

SAVANNAH 101

an introductory guide presented by
the Tourism Leadership Council





Dear Tourism Partner,

At the Tourism Leadership Council, our mission is to advocate for our booming, vibrant tourism community representing a \$3+ billion industry. The success of our industry hinges on you, the people who interact with all of our city's guests.

Each guest you serve is an opportunity to make life-long fans of a city we call home. To that end, we're investing in your knowledge of our history, heritage, and hospitality. This booklet, *Savannah 101*, is a simple guide on some of the basic questions visitors ask while they're here.

Use this as a way to get started with Savannah's history and a resource for how to help your guests move around the city. We've also included a section on Savannah's brand of hospitality. We have a reputation to uphold as the "Hostess City of the South," and we hope this book will help you in that journey.

Please be our guest and let us know how we can better serve you.

For tourism,

A handwritten signature in blue ink, which appears to read 'Michael Owens'.

Michael Owens
CEO/President
Tourism Leadership Council
24 Drayton Street, Suite 630
Savannah, GA 31401
912-232-1223
TourismLeadershipCouncil.com



Savannah 101 Table of Contents

- History of Savannah 4
- Town Plan and Squares 10
 - Architecture 12
 - City Market 14
 - River Street 15
- African American History 16
- Sites and Activities 17
 - Festival 18
 - Theatres 19
- Directory of Sites 20
- Transportation 22
 - dot Services 24
 - Customer Service 26



HISTORY OF SAVANNAH



BY: James Caskey

THE ARRIVAL

Savannah was established on February 12, 1733, on a sandy bluff overlooking the Savannah River. British General James Edward Oglethorpe, a member of

English Parliament, stood on the bluff as the founder of a grand experiment: a colony of debtors. Joining him on this adventure were 114 settlers.

Back in England, if a person owed debts and could not pay, then that debtor was sent to prison. At that time, numerous debtor prisons were overflowing with unfortunate souls. Oglethorpe had a personal interest in changing this system: his good friend Robert Castell had fallen into debt and been cast into Fleet Prison, where he died of smallpox. An appalled Oglethorpe lobbied hard for prison reform, and saw the establishment of debtor colonies as a solution to relieve England of the burden of her poor.

The motto of the new colony was Latin: "Non sibi sed aliis." Translated, it meant 'not for themselves, but for others'. It was a reference to many of the early colonist's financial arrangement: indentured servitude.

REASONS FOR A NEW COLONY

Oglethorpe's plan to relieve English society of the burden of more debtors occurred at the right time, because the need was arising for a southern colony to protect the Carolinas from Spanish-held Florida. The 13th colony, which was to be named 'Georgia' to honor King George II, would:

- provide a buffer to protect South Carolina from Spanish Florida;
- provide raw materials for England;
- be yet another place to sell finished English exports;
- provide a place for debtors to work off debts;
- relieve England from the burden of debtors; and
- provide an alternative to the religiously oppressed.

SETTING SAIL

On November 17th, 1732, the two-hundred ton galley ship Anne set sail from England. Aboard were approximately 35 families, a doctor, an Anglican priest, and Oglethorpe.

They landed in what was then known as Charles Town, South Carolina on January 13th, 1733, and from there they sailed south to Beaufort, South Carolina. Once they reached Beaufort, a collection of the militia including Oglethorpe, William Bull (an engineer from Charles Town), and colonist Peter Gordon left the prospective colonists and sailed south, looking for a suitable place to establish a settlement.

PROMISES AND PROHIBITIONS

The colony was founded on Yamacraw Bluff, which Oglethorpe felt afforded protection against a possible Spanish assault. This bluff is located where the Hyatt Regency Hotel now stands on the riverfront. Oglethorpe was met by an Indian Chief named Tomochichi, the leader of the Yamacraw Indian tribe. Tomochichi gave the settlers permission to live in the surrounding area, and Oglethorpe and the Indian pledged friendship, a bond that lasted many years. Among other things, the two leaders had a common dislike for the Spanish, with whom the Yamacraw Indians occasionally skirmished.



Chief Tomochichi

There were four things prohibited in the new colony: no lawyers, no slavery, no Catholic services, and no strong spirits (meaning rum, brandy or other hard liquors—beer was not prohibited). The few colonists able to pay for their own passage were given a tything lot, measuring 60 x 90 feet, and 50 acres outside of town. Indentured servants had to work off the terms of their servitude, usually lasting 5 to 7 years, before receiving their own land.

However, almost from the very beginning, the colonists began to moan for the repeal of these prohibitions, primarily lobbying for more land, and for slaves, like neighboring South Carolina.

OGLETHORPE'S VISION

One of General Oglethorpe's first acts was to prepare the settlement's defenses. He established a city laid out in a grid pattern, interposed with a system of wide common areas called squares, which still exist today. The first was named Johnson Square, which was quickly followed by present-day Ellis, Wright, and Telfair Squares. These were laid out for several reasons: to organize the colony (north and south lots bordering squares were for residences and businesses, east-west lots for public buildings), for defense, and also to protect the settlement from the biggest danger: fire. The city would eventually expand to 24 squares, 22 of which still exist today.

COLD REALITY

Life was very hard in Colonial Savannah. In promotional material to attract prospective colonists, Oglethorpe had described the area (which he had never laid eyes on) as having air that was “healthy, being always serene, pleasant and temperate, never subject to excessive heat or cold, nor to sudden changes.” Needless to say, these claims proved to be less than accurate. The vicious heat, stinging insects, and fevers that ravaged the area made life for the early Savannahians very, very difficult. The very first fatality in Savannah was William Cox, the only doctor in the colony. This may be why only roughly half of the 114 that landed at Yamacraw Bluff in February 1733 were still alive to ring in the New Year of 1734.

The Anglican (Episcopalian) Reverend Henry Herbert fell extremely ill, and passage was booked for him to return to England. In fact, he passed away on the return voyage. This left Savannah without spiritual guidance. Oglethorpe sent for John & Charles Wesley, whose father had been a trusted friend. They arrived in 1736, but their stay was short in Savannah (John stayed 21 months, Charles stayed far less), rife with illness and local gossip. After the pair left Savannah, they went on to found Methodism.

The high death rate had another effect: the need for an orphanage. Reverend George Whitefield came to Savannah in 1738, along with his good friend James Habersham. Together they established Bethesda, the first orphanage in America.

Also a direct result of the high mortality rate was the need for a burial ground. The first cemetery was located on the southern end of Wright Square (originally Percival Ward). The old cemetery was bordered by Bull, Whitaker, York and Oglethorpe streets. It was only in use during the first 17 years of the city’s existence. There is only a brass plaque to commemorate those graves today, which incidentally are still there. The graves were not moved into the new cemetery, and the city allowed the plot of land to be developed. In 1750, plans were made for a new cemetery, later called Colonial Park Cemetery, outside the city’s wall along Oglethorpe Avenue, which was then known as South Broad Street.

REPEALS

Oglethorpe left Georgia for the last time in July of 1743. He was disheartened by the colonists, who demanded repeals of Oglethorpe’s ban on rum and slavery. The ban on rum, not very effective to begin with, was officially dissolved in 1743 shortly before Oglethorpe left for England. The repeal of the ban on slavery finally occurred in 1750, and rice plantations flourished as a result. The ban on lawyers lasted until 1755, and the ban on Catholic services persisted until after the Revolution. Also repealed was the



General James Oglethorpe

law which stated that no man could own more than 500 acres. Slavery combined with the dissolution on the limits on land ownership changed everything in Savannah. The economy flourished, and rice became the major cash crop.

ROYAL PROVINCE

With so many disparate voices, and a void of leadership after Oglethorpe left Savannah, the colony needed discipline. The colony was transferred from trustee colony to a new status of royal province. To celebrate the arrival of Georgia’s first Royal Governor in 1754, Captain John Reynolds, cannons were fired and a bonfire was lit.

Reynolds was a strict disciplinarian; Savannahians were unaccustomed to strong leadership. Reynolds was removed from office in 1757, and replaced by Henry Ellis—who was much less politically aggressive as Reynolds, and proved to be a much more successful Royal Governor. Ellis took a moment to familiarize himself with the remaining Royal Council members, who had mostly been installed into office by Reynolds, then decided to adjourn the council, blaming the heat of the season for his reasoning—in the middle of the winter.

Ellis was often seen trudging through the sandy streets of Savannah with a thermometer dangling from his ever-present umbrella, often quoting the temperature to passersby. He was heard to say that Savannahians “breathe a hotter air than any other people on the face of the earth.”

