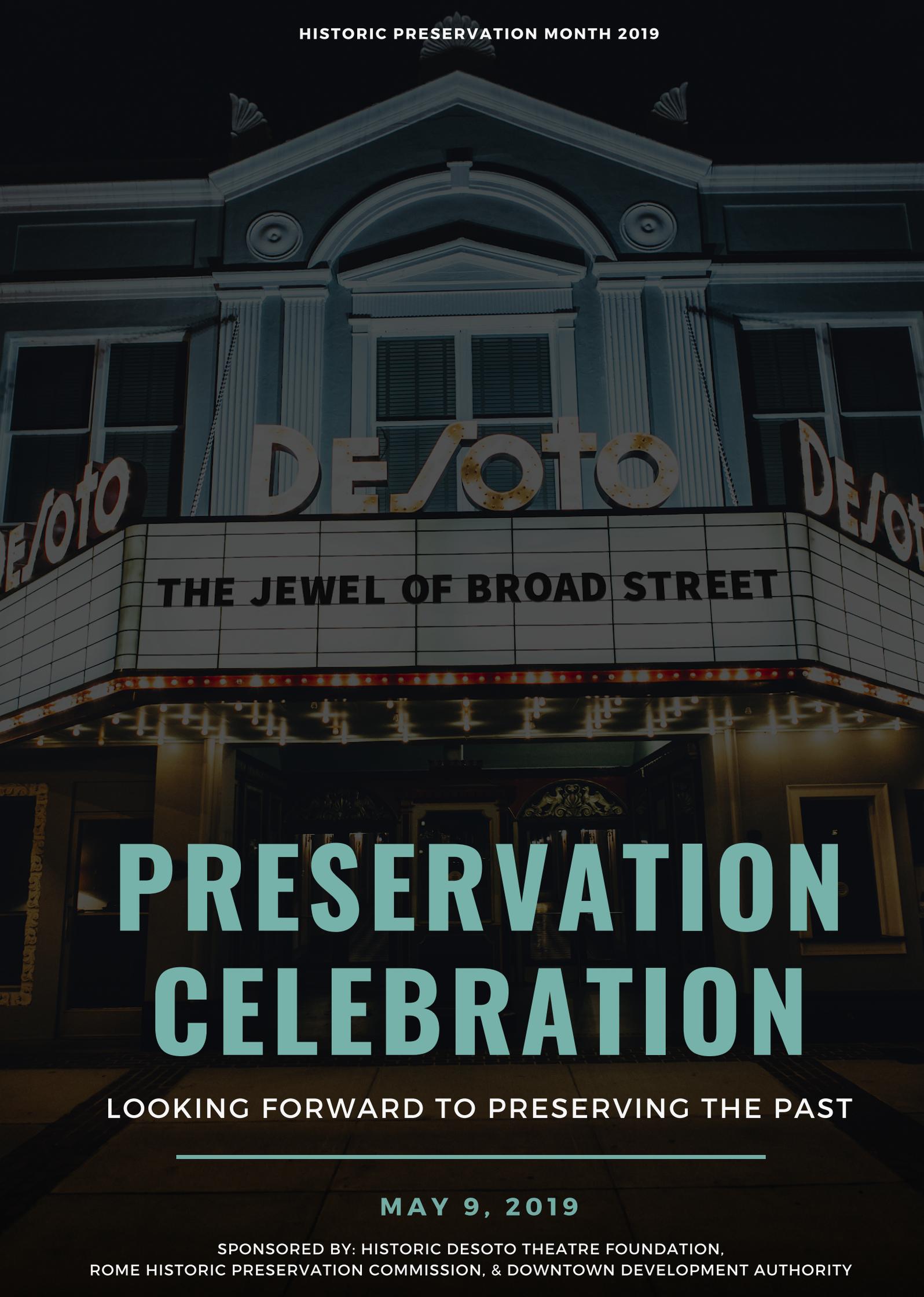


HISTORIC PRESERVATION MONTH 2019



PRESERVATION CELEBRATION

LOOKING FORWARD TO PRESERVING THE PAST

MAY 9, 2019

SPONSORED BY: HISTORIC DESOTO THEATRE FOUNDATION,
ROME HISTORIC PRESERVATION COMMISSION, & DOWNTOWN DEVELOPMENT AUTHORITY

