



*Center for*  
**SOUTH GEORGIA  
REGIONAL IMPACT**  
VALDOSTA STATE UNIVERSITY

**CENTER FOR  
SOUTH GEORGIA  
REGIONAL IMPACT**



- Valdosta State University is a Regional Comprehensive University within the University System of Georgia
- 41 County Service Area
- Seven Colleges
  - 5 Associate Programs
  - 58 Bachelor Programs
  - 42 Master Programs
  - 7 Doctoral Programs
- Through the ***Center for South Georgia Regional Impact*** we are partnering with Georgia communities to offer solutions to real world challenges



WORK LIKE A  
DOG, DRINK  
LIKE A FISH  
ESTD 1926  
*Captain Seagle's Saloon*

Sample  
WEBSITE



CURRENT CHALLENGES

Current social media is underutilized. An active social media presence will allow the restaurant and its guests to interact, connect, and share experiences.

Social Media Presence

45% of U.S. diners say they have tried a restaurant for the first time because of a social media post by the establishment.

A successful business social media account should be posting 2-3 times a day. The Instagram page currently has ten posts, the most recent one being from February 2021. The current social media branding is on the right track, but posts need to be more frequent. Other Instagram features, such as stories, highlights, and reels can be used to showcase the cuisine, drinks, and events. Social media can be used to create a sense of exclusivity through promotions, contests, and the release of secret menus, available only to followers.

CURRENT CHALLENGES

How will The Riverview Restaurant stand out when there are over 1 million restaurants in the United States?

Online Presence

Missing key details: Photos of the interior, a detailed menu, and links to social media are missing from the website. The website overall has an outdated look and is hard to navigate.

What it should look like: Updated, modern look with beautiful photos showcasing the cuisine. Colors, fonts, and layout menus are all shared. Easy to navigate and provides insight to the expected audience.

90% of guests research a restaurant before dining more than any other business type.

57% of those guests viewed restaurant websites before selecting where to dine.

33% view other guests' reviews prior to dining.

U.S. Bureau of Economic Analysis, 2019



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# Downtown Revitalization Plan



## Adel Rural Zone Map

The current statistic for vacant buildings in Downtown Adel is 6 percent.



## Historical Preservation



southwest  
georgia  
healthcare  
sector  
partnership



**NETWORK**  
OF COMMUNICATION  
AND  
COLLABORATION

Southern Georgia



**WORK  
SOURCE  
GEORGIA**

Connecting Talent with Opportunity  
A proud partner of the American JobCenter network



**SOUTH GEORGIA HEALTHCARE GROUP**

Collaborating in resources for training, expanding  
education, and regional awareness



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LEE COUNTY

Silicon Ranch

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CAMDEN CONNECTION

SURVEY



If you are a City of Kingsland resident, please help us identify current needs.

[https://valdosta.co1.qualtrics.com/jfe/form/SV\\_ekr20UxixfOMFv0](https://valdosta.co1.qualtrics.com/jfe/form/SV_ekr20UxixfOMFv0)

Questions regarding the purpose or procedures of the research should be directed to Dr. Joseph Robbins ([jwrobbins@valdosta.edu](mailto:jwrobbins@valdosta.edu)) or Dr. Keith Lee ([keilee@valdosta.edu](mailto:keilee@valdosta.edu)). This study has been approved by the Valdosta State University Institutional Review Board (IRB) for the Protection of Human Research Participants. The IRB, a university committee established by Federal law, is responsible for protecting the rights and welfare of research participants. If you have concerns or questions about your rights as a research participant, you may contact the IRB Administrator at 229-253-2947 or [irb@valdosta.edu](mailto:irb@valdosta.edu).





# Engaged and Educated

presented by: South GeorgiaLEADS in partnership with Valdosta State University's Center for South Georgia Regional Impact

A surge of inflation has swept across South Georgia at levels that many within the region have never experienced. What sparked it? What are the long term effects on south Georgia's economy? How is it affecting the average household in our region? How much longer will the rising costs continue? Join us as we explore these questions and much more.