Ellis’ primary contribution was to strengthen the city’s defenses, and to improve relations with Native American neighbors. Three years into his tenure, Ellis suffered ill health. So Savannah’s third—and last—Royal Governor, Sir James Wright, was appointed in 1760.

TAXATION AND FRUSTRATION

The English Stamp Act was passed in 1765. All official documents, like marriage certificates, contracts, newspapers and deeds had to be affixed with an official stamp, and were subject to taxation. Georgia was opposed to British taxation, but not anxious to rebel. Georgia was seen as a Loyalist stronghold—the rich upper class plantation owners were not eager to change the system that had made them so wealthy.

The Stamp Act was so vehemently protested by the colonies that it was repealed. But victory was short-lived—in 1767, England passed the Townshend Act, a tax on glass, lead, paper, paint, and tea. Again, the American colonies complained long and hard about these taxes, which they saw as unreasonable.

SONS OF LIBERTY

Tondee’s Tavern, at the northwest corner of Broughton and Whitaker Streets, became a favorite meeting place of the local branch of the resistance. This group, which called itself the Liberty Boys, organized several demonstrations and raids upon King George III’s supply stores. When Governor Wright threatened that any group meeting to “raise fears and jealousies” would be punishable by law, the Liberty Boys met anyway and organized the shipment of 500 barrels of rice to the city of Boston, whose port was still closed due to their role in the Boston Tea Party.

While Governor Wright was still respected personally, Savannahians were losing patience with the government that he represented. Wright, unable to influence the citizens to obey the law he held dear, repeatedly petitioned his patron Lord Dartmouth for a transfer back to England. The request was ignored. Wright was powerless to govern, and unable to return to England.

If Sir James Wright had any illusions about containing the colonist’s sedition, they were shattered on January 18th, 1776. It was on

that date that Joseph Habersham and a small group of men literally walked into the Governor's residence and arrested the Royal Governor. It was Habersham, aged 24 years, who put his hand upon the shoulder of the man who was in theory the most powerful man in Georgia, and said, "Sir James, you are my prisoner." Wright was placed under house arrest, and he was compelled to not leave town or communicate with the Crown. This move was surely intended to be symbolic, judging from the lax nature of his 'imprisonment'. The Governor was allowed free movement to and from his home, and in fact escaped by simply going for a stroll one evening and not returning home.

DECLARATION

The three Georgia signers of the Declaration of Independence in Philadelphia were supposed to be Lyman Hall, Button Gwinnett, and Reverend John Zubly of the Independent Presbyterian Church. At the last moment, Zubly had a crisis of conscience, and was replaced by George Walton.

On August 10th, 1776, the Declaration of Independence was read in Savannah. A new government was quickly in place. Archibald Bulloch was elected the first Governor, but he quickly passed away, and Gwinnett replaced him. Gwinnett was shot and killed in a duel with American military commander Lachlan McIntosh.

BATTLE FOR SAVANNAH 1778

The war went badly for both sides in New England. It became apparent to the British that they might not be able to subdue the rebellious colonies, at least not completely. They turned their attentions southward in 1778 for a number of reasons. First, the southern colonies produced lucrative cash crops vital to both armies. If the English troops were able to secure these, they would have a better chance of winning the war. Second, if they were going to lose part of the Americas, it made more sense to try to keep the southern colonies for their valuable agricultural production. Third, the British Empire enjoyed greater popularity with plantation owners, who were nervous that their slavery-based agrarian system might be threatened by a revolution. It made sense to move the fight to where the English might count on more help from the local populace. The British high command targeted seizing control of Southern cities like Savannah and Charleston.

Savannah's capture by the British was embarrassingly easy. The American in charge of defending the city was General Robert Howe, in command of roughly 700 troops. Opposing him to the south was Colonel Archibald Campbell, with 3,000 British soldiers. General Howe unwisely disregarded repeated warnings from George Walton about an undefended passage through a swamp on his right flank. The British offered a small reward to a slave named Quamino Dolly who knew the way through the passage, and thus emerged behind the American forces. Quickly routed, the Continental Army turned tail and retreated.

SIEGE OF SAVANNAH 1779

On September 8th, 1779, a French fleet comprised of 42 vessels appeared off the coast of Savannah, intent on liberating the city from the English. They were commanded by Count Charles-Henri d'Estaing, who had brought with him a force of 4,000 French, Irish, and black volunteers from Haiti. The troops converged on Savannah, and were met by 1,000 American soldiers from Charleston and Augusta.

D'Estaing called for the surrender of the 3,000 British troops defending the town, commanded by General Prevost. Prevost sent his reply—they would fight. Amazingly, d'Estaing did not attack immediately, instead laying siege to the city for three weeks.

The French planned on bombarding the city into submission. However, the gun crews were ineffective, with most of the barrage hitting the town D'Estaing was attempting to liberate instead of the British lines.

The 'surprise' attack was to take place in the very early morning hours of October 9th. The attempted assault lasted just an hour; it is considered by many to be the bloodiest hour of the entire Revolution. It was a disaster for the Allies. D'Estaing himself was wounded twice. Among the dead was Count Casimir Pulaski, who was the highest-ranking foreign officer to die in the Revolution, and Sergeant William Jasper; who was killed trying to save his regimental colors. Overall, there were nearly 1,000 casualties, and most of the killed or wounded were from the Allies.

Savannah remained in British hands until 1783. When a key series of defeats made winning impossible for the English, those loyal to the English Crown in the area evacuated. Many plantations formerly held by British Loyalists were awarded to key members of the resistance. General Nathanael Greene, commander of the southern theatre of operations for the Colonials and good friend of George Washington, was awarded Mulberry Grove Plantation, located a few miles northwest of Savannah. Unfortunately, Greene did not enjoy his lovely property for long. He fell ill with sunstroke in June of 1786 and lingered in a coma for a week before expiring. He left behind a widow, Catherine (Caty), who ran the plantation after his death. It was on Caty's Mulberry Grove Plantation that an unemployed schoolteacher named Eli Whitney made a world-altering discovery in 1793.

PRESIDENTIAL VISIT 1791

The city was visited in 1791 by our first President, General George Washington. He visited the Siege of Savannah battlefield, along with a survivor of the conflict, Lachlan McIntosh, who described a stirring account of the battle. He presented two British cannon that had been captured at Yorktown to the Chatham Artillery. These two guns are still on display on Bay Street near City Hall.



Cotton Gin

NEW CROP

By the early 1790's, the institution of slavery was in decline. The South was producing tobacco, rice, and a special strain of cotton (Sea Island cotton) that could be grown only in very sandy soil along the coast. Tobacco depleted the soil within very few years. Tobacco planters never bothered to reclaim the soil by crop rotation-- they simply moved farther west. The other crops-- rice, indigo, corn, and a little wheat-- would sustain a living but little else. Slaves were very expensive, not only to buy but also to maintain; and some Southern planters thought that conditions had reached a point where a slave's maintenance was no longer paid for by his labor.

Cleaning seeds from cotton was a difficult, time-consuming process. However, Eli Whitney, who had an intuitive grasp of machinery, set to work on a device to make removing the seeds out of cotton a simpler task. He succeeded beyond anyone's wildest dreams: his machine could do what used to be a day's work for several men in less than an hour. He and his partner, Phineas Miller, tried to patent their invention, calling it a cotton gin. But the design proved so easy to copy, and copyright enforcement became impossible. They did not make the riches such a device should have rightfully provided.



Cotton Exchange

COTTON AND STEAM

Savannah changed greatly because of King Cotton. Her economy grew exponentially—in 1790, cotton exports were 1,000 bales. By 1819, 90,000 bales were exported. What had previously been a squalid little town was now a bustling seaport. All this economic revitalization was scarcely interrupted by the Great Fire of 1796. It began in the city market at Ellis Square, and destroyed nearly 300 homes.

Very little of 18th century Savannah survives today. Both the fire and the burgeoning economy spurred an interest in construction. With the arrival of King Cotton, Savannah was transformed. This era of architectural splendor started with the completion of the Owens-Thomas House in 1819 (today, a house museum). It is considered the finest example of Regency Style architecture in North America. Also built during this time is the Isaiah Davenport House, built in 1820 by master builder Isaiah Davenport, which survives today as a house museum.