PREMIERE

Spring Half Mi

OR VIEW OF ROME'S
E HOUSE WHICH PLA
G PROGRAM MONDAY



audience is expected to be present at 8 o'clock Monday night
m will be presented. Eddie Dowling, Broadway singing comes

SCHEDULE

Coffee & Check-in
8:00 AM

Welcome - Sarah Rogers, SHPO
9:00 AM

Paul Pierce, Springer Opera House
9:15 AM

Connie Tabor, Historic Ritz Theatre
10:00 AM

BREAK 10:45 AM

Leigh Burns, Fox Theatre Institute
11:00 AM

Bettijo Cook Trawick & Rodney Cook
11:45 AM

LUNCH 12:30 PM

Mark McDonald, The Georgia Trust
2:00 PM

Dr. Lydia Simpson, MTSU CHP
2:45 PM

Jessica Reynolds, Georgia DCA
3:30 PM

Round Table Questions
4:15 PM

FEATURING:

SARAH ROGERS

DEPARTMENT OF NATURAL RESOURCES
HISTORIC PRESERVATION
DIVISION

Sarah joined the Georgia Historic Preservation Division in February 2018 as the Certified Local Government Coordinator. Her duties include providing technical assistance to Certified Local Governments and Historic Preservation Commissions, directing program activities for the Certified Local Government program, and overseeing the Regional Historic Preservation Planning program. Sarah received her Bachelors of Arts in Historic Preservation and Geography from the University of Mary Washington. Prior to joining HPD, she held positions with the City of Hinton, WV, the General Services Administration, the Fairfax County, VA Park Authority, the North Carolina Historic Preservation Office, and the Menokin Foundation.



PAUL PIERCE

SPRINGER OPERA HOUSE

A Rome native, Mr. Pierce has been the CEO and Producing Artistic Director of the Springer Opera House, the official State Theatre of Georgia in Columbus for over 30 years. The Springer is a National Historic Landmark theatre which produces a MainStage Series, a Studio Theatre Series and a Children's Theatre Series. It also operates a nationally-acclaimed Theatre Academy with over 1000 students and an Arts Integration program called PAIR which trains school teachers in methods for infusing the arts into standard curriculum. Mr. Pierce is the recipient of the Governor's Award for the Arts and was named by Georgia Trend Magazine as one of Georgia's 100 Influential Georgians.

"ECONOMIC IMPACT OF HISTORIC PRESERVATION ON CITY CENTERS"

Historic preservation can have a huge impact on job creation, capital investment and the expansion of a city's tax base. Mr. Pierce will describe how a culture of preservation can transform a city's economy and help tell its stories in dynamic and genuine ways..



FEATURING:

CONNIE TABOR

HISTORIC RITZ THEATRE
CITY OF TOCCOA

Connie Tabor serves as the Director of Community Development for the City of Toccoa, Georgia where she has been employed for 28 years. She currently manages the Community Development Department, which includes downtown development, historic preservation, planning, and special projects. Mrs. Tabor is nationally certified in Downtown Management by the National Trust for Historic Preservation in Washington, DC, and has received her certification as a Master Georgia Downtown Development Professional. Mrs. Tabor served as President of the Georgia Downtown Association (GDA) in 2013 and currently serves as Chair of the GDA Professional Development Committee.

“REVIVAL OF THE RITZ”

The Historic Ritz Theatre is located on both the National and Georgia Registers of Historic Places. The Ritz Theatre was originally constructed in 1939 by Mr. Fred McLendon, a regional innovator, as a single-screen movie theatre. Currently, it stands as one of only two McLendon theaters still in operation. Since taking over operation of the Ritz Theatre, Main Street Toccoa has leveraged city funding with grant funding for a total of over \$600,000 to provide renovations to the structure, ultimately receiving the 2017 Chairman’s Award for Excellence in Rehabilitation from the Georgia Trust for Historic Preservation.