What: One-hour Webinar and Q&A with Valdosta State University Professor of Economics Dr. Cynthia Tori

When: March 30, 2022. 10 a.m. to 11 a.m EST

To register, contact: Jason Dunn  
229-349-5476  
jasondunn@bcda.net

Dr. Tori holds a PhD in Economics from the University of Kentucky. She is publisher of the South Georgia Business Outlook and focuses her research on regional economics, public policy, trade and exchange rates.



South Georgia LEADS is a leadership immersion for citizens throughout south Georgia facilitated to raise awareness of issues that are essential for the future success of the region. The views and opinions of the our guest do not necessarily reflect the views and opinions of South Georgia LEADS.



SOUTH GEORGIA LEADS 2022-2023

**SOUTH GEORGIA LEADS 2.0**

**SESSION 1: OCTOBER 13-14**

**Gin Creek Colquitt County**

**EMPATHIZE**  
Develop a deep understanding of the challenge

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J.W. Fanning Institute for Leadership Development  
UNIVERSITY OF GEORGIA

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# Statewide Impact

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# Complete Count Marketing

## CENSUS 2020

- \$675 billion in federal funds are distributed each year to local, state, and tribal governments for schools, roads, healthcare
- 55 Georgia Counties
- Supporting Counties outside of the Service Area
- Billboards in Every County
- Coloring Pages for Every System
- 45,306 table tents
- 65,757 posters
- Banners, T-Shirts, promotional materials - support

### South Georgia Census Order Form

Name \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Mailing Address \_\_\_\_\_

The Center for South Georgia Regional Impact is committed to helping South Georgia be accurately counted in 2020's national census. To help your communities promote awareness of the program, we've created a series of marketing materials that you can order and utilize at no cost.

**Ordering instructions:** For each poster version you would like to order, indicate the quantity you will need. There is no limit to the amount you can order. If your community is interested in the customized poster option with an image of a local community leader, then please indicate that as well. For custom image specifications, visit [www.valdosta.edu/census](http://www.valdosta.edu/census).

Please send all completed order forms to [csr@valdosta.edu](mailto:csr@valdosta.edu).  
Deadline to order is Oct. 31, 2020.



**Table Tent**  
Size: 4" x 6"  
Quantity: \_\_\_\_\_ (enter amount)



**Industry**  
Poster Size: 12" x 18"  
Language: check poster language(s) desired and enter quantity beside each(sy)  
 ENGLISH QTY: \_\_\_\_\_  
 SPANISH QTY: \_\_\_\_\_



**Family**  
Poster Size: 12" x 18"  
Language: check poster language(s) desired and enter quantity beside each(sy)  
 ENGLISH QTY: \_\_\_\_\_  
 SPANISH QTY: \_\_\_\_\_



**Kids**  
Poster Size: 12" x 18"  
Language: check poster language(s) desired and enter quantity beside each(sy)  
 ENGLISH QTY: \_\_\_\_\_  
 SPANISH QTY: \_\_\_\_\_

**CUSTOMIZABLE PHOTO**

**Migrant Population**  
Poster Size: 12" x 18"  
Language: check poster language(s) desired and enter quantity beside each(sy)  
 ENGLISH QTY: \_\_\_\_\_  
 SPANISH QTY: \_\_\_\_\_  
Custom Photo? (check one)  
 Yes  No

**CUSTOMIZABLE PHOTO**

**Community Leader**  
Poster Size: 12" x 18"  
Language: check poster language(s) desired and enter quantity beside each(sy)  
 ENGLISH QTY: \_\_\_\_\_  
 SPANISH QTY: \_\_\_\_\_  
Custom Photo? (check one)  
 Yes  No



GOVERNOR'S RURAL STRIKE TEAM



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## **Governor's Rural Strike Team—Core Functions**