TUMULTUOUS 1820

For every boom, there is a bust. Contrasting the financial windfall of the late 1810's, the year 1820 was one of devastation. The Great Fire of 1820 burned much of downtown Savannah. Two-thirds of Savannahians were left homeless the next morning. As she struggled to rebuild, Savannah was struck again-- not with fire, but with a terrible fever: An epidemic of Yellow Fever killed a tenth of the population, totaling nearly 700 people. It would be 80 years before the carrier of yellow fever was known: the mosquito.

William Washington Gordon was the first Georgian to graduate from West Point, and also served as the city's mayor for a time, but he is best remembered in Savannah for establishing the Central of Georgia Railroad in 1835. Laying the track took eight years, and when completed stood as the longest continuous rail line owned by a single company. This railway improved Savannah's viability as a seaport even more by making the crops in the interior of the state accessible.

CIVIL WAR

By 1860, Savannah was on the brink of war. She had a population of around 14,000, not including the 8,000 slaves working on the surrounding plantations. The issue that was dividing the country was slavery: The industrial North wanted to abolish the institution, deeming it immoral, but the agricultural South thought it vital to preserve her economy. The Southern states wanted the slavery issue to be determined on a state-by-state basis, and resented the fact that the North was trying to impose a set of laws that would be highly unpopular and economically crippling. 'States Rights' was the issue, and the entire South was preparing to go to war.

The first action of what we now know as the Civil War is generally regarded as the bombardment of Fort Sumter on April 16th, 1861. But predating that by over 3 months was the seizure of Fort Pulaski, which took place without a shot being fired, on January 3rd of that year.

Abraham Lincoln's Anaconda Plan, a blockade of all Southern ports, was extremely effective. The South's ports, specifically Savannah, Charleston, New Orleans and Wilmington, were for all intents and purposes closed for the majority of the war. The Confederacy was suffocated by the Union blockade.

IMPREGNABLE

Fort Pulaski was designed in part by Robert E. Lee, back when he was fresh out of West Point, in 1831. Pulaski was designed to be an impregnable fortress, with masonry walls 7 ½ feet thick. It was seized by the Confederates nearly 3 months before the attack on Ft. Sumter, and was well-fortified when the Union landed on Tybee Island very late in 1861. The Union possessed a new type of cannon, which was untested in combat. The rifled cannon could fire shells further than ever before, but of even more importance was their accuracy. The Rebels defending the fort were unaware of the existence of this new weapon, and were not terribly concerned, because military wisdom held that cannon were ineffective against stone or masonry forts at a range of 800 or more yards—and the Union artillery was more than twice that distance away. The Rebels were well-trained, and had enough provisions and powder to withstand a siege of 4 months or more.

Thirty-six Union guns squared off against 50 on the Confederate side. The battle began on April 10th, 1862. The rifled Union guns proved to be far more effective than anyone imagined. Their incredible accuracy began to take a toll on the fort's southeast wall. By noon the next day, a gaping hole had been blasted through one wall in the fort, and Union shells were entering the fort itself. These shots were hitting the wall of the powder magazine, which contained 40,000 pounds of gunpowder: Col. Olmstead had no choice but to surrender.

Fort Pulaski, the supposedly impregnable fortress, surrendered after 30 hours of shelling. The immovable object met the irresistible force, and the results were disastrous for the Confederacy.



Interior of Fort Pulaski

I'LL MAKE GEORGIA HOWL

In November of 1864, an army of 62,000 Union soldiers left a still-smoldering Atlanta in its wake. William Tecumseh Sherman's army was on the move, and rather than head north to engage the retreating Confederate General Hood, they unexpectedly swung south, and plunged into the heart of Georgia. Sherman figured that the way to end the war was by cutting off the Confederacy's supply lines, ruining its crops, and exposing the hollow heart of the South. The March to the Sea had begun.

Sherman's March to the Sea headed on a southeastern course, and plundered and pillaged everything in their path. Squarely in General Sherman's path was Fort McAllister, a fort that had survived 7 assaults by sea. Defended by 230 troops, some of which were mere boys, the earthworks fort nonetheless presented a formidable obstacle. The assault on Fort McAllister took a mere 15

minutes, but was still a fierce battle. The fort never surrendered—it was simply overwhelmed by superior numbers.

HARDEE'S PLAN

In the waning days of December, 1864, Sherman's army was massing outside the city, and the Confederates, commanded by General William Hardee, decided to evacuate rather than fight. They built a pontoon bridge across the Savannah River, and slipped out of town, but not before attempting to destroy whatever supplies they were leaving behind.

After the Confederates left Savannah, Mayor Richard D. Arnold met with the city aldermen and decided to unconditionally surrender the city to Sherman. It was purely a symbolic gesture, as Sherman could enter the city unopposed. Arnold and the councilmen further decided that they would meet the advancing Union army before they occupied the city, as a good-faith gesture. But when they went to their carriages they found that the departing Confederates, specifically General Wheeler's cavalry, had stolen their horses.

A CHRISTMAS PRESENT

When Sherman was in Savannah, he was approached by Charles Green, a prominent British cotton broker. Green offered the use of his house, ostensibly to save some other resident the embarrassment of having his house seized by the Federals. His real motivation was likely to protect the huge stores of cotton he had amassed, which were seized by Sherman's troops. Sherman accepted his offer, and used this house as his headquarters for 5 weeks. Because Green was an English subject, Sherman had to pay him rent for use of the house. Green never got his cotton back.

It was in the Green-Meldrim House that Sherman sat at a desk and penned his famous telegram to President Lincoln, in which he presented the city of Savannah as a Christmas gift.



Green-Meldrim House

SHERMAN AND DAISY

When General Sherman occupied Savannah, he and his officers came to pay their respects to Eleanor Kinzie Gordon. Accompanying Sherman was Brigadier General O. O. Howard, who was notable because he had lost an arm during the Battle of Seven Pines. Eleanor's daughter, Daisy (whom we know today as Juliette Gordon Low, founder of the Girl Scouts) noticed that Howard was missing an arm. She, with the charming tactlessness of a child, asked how he lost his arm. Howard replied that a Confederate soldier had shot his arm off. Daisy then wondered aloud, "I wonder if my Papa didn't do it? He has shot lots of Yankees!" No one laughed harder than William T. Sherman.

ENLISTED QUARTERS

The Union officers got to occupy whichever house they chose. The enlisted man was not quite so lucky. The squares became Union encampments, and many soldiers were instructed to camp

inside the cemetery. It had brick walls, making it ideal to stable horses. Not only did the Union troops search for valuables among the burial vaults and graves, but they also changed the dates on a number of the tombstones. If the altered tombstones are to be believed, the oldest person buried in Colonial Park Cemetery lived to the ripe old age of 1,700!

RECONSTRUCTION

The war years so ravaged Savannah that the population was left destitute and hungry. And yet Savannah was lucky. Her value as a seaport had spared her Sherman's torch. Her crops were intact, save what the Union troops confiscated. Reconstruction hit Savannah hard, but not nearly as harshly as other Southern cities. The Central of Georgia Railroad, when finally repaired, helped bolster the economy of the city. Savannah's economy grew once again because of cotton, quickly eclipsing pre-war production levels.

The post-War years were marked both by financial gains in this regard and Mother Nature's setbacks. There was yet another Yellow Fever Epidemic in 1876, and several devastating fires, the largest of which was the Hogan's Dry Goods Fire in 1889.

DAISY

Juliette Gordon Low was born on October 31st, 1860. As a child, she was stopped on the street by friend of her mother's, who commented that she was a pretty little girl. "No I'm not," she protested, "My Mama says I'm as ugly as ten bears!"

This eccentric behavior did not diminish with age. She was sometimes seen wearing live vegetables on her hat in place of flowers, and once went trout fishing with Rudyard Kipling in full evening dress.

Her 1886 marriage to William Low was an unhappy one, and their union fell apart in 1901. She spent the next decade traveling about the world, searching for fulfillment. She met Sir Robert Baden-Powell, founder of the Boy Scouts, in England in 1911. Daisy became involved in organizing the Girl Guides in England and Scotland. She eventually introduced the Guides to America, starting in Savannah. The first troop was founded in Savannah on March 12th, 1912.



Juliette Gordon Low, 1923

By the time of her death in 1927, the Girl Scouts of America organization had grown to nearly 168,000 members. She was buried in her Girl Scout uniform. As of 2005, the Girl Scouts of the United States of America had a membership of 2.5 million girls. There are also many, many adults (former scouts and others) who are members. Daisy's contribution lives on.

