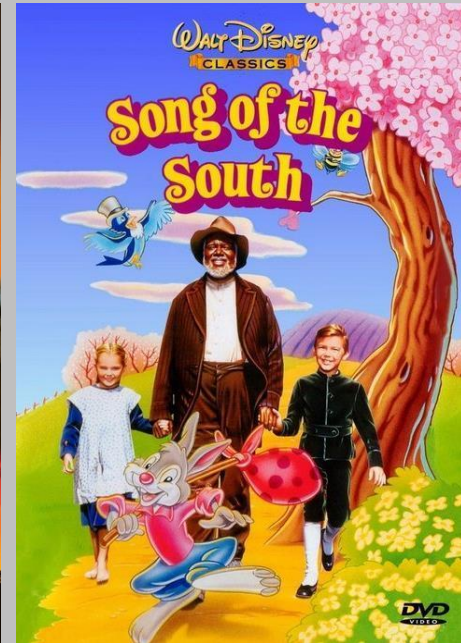
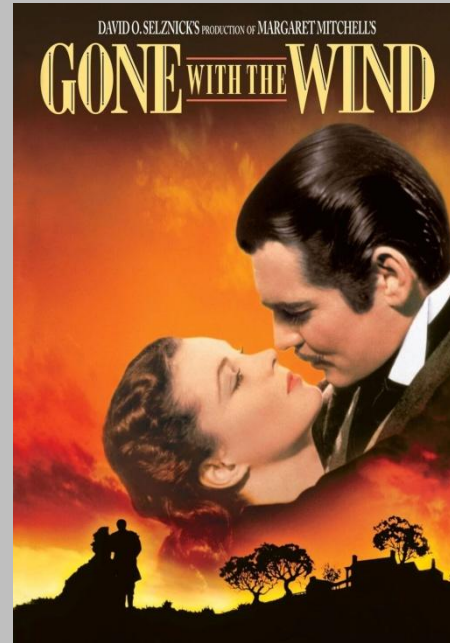
STONE MOUNTAIN VILLAGE

- Populate stores with real period craftspeople making and selling their wares; blacksmiths, leather workers, seamstresses, woodworkers, and authentic food



STONE MOUNTAIN VILLAGE

- Top it off with period theater music, folk dancing and skits indicative of the period



THE GREAT LOCOMOTIVE CHASE SCENIC RAILROAD

- Return the Great Locomotive Chase to Stone Mountain



THE GREAT LOCOMOTIVE CHASE SCENIC RAILROAD

- Have skits of Soldiers shooting at each other through-out the ride
- Small farm house with family doing chores waving at the guests



LAKES AT STONE MOUNTAIN

- Get the Scarlett O'Hara's paddle wheel turning again



LAKEES AT STONE MOUNTAIN

- Have a mock up of the C.S.S. Virginia and U.S.S. Monitor firing at each other
- Have mock up of the C.S.S. Georgia that stood guard at the Savannah River



LAKEs AT STONE MOUNTAIN

- At port have a recreation of the H.L. Hunley submarine, that is interactive with the guests



Reviews on TripAdvisor and Similar Sites

- Vast majority of visitors are not concerned with Confederate memorial “controversy”
- Many expressed interest in culture and history
- Negative comments concerned lack of staff and rides inoperative
- Lack of historical content

SUMMARY

- Stone Mountain has been successful, but could vastly improved
- Stone Mountain is chartered to be a Confederate Memorial, and is unique
- Improve park experience by providing a more centralized and immersive historical focus.
- Take history out of the glass case - let it live!

THANK
YOU