Tourism, specifically, historic tourism, is a widely identified asset needing further creative development in Washington County. Multiple community entities, collaborating through the Archway Partnership Executive Committee and Chamber of Commerce Tourism Committee, have developed a work plan for actionable items to increase tourism in the community.

Subcommittees of the Chamber Tourism Committee were formed to address the marketing of business and event spaces, advertisements in statewide publications, distribution and inventory control of printed media, agriculture and wildlife tourism, and video marketing. For example, a new full-color trifold brochure was created to provide event planners with information about the many meeting spaces and amenities available in Washington County. Another subcommittee is focusing its efforts on developing a local video loop of tourism assets which will be aired on flat screen televisions placed in strategic and high trafficked destinations throughout the community.

In addition to these efforts, the Washington County Historical Society has provided new opportunities for attracting visitors. Working with students from UGA’s Grady College of Journalism and Mass Communication and Lamar Dodd School of Art and from the Georgia College and State University Theater Department, the Historical Society created a self-guided historic walking tour of downtown Sandersville. Visitors will be able to obtain headsets and listen to a recorded message about the historic sites within easy walking distance, starting at the Brown House Museum. The tour will eventually include a video with still photos set to narration and a separate tour brochure with photos of the featured historic sites. Students from UGA’s Institute for Non-Profit Organizations assisted the Historical Society in grant-writing for resources to address minor maintenance and construction as well as marketing needs of local museums. In addition, the City of Sandersville partnered with the Historical Society to fund part-time positions at the museums which allowed for expansion of operating hours to include weekends.

**Advancing Community Priorities:** Based on the community’s need to increase historic tourism, the Archway Partnership has assisted local organizations in implementing marketing and promotional strategies that have led to marked increase in the numbers of visitors to the community.