DECAY AND RENEWAL

Turn of the century Savannah was a time of great expansion. Telephones (the first was installed in the Desoto Hotel), improved sanitation, and a railway line to Tybee Island were all in full swing. Savannah continued to grow and change. Many streets were paved in 1890 for the electric streetcars. In 1887, the Cotton Exchange was built facing Bay Street, making Factor's Walk the so-called 'Wall Street of the South'.

Savannah also entered that time period with a new economic boost: both with local military bases and Savannah's status as a transportation hub (rail and port), Savannah could move troops and war materiel both during the Spanish-American and First

World Wars. This association with the military became stronger as the century wore on, with the establishment of Hunter Army Airfield (named in 1932 after Georgia's only World War I flying ace, Frank O'Driscoll Hunter), Fort Stewart in nearby Hinesville, Georgia, and the shipbuilding facilities on the Savannah River.

JAZZ BEAT

The 1920's, known as the Jazz Age or the Roaring '20's, was also a time of Prohibition. The Volstead Act, enacted in 1919, made producing or consuming liquor illegal in the United States, but Savannahians continued to drink, undeterred.

Savannah's cotton industry slowly entered a decline in the 20th century, due to shifting economics, depleted soil and the ravages of the boll weevil (an insect that devours cotton plants). With no way for the farmers to dig themselves out of trouble the stage was set for disaster, which occurred with the Stock Market Crash of 1929 and the start of the Great Depression.

The Depression hit the area hard. Already overworked land was farmed without regard for soil depletion. Although Savannah was aided somewhat by Union Bag and Paper coming to the area in 1935, the economy never fully recovered until production levels across the board jumped as America prepared to fight in World

WAR II. WAR AND THE AFTERMATH

Savannah's contribution to the Second World War was key to the war effort. Not only was she important as a major shipping port on the Eastern Seaboard, she also harnessed her shipbuilding capability. Many Liberty Ships, which carried troops and munitions to the European theatre of the War, were built in the Savannah area. This employed 15,000 people. The Mighty Eighth Air Force was established in 1942, and quickly became one of the chief bombing wings involved in the fight against Nazi Germany.

All that industry helped the economy, but the Historic District was dying. The suburban trend of moving further and further from the center of town, which was made possible by advances in transportation and better roads, meant that fewer families were living in the downtown. The great old historic houses were abandoned, and large areas of the city became the ghetto. Broughton Street, once the thriving business and commercial district, was largely boarded up. Many homes were demolished because of the value of their bricks: developers were buying houses cheap and demolishing them for their raw materials. Savannah was literally worth more dead than alive.

In 1954, the old City Market on Ellis Square, which was in serious disrepair, was demolished. In its place was built a multi-level parking deck. Savannahians were positively incensed. A public outcry emerged, and a small group of Savannahians were determined not to lose so much of our city's grand architecture. Seven ladies



Davenport House

from prominent families formed the Historic Savannah Foundation. Their first victory was in saving the Davenport House from the wrecking ball in 1955. The Historic Savannah Foundation today continues its dedicated efforts to preserve the Historic District from assimilation and destruction. Savannah has one of the largest Historic Districts in the nation, measured at 2.5 square miles.

Another important Savannah landmark to be renovated was the riverfront, which was transformed from a rotting collection of buildings and wharves into Rousakis Plaza, which opened in 1977. It was named for then-mayor John Rousakis.



Savannah College of Art and Design

SAVANNAH COLLEGE OF ART & DESIGN

Also aiding in the restoration effort has been Savannah College of Art & Design, which first opened in 1979. Early on they established a pattern of buying structures that were in danger of the wrecking ball and turning them into classrooms or administration buildings—a trend that continues today. To date the college has restored numerous buildings downtown, including ones designed by John S. Norris, William Gibbons Preston, and Alfred Eichberg.

'MIDNIGHT' IN SAVANNAH

Certainly helping Savannah's economy was the attention received from the bestselling book, *Midnight in the Garden of Good & Evil*. The book spent 3 years on the New York Times bestseller's list, and then was made into a major motion picture, directed by Clint Eastwood and starring Kevin Spacey and John Cusack.

SAVANNAH IN THE MOVIES AND MEDIA

Savannah has been featured in numerous movies, most prominently "Forrest Gump," of which the primary filming of the Savannah sequence took place in Chippewa Square. Other movies taking place in our city have been "Something to Talk About," with Julia Roberts, "The General's Daughter," with John Travolta, "Glory," with Matthew Broderick, "Forces of Nature," with Ben Affleck and Sandra Bullock, "The Legend of Bagger Vance," starring Matt Damon, Charlize Theron and Will Smith, and "The Conspirator," starring James McAvoy and directed by Robert Redford. Also set in Savannah are a series of novels by Eugenia Price. ■



TOWN PLAN

BY: Dottie Barrett

Today, we enjoy 22 squares spread throughout downtown.

When General Oglethorpe and the 114 individuals who accompanied him in 1733 arrived on the bluff above the Savannah River, the design of the city, as we know it today, was already completed. Whether inspired by Roman military manuals, a city in Asia, or the West End of London, our city is recognized as America's first planned city.

The original plan called for each family to receive 50 acres, which included a 45-acre farm, a five-acre garden plot on the edge of town and a small plot in town for a house. Much of the land was used for farming to supply the needs of the growing urban population.

The plan also called for six wards arranged in a square pattern. Each ward or square was composed of eight residential lots, called "tithings." Each tithing held 10 house lots. On the east and west side of the ward were trust lots, reserved for religious, government or other institutional buildings.

Before Oglethorpe returned to England for the last time in 1743, he had laid out the town's first six wards, or squares.



THE SUCCESSION OF SQUARES



Nathan Greene Monument in Johnson Square

1733

Derby (now Johnson), Percival (now Wright), Decker, (now Ellis) and Heathcote (now Telfair)

1735

Reynolds and Anson (now Oglethorpe)

1791

Warren, Washington and Franklin

1799

Columbia, Greene, and Liberty

1801

Elbert

1815

Jackson, (now Orleans) and Brown (now Chippewa)

1839

Pulaski, Jasper, (now Madison) and Lafayette

1840

Crawford (laid out in 1820 but not named until 1841)

1847

Chatham, and Monterey

1851

Calhoun, Troup, and Wesley (now Whitefield)

1851

Forsyth Park proper

REYNOLDS, 1733

Named for John Reynolds, first Royal Governor of Georgia.

JOHNSON, 1733

Named for Robert Johnson, the Royal Governor of South Carolina

WRIGHT, 1733

Named for James Wright, last Royal Governor of Georgia

ELLIS, 1733

Named for Henry Ellis, the Second Royal Governor

TELFAIR, 1733

Named for Edward Telfair, a three-time Governor of Georgia

OGLETHORPE, 1742

Named for James Edward Oglethorpe, founder of Georgia

FRANKLIN, 1791

Named for Benjamin Franklin, the colony's agent in London from 1768-77

WASHINGTON, 1791

Named for George Washington, first president of the United States

WARREN, 1791

Named for General Joseph Warren, Revolutionary War hero

GREENE, 1799

Named for General Nathaniel Greene, Revolutionary War hero

COLUMBIA, 1799

Named for "Columbia," the personification of the United States

ORLEANS, 1815

Named for The Battle of New Orleans, the last battle of the War of 1812

CHIPPEWA, 1815

Named for the Battle of Chippewa, War of 1812

PULASKI, 1837

Named for Polish Count Casimir Pulaski, Revolutionary War hero

LAFAYETTE, 1837

Named for The Marquis de Lafayette

MADISON, 1837

Named for James Madison, fourth president of the United States

CRAWFORD, 1841

Named for William Harris Crawford, Secretary of the Treasury under James Madison

CHATHAM, 1841

Named for William Pitt, the Earl of Chatham

MONTEREY, 1847

Named for the Battle of Monterey

CALHOUN, 1851

Named for John C. Calhoun, Vice President of John Quincy Adams and Andrew Jackson

