

2012 Statewide Historic Preservation Conference

Co sponsored by the Georgia Trust for Historic Preservation and the
Historic Preservation Division, DNR

Roswell Doubletree Hotel ✕

1075 Holcomb Bridge Road

1.770.992.9600

Potential Local Arrangements Cost Items

Hotel Conference Rooms Rental

(2011 cost: \$800 Marriott hotel)

Hotel Reception space rental

(2011 cost: \$600 Hay House)

Reception catering

(2011 cost: \$3,000 for Douglass Theatre and Hay House receptions;
\$1,900 for 1)

Audio Visual equipment rental/support

(2011 cost: \$1,151 Marriott hotel)

Hotel Catering

(2011 cost: \$186 Marriott hotel)

Potential Additional Costs

Ikon Office (signage)

(2011 cost: \$29.74)

HPD staff travel costs

(2011 cost: \$2,815.66, includes lodging costs)

Approx. total cost: \$7,700

Registration income 2011 conference: \$8,890

2011 Preservation Conference

2011 Statewide Conference Expenses

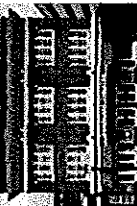
Humanities Donation 94025	Estimated	Actual
Humanities Donation Amount		\$5,000.00
Hotel Rental	\$1,300.00	\$800.00
Hay House Rental	\$600.00	\$600.00
Trolley Rental	\$300.00	\$300.00
Audio Visual-Marriott	\$500.00	\$844.99
Lodging for five speakers	\$500.00	\$655.01
Key Note Honararium	\$1,800.00	\$1,800.00
TOTAL	\$5,000.00	\$5,000.00
DIFFERENCE		\$0.00

GDECD Donation 94211	Estimated	Actual
GDECD Donation		\$2,000.00
Douglas Theatre Rental	\$300.00	\$299.57
Mic. Materials	\$900.00	\$370.82
Key Note Travel	\$800.00	\$453.94
Douglas Theatre Parking	\$0.00	\$115.50
Lodging for five Speakers-Arden Williams	\$0.00	\$135.59
Audio Visual-Marriott	\$0.00	\$307.01
Catering-Marriot	\$0.00	\$186.12
GA. Peanut Commission-Mis. Materials	\$0.00	\$26.28
Tote Bags (Paper Bags)-Mis. Materials	\$0.00	\$105.17
Ikon Office Solutions-Signage-Misc. Materials	\$0.00	\$29.74
TOTAL	\$2,000.00	\$2,000.00
DIFFERENCE		\$0.00

Registration Income-63408	Estimated	Actual
Registration Income	\$7,425.00	\$8,890.00
Crossroads of Conflict Book	\$0.00	\$577.42
Lodging for five Speakers-Arden Williams	\$125.00	\$0.00
Comped Food for Speakers	\$650.00	\$0.00
One GHC Staff Comp Registration	\$99.00	\$0.00
HPD Staff Travel	\$2,275.00	\$2,815.66
HPD Staff Food Comp	\$650.00	\$0.00
Van Rental for Staff	\$300.00	\$303.45
Candy for the Conference	\$0.00	\$26.14
Marriott Catering	\$2,012.40	\$1,826.28
Douglas Theatre Parking	\$112.50	\$0.00
Culinary Creations Catering-Douglass Theatre & Hay House	\$0.00	\$3,089.00
Douglas Theatre Rental	\$0.00	\$75.43
Mis. Office Supplies	\$0.00	\$28.32
Unrelated State Travel transferred to Conference Expenses	\$148.30	\$148.30
TOTAL	\$13,797.20	\$8,890.00
DIFFERENCE		\$0.00
Total Conference Expenses	\$20,797.20	\$15,890.00

Thursday, March 31

9:45 a.m.-11:30 a.m. Registration & Refreshments
Lobby, The Douglass Theatre
(please bring your Mulberry Street Garage parking ticket for validation)



11 a.m.-12:30 p.m.

Opening Plenary Session
Auditorium, The Douglass Theatre
355 Martin Luther King, Jr. Blvd.

Welcoming Remarks:

Josh Rogers, Executive Director, Macon Heritage Foundation
Kestri Harput, Planner, Middle Georgia Regional Commission
Bruce Green, Manager, Tourism Product Development, Georgia Department of Economic Development
Arden Williams, Senior Program Officer, Georgia Humanities Council
Mark McDonald, President & CEO, Georgia Trust for Historic Preservation
David Crass, Director, Historic Preservation Division, Georgia Department of Natural Resources

Good News in Tough Times: Historic Preservation and the Georgia Economy

Donovan D. Rypkema, Principal, PlacelEconomics, Washington, D.C.