- 1. Survey Rural Economic Development Professionals**
- 2. Facilitate Regional Focus Groups**
- 3. Map Strategic Assets in Rural Georgia**
- 4. Assist Communities w/ Developing Marketing Plans**
- 5. Recruit Consultants/Prospects for Strategic Assets**
- 6. Conduct Community Visits**
- 7. Provide Project Management Support**
- 8. Develop a Community Readiness Index**





# RURAL GEORGIA FOCUS GROUP REPORT 2022



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# Rural Development Institute

*“Mayors, legislators, and elected leaders of every city, town and village on the Earth must realize that every decision they make should consider the impact, first and foremost, on new jobs. The jobs war is what should get city leaders up in the morning, what they should do all day, and what should keep them from getting to sleep at night.”*

Jim Clifton, *The Coming Jobs War*

**WHO:** A partnership of VSU; retired economic/community development professionals; students; and communities who want to take active, applied steps to move their communities forward.

**WHAT:** Prepare Community and economic development teams in Georgia’s rural communities in effective, proven strategies to sustain and, hopefully, grow their economies. Only results matter – not an activity to be put on the shelf. Communities work to become the best they can be.



# Rural Development Institute

1. Solicit applications from rural Georgia Communities in the Spring
2. Select up to 10 communities to participate in May
3. Community Vitality Index
  - a. Site Selection/Retention
  - b. Education/Workforce
  - c. Infrastructure (Built and Civic)
  - d. Population/Demographics
  - e. Leadership
  - f. Charm Factors

## Rural Development Institute

*Helping Georgia's Rural Communities Thrive*



*"Mayors, legislators, and elected leaders of every city, town, and village on the Earth must realize that every decision they make should consider the impact, first and foremost, on new jobs."*  
—Jim Clifton, *The Coming Jobs War*

- The Rural Development Institute is a partnership with the Valdosta State University Center for South Georgia Regional Impact, economic and community development professionals, and local leaders who want to enhance and improve their communities.
- The program will prepare Georgia's rural communities to sustain and grow their economies.
- Community teams will consist of five to six members with representatives from their City Council, County Commission, Economic Development, and other local leadership.
- Team members will complete a community readiness index to identify their opportunities and challenges.
- Each team will work with mentors to identify customized strategies for recruitment and retention, downtown development, retail, local leadership, and community development.
- The Center for South Georgia Regional Impact at Valdosta State University will use university resources and community advisors to implement at least one project in each community at no additional cost.

» **Applications Due:**  
**APRIL 24**

» **Summit:**  
**JUNE 7 - 9**

» **Tuition:**  
**\$2,500 per community**

» **Email:**  
darrellmoore@valdosta.edu

**To apply, go to [www.valdosta.edu/rdi](http://www.valdosta.edu/rdi)**



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# Rural Development Institute

4. Three Day Summit in Valdosta in Early June
  - a. Team Setting
  - b. Interactive – not lecture based
  - c. Mentors/advisors
5. Identify and Prioritize Local Opportunities
6. Run 1-2 Projects for Each Community through Center
7. Completed projects and follow up in each community



*I'm reaching out to give you some qualitative feedback concerning the RDI last week. **As you will see, I made it very clear to the board that this is the most impactful training that I've had as a county commissioner or in any professional position.** Most importantly it was relevant to our challenges and the diversity of presenters along with the people in the room made it more impactful for me personally. My board has voiced their support and are looking forward to collaborating with all of our local stakeholders.*

*Everyone that I have spoken to that participated from our county has voiced the same sentiment.*

Dr. B. Keith Jones, CEO  
Mitchell County





# Statewide Community Impact

- Two to three projects in each RDI Community
- Partnering with Statewide resources
- 19 underway now
- At least five more in the Spring
  - Downtown Assessment and Strategic Planning
  - Investigate Community Recreation Authorities
  - Websites, social media and Marketing
  - Historic/Recreational Tourism
  - Community Strategic Planning
  - City County Relations
  - Development Authority Structure
- **New Sponsors and Support**





# Darrell Moore

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[valdosta.edu/administration/advancement/sgri](http://valdosta.edu/administration/advancement/sgri)