LEIGH BURNS

FOX THEATRE INSTITUTE

Leigh Burns is Director of the Fox Theatre Institute at the Fox Theatre in Atlanta. She most recently served as the Education and Outreach Coordinator for the Georgia Main Street Program at the Georgia Department of Community Affairs. Before joining the Georgia Department of Community Affairs Ms. Burns worked for numerous years with the Historic Preservation Division, Georgia Department of Natural Resources.

Ms. Burns has eighteen years of historic preservation planning and community development experience including internships with the National Park Service as well as with the Historic Oakland Foundation. She received a Masters of Heritage Preservation Degree from Georgia State University in 2001. In 2014, Ms. Burns was presented an Award of Excellence in Historic Preservation from the Atlanta Urban Design Commission.

Ms. Burns will highlight the work of the Fox Theatre Institute throughout Georgia. Case studies, best practices, and grant opportunities, will show the work of the non-profit organization now in their 10th year of service.



BETTIJO COOK TRAWICK

Bettijo Hogan was born in Atlanta, Georgia. She descends on her paternal side from William Hogan, who established Hogansville, Georgia on his plantation in Midwestern Georgia. She descends on her maternal side from Henry Sewell, who arrived at Jamestown in 1619, later settling downriver at Sewell's Point, now the primary United States East coast naval base.

She was educated in the Atlanta Public School System, attending Bass and Druid Hills High Schools. She is a graduate of Wesleyan College. She is a scholar of William Shakespeare. She has four boyfriends, including Mr. Shakespeare. The others are Marcel Proust, Henri Matisse, and Fred Astaire.

Mrs. Trawick was a notable influence on the Colonial Williamsburg restoration in Virginia through her associations with the Williamsburg Antique Forums. She was a great friend of Carlisle Humelsine, the chairman of the Colonial Williamsburg Foundation and also the National Trust for Historic Preservation. His successor, James Biddle at the National Trust, was also a friend. Biddle conveyed to Mrs. Trawick's son the National Trust Youth Award for saving the Atlanta Fox Theatre.

At the urging of her close friend Louise (Mrs. Ivan) Allen, she moved and restored the 19th century plantation plain-style Tullie Smith House to the Atlanta History Center grounds. As a trustee of this institution, Trawick established the Smith Plantation as the most attended attraction at the Center. She was appointed as chairman of the Atlanta Civic Design Commission, (now the Atlanta Urban Design Commission), by Mayor Sam Massell.

At the age of 90, she was the keynote speaker at Kromborg Castle Helsingor, Denmark, (Hamlet's Castle). Her subject was William Shakespeare.



"THE LEGEND LIVES ON: ATLANTA'S FOX THEATER"

Generations of theatre lovers have helped preserve and restore Atlanta's Fox Theatre. Georgia Public Broadcasting's one hour special, "The Legend Lives On: Atlanta's Fox Theatre," features an Atlanta family that will be in Rome for the Preservation Day Symposium at the DeSoto Theatre.

Bettijo cook (Trawick) in her role as chairman of the Atlanta Civic Design Commission discovers that the fox theatre, the nation's second largest after radio city music hall, is to be secretly imploded in the middle of the night. She compels her 15 year old son to "do something about it, and quick."

Now in her 90's, dynamic Bettijo Trawick will share anecdotes about the Save the Fox campaign and how her son, Rodney Mims Cook, became involved as a 15 year-old. The PBS documentary also features the DeSoto Theatre as one of the first that the Fox Theatre Institute helped restore.

MARK MCDONALD

THE GEORGIA TRUST

Mark C. McDonald has served as President and CEO of The Georgia Trust since June 2008. Since that time, The Georgia Trust has dramatically improved its budget performance and extended its programs and revolving fund activities.

Mr. McDonald has nearly 30 years of professional involvement in historic preservation and a strong business background. Mark received a Bachelor of Arts degree with a double major in history and English from Emory University and a law degree from the University of Georgia School of Law.