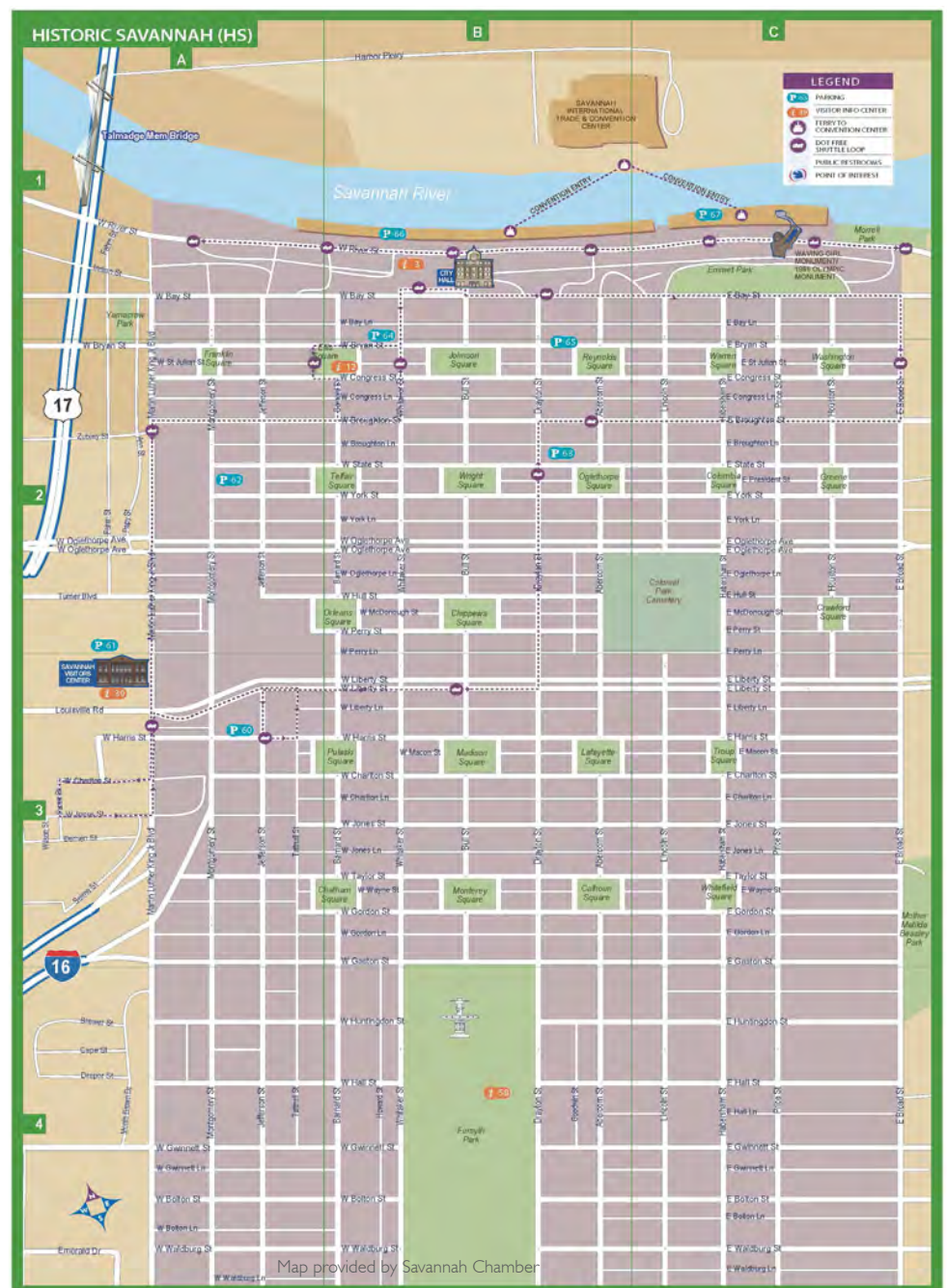
TROUP, 1851

Named for George Michael Troup, Congressman, U.S. Senator, Governor of Georgia

WHITEFIELD, 1851

Named for Reverend George Whitefield, the colony's fourth minister, founder of Bethesda Orphanage

SQUARES



ARCHITECTURE

BY: Dottie Barrett

The first houses in Savannah were very simple, built by carpenters and joiners who came over with Oglethorpe. Those houses were all alike, made of wood, measuring 16 x 22 feet. The houses remained in the same style into the 19th century.

The first public buildings were planned in England, and were also simple in design.

After the Revolution, Savannah began to prosper. Not satisfied with the simple design of the early houses, people wanted something more sophisticated and employed local mechanics to copy designs in books. The only example of one of those houses is the James Habersham Pink House, which is Georgian style.



The Olde Pink House

After the fire of 1796, master builders (these were the early architects) came to Savannah from the North and Europe.

One such builder was Isaiah Davenport who built in the late Georgian and Federal styles. The Davenport House on Columbia Square is Federal style. These houses were designed with high basements necessitated by Savannah's sandy, unpaved streets.

In 1816, the congregation of Independent Presbyterian (the wealthiest church in



Presbyterian Church

Georgia at the time) put out the word in the country they were seeking a design for their new meeting house. They settled on a design by John Holden Greene of Rhode Island. After completion, the building was ranked the finest American building of its day. The building was destroyed by fire in 1889 and rebuilt using the same plans.

In 1817, wealthy merchants in Savannah brought young William Jay over from London. They gave him all the work he could handle. As a result, today, Savannah has the finest examples of Regency style homes in America - the Owens-Thomas, the Telfair, and the Scarborough House. At the time these houses were referred to as "little palaces." Jay also built several other buildings in the city, which did not survive. The Savannah Theater was a Jay



Owens-Thomas House

design, but was changed considerably.

The fire of 1820 and the yellow fever epidemic that same year, coupled with a nationwide crash of the economy, left Savannah high and dry once more. It took until the 1830's for the city to recover.

After the construction of the Central of Georgia Railroad, Savannah once again prospered and the houses built during that time are the familiar row houses, suitable to the small lots (60 x 90 feet) in Oglethorpe's plan. They were built of the Savannah gray bricks, made at Hermitage Plantation on the banks of the Savannah River.

Between 1838 and 1847, Charles Cluskey came to Savannah and built many homes and public buildings. He favored the Greek revival style. St. Vincent's is one of the larger buildings he built. He is also credited with the Eastman Square. Cluskey left Savannah in 1847 to go to Washington and work on the Capitol building.



St. Vincent Academy Marker



Andrew Low House



Green-Meldrim House

From 1848 through 1860, New York architect John S. Norris came to Savannah and he left his mark. He first built the Customs House on Bay Street. This building, made of solid granite, was the first building to have I beams, which Norris designed to support the great weight of the material. The columns on that building are solid granite, monolithic. The building is classic in design with Greek influences. Trinity United Methodist on Telfair Square is another fine example of his style. The Green-Meldrim on Madison Square, of Gothic Revival design is one of his also. The Andrew Low house on Lafayette Square, which has Italianate influences and the Mercer House on Monterey Square also, has those attributes. The Massie School on Calhoun Square was also one of John Norris's buildings with classic Greek design.

During the late part of the 19th century, William Gibbons Preston designed the current Cotton Exchange located on Bay Street. On the Cotton Exchange, his King Cotton in the pediment is unique. He also designed the Savannah Volunteer Guards Building on Bull Street, now used by SCAD. The old Court House on Wright Square was also a Preston design. These buildings combine many of the aspects of classical architecture.

Not much has been added of note since those gifted architects plied their trade in our lovely city. However, their contributions have stood the test of time. ■



U.S. Custom House



CITY MARKET

The face of Savannah's historic City Market has seen many changes over the years. It all began in 1755, when farmers and fishermen brought to market such wares as scuppernongs, pigeon peas and fresh seafood of every description. Horses pulled wagons brimming with rabbit, tobacco, watermelon, and okra. And ferriers shod horses, and barbers trimmed hair. The market continued to grow and was Savannah's social and commercial center of life.

Unfortunately, the first two Market Buildings were destroyed by fire in 1788 and 1820. Then, a third was torn down after being used as a dressing station during the Siege of Savannah in the Civil War. An ornate brick structure with Romanesque arches, large circular windows, and soaring 50-foot roof line became the fourth market building in 1872. The Market area survived for 200 years, weathering many hardships and even a hurricane in 1896.

But it could not weather the age of air-conditioned supermarkets. The Market had become a relic and plans were made to tear down part of the historic area in favor of progress and a parking garage. After years of heated negotiating, the grand old market building was lost to the wrecking ball in 1954. With one final hurrah and in keeping with true Savannah style, the old market was honored with one of the city's most elaborate parties. On October 31, 1953, citizens said their last good byes during the Market Ball, or so they thought.

The controversy around demolishing City Market fired the flames of determination for many historic-minded Savannahians who vowed to protect and preserve historic structures in Savannah. This was especially true for seven ladies who were unwavering in their efforts to keep the market alive. Their persistent efforts couldn't save the old market building, but ultimately paid off as they went on to form the Historic Savannah Foundation, which still works to preserve and protect historic Savannah.