The conference keynote address will be given by the always insightful and clear-thinking Donovan Rypkema, principal of PlacelEconomics, a real estate and economic development firm. In the face of the current economy, Mr. Rypkema will share the good news about the positive impact historic preservation has had on Georgia's communities. He will base his remarks on the recently published study *Good News in Tough Times: Historic Preservation and the Georgia Economy*, which he co-authored with his colleague Caroline Cheong. Don't miss this opportunity to hear Mr. Rypkema share how historic preservation is helping Georgia and the nation weather the economic storm.



12:30p.m.-2 p.m. Lunch on Your Own

2 p.m.-5 p.m. Concurrent Sessions
Magnolia Rooms A & B, Marriott Macon City Center
240 Coliseum Drive

6 p.m.-7:30 p.m. Reception

Hay House
934 Georgia Avenue, Macon

The Macon New Town Trolley will begin picking up conference participants at 5:45 p.m. in front of the Marriott Macon City Center and will run continuously between the hotel and the Hay House until 7:45 p.m.

Thursday, March 31 2 p.m.-5 p.m. Concurrent Sessions

Preservation Tax Incentives & Community Revitalization
Moderator: Leigh Burns, HPD
"Preservation Tax Incentives"
Ced Dolder, HPD

"Marketing Georgia's Tax Credits to Revitalize Neighborhoods"
Josh Rogers, Macon Heritage Foundation



Magnolia Room C, Refreshment Break 3:15 p.m.-3:45 p.m. & Crossroads of Conflict booksigning by authors Brown and Elwell

Places in Peril: Maximizing the Potential of This Program for Your Site
Moderator: Jordan Poole, GTIP

"Places in Peril: Utilizing A Year to Create A Preservation Catalyst"
Jordan Poole, Georgia Trust Trust

"Paradise Redemption"
Tom Lantillon, Paradise Gardens Park & Museum

Heritage Tourism & the Civil War
Moderator: Bruce Green, Ga. Dept. of Econ. Dev.
"Crossroads of Conflict: Touring Georgia's Civil War Sites"
Harry Brown & Conlan R. "Kiel" Elwell, co-authors of *Crossroads of Conflict*

"Camp Lawton: Archaeology By the People, For the People"
Kevin Chapman, Camp Lawton/Magnolia Springs Project

Macon's Music Scene of the 1960s & 1970s
Moderator: Arden Williams, Ga. Humanities Council
"New Harmonies in Georgia: Exploring Our Roots Music"
Ann McClary, University of West Georgia

"Macon Music History: A Look Back & A Step Forward"
Jessica L. Walden, College Hill Alliance
"From Politician's Home to Rock Pioneer Museum"
Peggy Winters-Thompson, Allman Brothers Band at the Big House Museum

Friday, April 1

9 a.m.-11:30 a.m. Concurrent Sessions

Sustainability & the Ultimate Green Building
Moderator: Mark C. McDonald, GTIP

"Old Is the New Green"
Mark McDonald, Georgia Trust
"Historic Preservation IS Sustainable Practice"
Tom Little, Nether Barber Cloate & Herliem Architects, PC



Magnolia Room C, Refreshment Break 10 a.m.-10:30 a.m.

Raising the Curtain on Georgia's Historic Theaters
Moderator: Leigh Burns, HPD
"Discovering Historic Theaters As Teaching Tools"
Molly Fortune, Fox Theatre Institute

"The Show Goes On at the Tybee Theatre"
Gallen Chambers, Tybee Island Historical Society

Friday, April 1

8:15 a.m.-9 a.m. Continental Breakfast
Magnolia Room C, Marriott Macon City Center
240 Coliseum Drive

8:15 a.m.-9 a.m. Registration
Marriott Macon City Center, 240 Coliseum Drive

9 a.m.-Noon Concurrent Sessions
Magnolia Rooms A & B, Marriott Macon City Center
240 Coliseum Drive

11:30 a.m.-Noon

Closing Plenary Session
Magnolia Rooms A/B, Macon Marriott City Center
240 Coliseum Drive

Acquaintance the Positive!

Jerry Flemming, Park & Tree/Cemetery Director
City of Savannah



The conference closing address will be given by Jerry Flemming, Park & Tree/Cemetery Director for the City of Savannah. While Mr. Rypkema's keynote address will look broadly at the impact of historic preservation on Georgia's communities, Mr. Flemming's address will focus on the local level, encouraging private businesses, city and county governments and agencies, and other organizations to provide historic preservation *excellence* even in a distressed economy. You will likely find that your preservation program has a much in common with the City of Savannah's, which has not only survived, but has actually thrived through serious budget and staff reductions. Mr. Flemming will accentuate the positive, encouraging you to leave the conference with a song in your heart and a bounce in your step.

Closing Remarks:

David Crass, Director, Historic Preservation
Division, Georgia Dept. of Natural Resources



Mark McDonald, President & CEO
Georgia Trust for Historic Preservation