He has served as the executive director for three preservation organizations in the Southeast, including the Historic Salisbury Foundation in North Carolina from 1986-1990, the Mobile Historic Development Commission in Mobile, Alabama from 1990-1998 and most recently, Historic Savannah Foundation since 1998. During Mark's tenure at Historic Savannah Foundation, the organization became a strong advocate for quality urban design; reinvigorated its revolving fund program by selling nearly 75 endangered properties with preservation easements and built the fund's capital from \$30,000 to approximately \$1 million; and helped gain architectural design review in three additional historic districts.



"THE GEORGIA TRUST: HELPING GEORGIANS SAVE THEIR HERITAGE"

Founded in 1973, The Georgia Trust is the one of the country's largest statewide, nonprofit preservation organization. Committed to preserving and enhancing Georgia's communities and their diverse historic resources for the education and enjoyment of all,

The Georgia Trust generates community revitalization by finding buyers for endangered properties acquired by its Revolving Fund, provides design assistance to 102 designated Main Street cities and downtowns and encourages neighborhood revitalization; trains Georgia's teachers to engage students in 63 Georgia counties to discover national and state history through their local historic resources; advocates for funding, tax incentives and other laws aiding preservation efforts; and administers two historic house museums.

FEATURING:

DR. LYDIA SIMPSON

MTSU CENTER FOR HISTORIC PRESERVATION

Rome native Dr. Lydia Simpson is Programs Manager for the Center for Historic Preservation at Middle Tennessee State University. She has spent her career working with communities to engage heritage resources for education, tourism, and economic development. Her life's work has been shaped by her experience growing up in Rome and the sense of history in the landscape here, and she is honored to be able to participate in this year's local historic preservation training workshop for the third time in the past four years.

"LISTENING TO THE LANDSCAPE"

Dr. Simpson will explore the ways in which the man-made environment can tell us stories if we know how to read it. Each community has a distinct past and unique character, which is reflected in its buildings and structures. As the visible representations of community history, buildings connect people through memory and create a sense of shared experience.



JESSICA REYNOLDS

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS

Jessica Reynolds is the Director of the Office of Downtown Development at the Georgia Department of Community Affairs. The Office of Downtown Development serves as the state's only coordinating program for the Georgia Main Street network. Representing more than 100 communities statewide, the Georgia Main Street Program utilizes unique preservation-based economic development tools to provide communities with the support needed to revitalize their commercial historic districts. Since the program's inception,

Georgia's Main Street cities have had a \$5 billion-dollar impact leading to the creation of more than 74,000 net new jobs. Jessica graduated from the University of West Georgia and received her Economic Development Finance Professional certification from the National Development Council. In 2013 Jessica was the recipient of UWG's inaugural 30 under 30 award. This award recognizes 30 alumni, that are 30 years of age or younger, that have made a significant impact in their career industry.



SPECIAL THANKS TO:

MODERATOR:

MARK COCHRAN

CEVIAN DESIGN LAB

Mark is a registered Architect and Interior Designer.

In 2010, he started his architecture firm, CEVIAN Design Lab.

Mark earned a Bachelor of Science in Construction Management from Georgia Southern University. From there, he earned a Master of Architecture from the NewSchool of Architecture + Design, graduating Summa Cum Laude. He has experience in healthcare, higher education, and historic renovation design, among other project types. A life-long resident of Rome, Georgia, Mark is a member of the Rome Floyd Chamber of Commerce Board, the Historic DeSoto Theatre Foundation, and the Rome Area Council for the Arts. He is a graduate of Leadership Rome XXV and former Vice-chairman of the City of Rome Historic Preservation Commission.