Today City Market houses art galleries, boutiques and restaurants. The second level of Franklin Ward North and Franklin Ward South has been converted into studios for painters, sculptors, photographers, and other artists. ■

RIVER STREET

In 1739, General Oglethorpe commissioned “Duchess the Potter” to build a wharf along the riverfront.

During the 18th century, factors and traders conducted their business from the ship's decks and the wharf. James Habersham and Col. Francis Harris opened the first commercial house below the bluff in 1744. Five years later, these two individuals were credited with the first shipment from Georgia consisting of lumber, pelts, and hogs.

The cotton business began 15 years later when eight bales were shipped to Liverpool, England. From this, the port grew in importance through the 1800s, necessitating the construction of multi-storied cotton storehouses. The first storehouses were built of heart pine wood with stone foundations. Because the timber was susceptible to fire, many buildings were destroyed by it. As a result, an ordinance was passed stating that no future buildings below the bluff would be made of wood.

With the increase in cargo business, new and better buildings were being built, and the need for a street across the wharf lots on the river side of the warehouses surfaced. It was in 1834 when River Street was created by the passing of legislation. This creation of River Street eventually led to the opening of drayways. These were roads that led down to the docks that were used by drays, a wooden cart pulled by horses to carry cargo.

Due to the increase in cotton and rice trade, more and more buildings were erected. Five-story warehouses were designed with basement floors opening to River Street with the second story opening only to “Factors Walk,” named for the early factors or commission merchants who had offices there.

As exports increased, ballast stones from England were used to cobble River Street and eventually all the ramps from the city to the river. In approximately 1850, ballast stones were also used to shore up the walls of the bluff. During this prosperous time, more buildings were erected for a variety of reasons. The ballast buildings were not only built for convenience but to also withstand the gales and river rises, to protect the contents from the weather. Thanks to their strength, these warehouses have truly stood the test of time.

In 1975, the city of Savannah determined to improve the river bulk-heading and street and parking conditions, and invested six million dollars into the riverfront area. Finally in 1977, the waterfront came to life once again. The dilapidated cotton warehouses were transformed into unique shops, restaurants, inns and galleries along a ten city-block section for the historic district. The cobbled streets are still in place, as well as the iron balconies, once used by the factors to stay “attuned to the pulse of the river.”

In 1996, the east end of River Street provided the location for the opening and closing ceremonies for the Olympic sailing events. Today, River Street plays host to First Saturday Arts & Crafts festivals featuring artists from around the country. In addition to festivals, River Street continues to be highly popular destination for locals and visitors. ■

Source: Savannah Waterfront Association



AFRICAN AMERICAN HISTORY



African-American Monument on River Street

BY: Jefferson Hall

Disdaining the slave practice from moment one, the Trustee's rule forbidding slavery was codified in print on April 3, 1735. For his own part, Oglethorpe seemed initially willing to look the other way where the borrowed slave labor from South Carolina was concerned, but after his return from Charleston in May 1733, he abruptly sent all the slave labor back to South Carolina. He explained his actions in an August 12, 1733 letter to the Trustees, saying "I sent away the negroes who sawed for us, for so long as they continued here, our men were encouraged in idleness by their working for them." It has been suggested that Oglethorpe may have witnessed something in Charleston that quickened his turn from the practice.

Oglethorpe did not approve of slavery, yet he was a board member of the Royal Africa Company. As England branched out into the slave trade, the Royal Africa Company was an attempt to instill some sense of civility, restraint and regulation into slavery. Though it seems to be a contradiction, the context of English society and the notions of the time indicated it was a gentlemanly attempt to civilize the barbarism.

A peculiar situation developed in which the balance of power shifted from the mercenary realm of pirates and rogues to the halls of London aristocracy; the unfortunate consequence was that it gave an air of legitimacy to it all. While Georgia's no slavery rule may have failed after just 17 years, it did perhaps make an interesting statement. Conversely, as England moved toward a monopoly on the Atlantic slave trade, this was one of her own colonial governments taking a moral stand against the practice.

The slaves that came to Savannah in the decade and a half immediately following the repeal of the 1735 legislation were primarily from the Carolinas and the Caribbean. The first slave ship to directly import Africans into Savannah arrived in 1766. The importation of slaves grew without regard to regulation, or finally, to law. (A fugitive trader in violation of US law; the last slave ship came to the Georgia coast in 1858.) By 1773, the Georgia colony, which 40 years before had tried to keep slavery out, was already half back.

The Georgia Infirmary, created in 1832, became Savannah's first hospital for people of color. While the patients were black, the doctors weren't – a distinction that would not be realized for another 60 years.

First African Baptist Church is the oldest African-American congregation in the country, established in 1788. The building on Franklin Square represents the fifth incarnation of the church and was built in 1859 by slaves during their time off, and free blacks. It is the oldest public brick building in Georgia that was built by blacks for blacks. In 1888, the church façade was remodeled to accommodate a massive steeple. A hurricane later destroyed that steeple, which was replaced by the "steeple stub" that stands today.

Laws were passed several times forbidding the education of slaves and were met with varying degrees of enforcement. The education of slaves, undertaken almost completely by whites in the 18th century, was almost exclusively undertaken by blacks in the 19th century. The longest lived "underground school" was operated for 30 years by Catherine and Jane Deveaux.

Savannah always maintained the largest free black population in Georgia. They lived in free black suburbs such as Brownville and, later, the Beach Institute neighborhood. A slave could marry and have a family with a free black, and any children followed the status of the mother (if the mother was a slave, the child would be a slave). Free blacks also owned slaves; how and when it began is unknown, but it is documented that by the 1790s slaves were held by free blacks.

More African-American women owned businesses and real estate than their male counterparts in antebellum Savannah. Leading occupations for free blacks included (in order) seamstress or dressmaker; washerwoman and cook or baker. After 1820, the policies of the Southern retrenchment began to set in and the number of freedoms was gradually restricted.

Slavery was abolished by Congress in 1865 by the 13th Amendment. ■



As you plan your guest experience, consider these sites and activities centered around African American Historical Sites and Activities.

BEACH INSTITUTE

912-335-88688

502 E. Harris St.

Established in 1865 as a school to educate newly-freed black residents of Savannah, Beach Institute serves as an African-American cultural center, featuring art exhibits and a unique collection of hand-carved wooden sculptures.

FIRST AFRICAN BAPTIST CHURCH

912-233-6597

23 Montgomery St.

The oldest active Black church in North America, this church served a vital role in Savannah's Civil Rights Movement and features unique stained glass windows of African-American subjects.

FIRST BRYAN BAPTIST CHURCH

912-232-5526

575 W. Bryan St.

This church has been a place of worship, owned by African-Americans, for more than 200 years.

KING-TISDELL COTTAGE

912-335-8868

514 E. Huntington St

This restored 1896 Victorian cottage serves as a cultural museum, emphasizing the contribution of African-Americans to Savannah's history, and to the nation as a whole.

LAUREL GROVE SOUTH CEMETARY

912-651-6843

2101 Kollock St.

The final resting place for many of Savannah's African-American residents since 1852, Laurel Grove South is one of the most historic cemeteries in Savannah.

RALPH MARK GILBERT CIVIL RIGHTS MUSEUM

912-777-6099

460 Martin Luther King Jr Blvd.

Dedicated to the civil rights movement, this museum celebrates the contributions of African-Americans through permanent and traveling exhibits that showcase Black history and cultural achievements.

SAVANNAH STATE UNIVERSITY

912-358-4778

3219 College St.

Savannah State University (SSU), founded in 1890, is the oldest public historically black college in Georgia. Originally named Georgia State Industrial College for Colored Youth, SSU was located in Athens, Georgia for several months in 1891. On October 7, 1891, SSU moved to its permanent location in Savannah. Major Richard Wright Sr. served as the institution's first president from 1891-1921.

ST. PHILIP A.M.E CHURCH

912-233-2083

613 Martin Luther King, Jr. Blvd.

St. Philip A.M.E., the first African Methodist Episcopal Church in the state of Georgia was organized by Rev. A.L. Stanford on June 16, 1865. The church is now empowered to serve the present age, by offering several dynamic ministries to include a Child Development Center, Music and Media Ministries, Youth Ministries and a Liturgical Dance Group.



SITES AND ACTIVITIES



These festivals generally happen during the following months. For further information, research each festivals for date, time, and location.