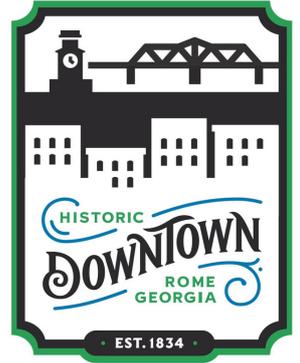
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HISTORIC DESOTO THEATRE FOUNDATION



Historic Preservation



OUR PARTICIPANTS:



HISTORIC PRESERVATION DIVISION

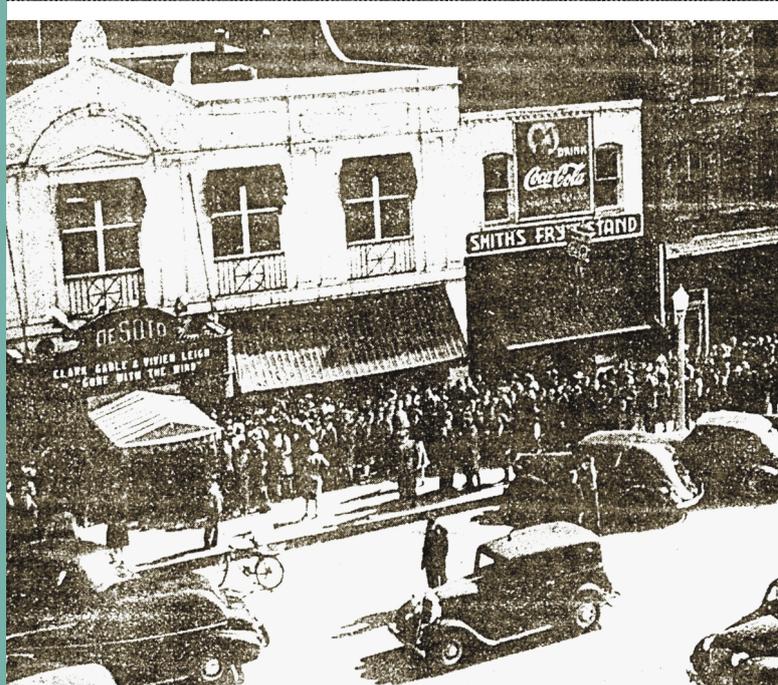


THE DESOTO: OUR HISTORY

The DeSoto Theatre was built in 1929, the first venue in the South to be designed and built as a "talkie" for sound films. Modeled after New York's Roxy, the building's exterior and Georgian interior stylishly housed a number of recent movie palace innovations. It boasted a Vitaphone sound system, and was heated and cooled by an innovative blower-fan air conditioning and tubular boiler system. The theater seated 1,500, making it one of the seven largest movie venues in Georgia at the time. It was equipped with state-of-the-art fire safety equipment and could be emptied in two minutes. It was completed at a cost of \$110,000.

In 1982 the DeSoto closed as a movie theater but soon reopened as the venue for Rome's local amateur theater troupe, a group formed in 1933. Rome Little Theatre purchased the DeSoto and modified the space for live theatre productions, adding a thrust for the stage, lighting system and dressing facilities. Rome Little Theatre staged dozens of plays and gave a new life to the building.

Although RLT kept the venue in continuous use as a theatre into the new century, it also saw the historic building age and fall into disrepair.



ABOUT THE HISTORIC DESOTO THEATRE FOUNDATION

In 2008 the non-profit Historic DeSoto Theatre Foundation was established to purchase the DeSoto Theatre and lead a community effort to restore, maintain and operate Rome's iconic landmark Rome Little Theatre continues to be the DeSoto's resident theatre company, staging multiple plays every year. The Historic DeSoto Theatre Foundation oversees fundraising, maintenance and restoration projects. As a presenting theatre and a venue for rental, the DeSoto hosts concerts, kids events, conferences, film festivals, art exhibits, private events, and more. The DeSoto still retains its Art-Deco marquee, French mirrored entrance hall, and Georgian interior design.

As the DeSoto Theatre celebrates its 90th Anniversary in 2019, the Historic DeSoto Theatre Foundation Board has made a renewed commitment to securing the future of the DeSoto. A revamped image and new projects now lead the theatre to a new stage in its life as it seeks to host world-class events. A new logo anchored on the theatre's marquee captures that new vision: the iconic "slanted S" sign lights up the way to the jewel of Broad Street.