JANUARY

- Martin Luther King, Jr. Parade
- Tybee Island Polar Plunge

FEBRUARY

- Savannah Irish Festival
- Savannah Book Festival

MARCH

- St. Patrick's Day Parade and Festival
- Savannah Music Festival
- Savannah Tour of Homes and Gardens
- Savannah Stopover Music Festival
- TLC Tourism Awards

APRIL

- N.O.G.S. Tour of Hidden Gardens
- Fine Arts on the River
- SCAD Sidewalk Arts Festival
- SCAD Sand Arts Festival

MAY

- Tybee Equality Fest
- TLC Golf Tournament
- Tybee Wine Festival
- Savannah Scottish Games
- Tybee Island Beach Bum Parade Preservation Festival: Preservation Wine Tour
- Armed Forces Festival
- Tybee Island Tour of Homes

JUNE

- Savannah Asian Cultural Festival

JULY

- Independence Day Fireworks on Tybee Island
- Fourth of July Festival on the River Savannah
- Folk Music Festival

AUGUST

- Savannah Voice Festival
- Labor Day Celebration on the River
- Savannah's Gourmet Seafood & Spirits Festival

SEPTEMBER

- Labor Day Beach Bash
- Seafood Fest on the River
- Savannah Jazz Festival
- Revival Festival

OCTOBER

- Savannah Greek Festival
- Tybee Festival of the Arts
- St. Vincent's Academy Annual Tour of Homes & Tea
- Oktoberfest on the River
- Picnic in the Park
- Tybee Island Pirate Fest
- Jewish Food Festival
- Halloween on the River
- Wag-o-ween
- SCAD Savannah Film Festival
- Hilton Head Motoring Festival & Concours d Elegance
- Gullah Geechee Seafood Festival

NOVEMBER

- Savannah Food & Wine Festival
- Tybee for the Holidays
- Savannah Harbor Boat Parade of Lights

DECEMBER

- Christmas on the River & Lighted Parade
- City Market Christmas for Kids Celebration
- City Market New Year's Eve Celebration
- New Year's Celebration on the River
- New Year's Eve Fireworks on Tybee Island



FESTIVALS

THEATRES

THEATRES

Lucas Theatre for the Arts
912-525-5040
32 Abercom St.

Savannah Theatre
912-233-7764
222 Bull St.

Trustees Theater
912-525-5051
216 E. Broughton St.

Whether your guests wants to watch a movie or partake in an interactive show. Here is a list of theatres in the area.

MOVIES

AMC Classic I0
912-353-9904
511 Stephenson Avenue

Pooler Cinemas Stadium 12
912-330-0777
425 Pooler Pkwy (Pooler)

Royal Cinemas & IMAX
912-998-4025
5 Towne Center Ct. (Pooler)

AMC Classic II
912-920-3994
1150 Shawnee Street



Trustees Theatre during the SCAD Film Festival

SAVANNAH BANANAS

The Savannah Bananas are a member of the Coastal Plain League, consisting of 16 teams throughout North and South Carolina featuring the top college players from around the country. They launched on February 25, 2016. The team, led by Head Coach Sean West took the league by storm and won the Coastal Plain League Championship. Players can be drafted by professional teams once they graduate from high school. Having won many awards including Sports Event of the Year, they are sure to put on a performance your guests will enjoy.

The Savannah Bananas are a circus-like baseball team who have sold out 88 straight games at Historic Grayson Stadium! They claim this is the most FUN you'll ever have at a baseball game!

912-712-2482
Historic Grayson Stadium
1401 E. Victory Drive, Savannah, GA 31404

E-mail: Jared@thesavannahbananas.com
Website: <https://thesavannahbananas.com/>



Savannah Bananas players engaging in shenanigans

DIRECTORY

ARTS

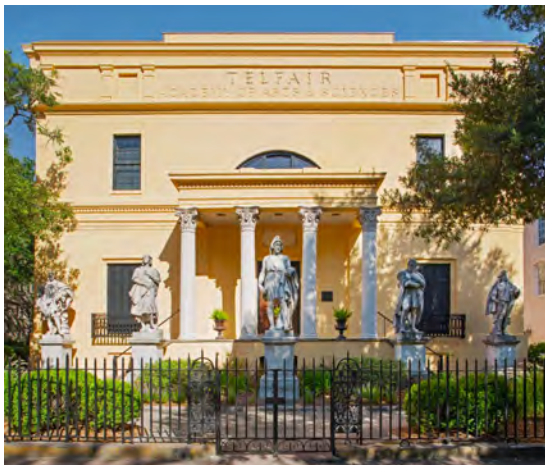
Art Center at City Market
The upstairs level of City Market is filled with original paintings, sculpture and photography by area artists.
912-232-7731
309 W. Congress St.

The Lucas Theatre for the Arts
Built in 1921 as a movie palace, this theatre was recently restored and features movies, plays, concerts and more.
912-525-5040
32 Abercom St.

Savannah College of Art and Design
The largest art college in the U.S., the Savannah College of Art and Design features a number of exhibits year-round in galleries across Savannah.
912-525-5100
516 Drayton St.

Savannah Theatre
One of the oldest operating theaters in the U.S., Savannah Theatre is known for musicals, comedies and dramas.
912-233-7764
222 Bull St.

Telfair Museum of Art
Housed in a historic 19th-century building designed by architect William Jay, the Telfair Museum of Art features a permanent collection of paintings, sculpture and photography as well as visiting exhibitions.
912-790-8800
207 W. York St.



Telfair Museum of Art

FORTS

Fort McAllister State Park
Located in Richmond Hill, Fort McAllister features Civil War era earthworks and special events throughout the year.
912-727-2339
3894 Fort McAllister Rd.

Fort Pulaski National Monument
This masonry fort fell to Union troops during the Civil War and features a drawbridge, moats and cannons.
912-786-5787
On U.S. 80, 10 miles east of Savannah



Fort Pulaski National Monument

Fort Screven
Built in the late 19th century, Fort Screven on Tybee Island is one of the nation's last coastal batteries.
912-786-5444
North end of Tybee Island Beach

Old Fort Jackson
The oldest standing fort in Georgia, Old Fort Jackson has been in use since the 1740's and served as the headquarters for the Confederate Army during the Civil War.
912-232-3945
1 Fort Jackson Road, Islands Expressway

HISTORIC HOMES

Andrew Low House
Built in 1848 for cotton merchant Andrew Low, this historic home features beautifully preserved interiors with period antiques.
912-233-6854
329 Abercom St.

Davenport House Museum
This historic Federal-style home, built between 1815 and 1820, was the house that launched Savannah's historic preservation movement in the 1950's.
912-236-8097
324 E. State St.

Flannery O'Connor Childhood Home
The childhood home of one of America's greatest writers, the Flannery O'Connor House features a refurbished interior as well as photographs and artifacts from O'Connor's years in Savannah.
912-233-6014
207 E. Charlton St.

Green-Meldrim Mansion
General Sherman's Civil War headquarters, the Green-Meldrim Mansion is a fine example of neo-Gothic architecture and features a magnificent interior.
912-233-3845
14 W. Macon St.

Juliette Gordon Low Birthplace
The birthplace of Juliette Gordon Low, the founder of the Girl Scouts, has been restored to its 1800's appearance and features period antiques and artifacts from Low's life.
912-233-4501
10 East Oglethorpe Ave.

King-Tisdell Cottage
Located in the historic Beach Neighborhood, this restored Victorian cottage, built in 1896, serves as an African-American culture museum.
912-335-8868
514 E. Huntingdon St.

Owens-Thomas House & Slave Quarters
One of the finest examples of Regency architecture in the U.S., the Owens-Thomas House features a formal English garden and a restored carriage house.
912-790-8889
124 Abercom St.

HISTORIC SITES

Savannah Botanical Gardens
Available for individual or group tours, these botanical gardens feature an 1840's style farmhouse.
912-355-3883
1388 Eisenhower Dr.

OF SITES

Georgia Historical Society
Built in 1874-75, Hodgson Hall houses the Georgia Historical Society and serves as a research center and exhibition hall for an extensive collection of artifacts and documents
912-651-2125
501 Whitaker St.

Wormsloe Historic Site
A historic plantation dating back to Savannah's earliest settlers in the 18th century, Wormsloe features tabby plantation ruins and a majestic avenue of live oaks.
912-353-3023
7601 Skidaway Road

MUSEUMS

The Beach Institute African American Cultural Center
912-234-8000
502 East Harris St.

Jepson Center for the Arts
912-790-8800
207 W. York Street

Georgia State Railroad Museum
912-651-6823
655 Louisville Rd.

Massie Heritage Center
912-395-5070
207 E. Gordon St.

Mighty Eighth Air Force Museum
912-748-8888
175 Bourne Ave. (Pooler)

Ralph Mark Gilbert Civil Rights Museum
912-777-6099
460 Martin Luther King Jr. Blvd.

Savannah History Museum
912-651-6840 303
Martin Luther King Jr. Blvd.

Savannah Ogeechee Trail Canal Museum & Nature Center
912-748-8068
681 Fort Argyle Rd.

Ships of the Sea Museum
912-232-1511
41 MLK Blvd.

Telfair Academy
912-790-8800
121 Barnard St.

Tybee Island Light Station and Museum
912-786-5801
30 Meddin Dr.



Tybee Island Light Station and Museum

RECREATION/PARKS

Chatham County Aquatic Center
40,000 square feet with 8-lane competition pool, warm-up instructional pool, 1200 capacity spectator area, support facility, pro shop and on-site sports and medicine clinic.
912-652-6793
7240 Sallie Mood Drive

Daffin Park
912-351-3841
1301 E. Victory Dr.

Forsyth Park
2 W. Gaston St.
Between Drayton and Whitaker Street

Jaycee Park
786-4573
30 Van Home Ave. (Tybee Island)

King's Ferry
912-652-6780
6811 Chief Of Love Rd.

Lake Mayer
1850 E Montgomery Cross Rd.

Memorial Park
786-4573
401 Butler Ave., Tybee Island

Oatland Island Education Center
This coastal nature preserve features enclosures with live panthers, wolves, deer and bobcats as well as ongoing educational programs.
395-1212
711 Sandtown Road Savannah, GA 31410

Savannah National Wildlife Refuge
Home to alligators, various reptiles, birds, and fish, the Wildlife Refuge is 26,000 acres of freshwater marshes, tidal water, and swamp.
784-2468
694 Beech Hill Ln, Hardeeville, SC 29927

Skidaway Island State Park
533 acre park features a campground, swimming pool, picnic shelters, fishing, nature and hiking trails and observation towers with abundant wildlife viewing
598-2300
Located 6 miles southeast of Savannah on Diamond Causeway.

Tybee Island Marine Science Center
786-5917
1510 Strand Ave.

University of Georgia Marine Education Center & Aquarium
Featuring an aquarium and ongoing educational programs.
912-598-2337
Skidaway Island



Romantic Carriage Tour

TRANSPORTATION

ON-STREET PARKING

There are approximately 3000 metered spaces that range from 15 minutes to 10 hours.
 Enforced: Monday - Saturday, 8am - 8pm, north of Liberty Street
 Enforced: Monday - Friday, 8am - 5pm, south of Liberty Street

PARKING GARAGES

Bryan Street Garage

912-651-6477
 Location: 100 E. Bryan St.
 Hours of Operation: 24 hours/7 days a week
 Cashier Hours: 24 hours a day, 7 days a week
 Daily Rate:

- Monday - Friday; 5am - 5pm; \$1.00 per hour
- Monday - Thursday; 5pm - 5am; \$2.00 flat rate
- Friday; 5pm - 5am; \$5.00 flat rate

Weekend Rates:

- Saturday - Monday; 5am - 5am; \$5.00

Liberty Street Garage

912-644-5934
 Location: 301 W. Liberty St.
 Cashier Hours:

- Monday-Friday, 5am - 9pm
- Saturday, 6am - Sunday 1am
- Sunday, 6am - Monday 1am

Daily Rate:

- Monday - Friday; 5am - 5pm; \$1.00 per hour
 - Monday - Friday; 5pm - 5am; \$2.00 flat rate per night;
- Weekend Rate:
- Saturday & Sunday; 6am - 1am; \$5.00 flat rate per day

RIVER STREET PARKING

Three parking lot are available on River Street for guests to park in. They operate Monday - Friday, 8am - 8pm. The rate for the parking lots is set at \$2.00 an hour

State Street Garage

912-651-6473
 Location: 100 E. State Street
 Cashier Hours:

- Sunday - Friday; 5am - 1am
- Saturday 24 hours

Daily Rate:

- Monday - Friday; 5am - 5pm; \$1.00 per hour
- Monday - Thursday; 5pm - 1am; \$2.00 flat rate
- Friday; 5pm - 5am; \$2.00 flat rate

Weekend Rates:

- Saturday to Monday; 5am - 5am; \$5.00 flat rate

Daily Rate:

- Monday - Friday; 5am - 5pm; \$1.00 per hour
- Monday - Friday night; 5pm - 5am; \$2.00 flat rate

Weekend Rates:

- Saturday - Monday; 5am - 5am; \$5.00 flat rate

Whitaker Street Garage

912-525-2820
 Cashier Hours: 24 hours a day, 7 days a week

Daily Rate:

- \$2.00 per hour, max \$16.00 a day.

Weekend Rates:

- Saturday - Monday; 5am - 5am; \$10.00 flat rate

HANDICAP ACCESS

Ramps leading to River Street are located at Abercorn Street, Barnard Street, Lincoln Street and Whitaker Street. An elevator is located beside the Hyatt on the east side.



Parking Meter Station

SAVANNAH VISITOR DAY PASS

- One day 24-hr pass is \$15
- Two day 48-hr pass is \$24
- VDP's are valid for on-street parking only.
- VDP's can be purchased by appointment only call 912-651-6470

Robinson Garage

912-651-6478
 Location: 132 Montgomery Street
 Cashier Hours:

- Monday - Thursday; 5am to 1am
- Friday - 5am; Sunday 1am

Daily Rate:

- Monday - Friday; 5am - 5pm; \$1.00 per hour
- Monday - Thursday; 5pm - 1am; \$2.00 flat rate
- Friday; 5pm - 5am; \$2.00 flat rate

Weekend Rates:

- Saturday to Monday; 5am - 5am; \$5.00 flat rate



Bryan Street Parking Garage

OTHER MOBILITY OPTIONS



PEDI-CABS

Cover most of the historic district
No set hours of operation, but are generally available from 10am until about midnight. Passengers pay what they think is fair. (Trips for Tips)
912-232-7900

TAXI SERVICES

Several different companies offer taxi services.

TROLLEY TOURS

Many trolley tour companies offer free parking for their customers and the ability to get on and off at various trolley stops.

- Kelly Tours
- Old Savannah Tours
- Old Town Trolley



RENTALS

Many companies in Savannah offer various types of transportation around town. From electric scooters to horse drawn carriages, you are sure to find something that fits your style.

- Above & Beyond Limousine Service
- Savannah Carriage Tours
- Silver Oak Transportation

CAT BUS FARES

- One-way fare - \$1.50
- Express route one-way fare - \$1.50
- Transfers - FREE
- Reduced disability fare with valid ID - \$0.75
- Day Pass: unlimited trips for the day of activation - \$3.00
- Ten (10) Ride Card: valid any time - \$15.00
- Weekly Pass: Unlimited trips for 7 consecutive days upon activation - \$16.00

Veteran/Youth/Senior/Disabled passengers may be eligible for the Hal-Fare Program. Visit website for more details at <https://www.catchacat.org>

CAT

CHATHAM AREA TRANSIT



Hybrid CAT Bus



FREE

Give your guests the opportunity for a free trip around Savannah spanning both land and water. Encourage them to board the free dot shuttle that will take you on a loop around the historic district. Or they can easily board a Savannah Belles Ferry, with service crossing over the Savannah River at three different stops.

SHUTTLE

The Express Shuttle consists of 30-passenger vehicles in simultaneous circulation. There are stops through the historic district which connect to visitor destinations, municipal parking garages and other mobility systems. The wait time per stop is about 10 minutes.

Hours of Operation:

- Monday - Friday 7am – 12am
- Saturday 10am – 12am
- Sunday 10am – 9pm
- Holidays 10am – 9pm
 - This includes Martin Luther King, Jr. Day, Memorial Day, 4th of July, Labor Day, Christmas Eve, and New Year's Eve.
- There is no service on Thanksgiving, Christmas or New Year's Day



dot Shuttle



Juliette Gordon Lowe Ferry

SAVANNAH BELLES FERRY

Ferries, named for Savannah's "Belles"— strong women who shaped the city's history, take passengers across the Savannah River and back to two stops along River Street. This ensures connectivity to Hutchinson Island. There are three ferry landings located at City Hall (adjacent to the Hyatt), the Waving Girl Landing (adjacent to the Marriott) and Convention Center (adjacent to the Westin) equipped with historically compatible shelters as well as call-boxes to provide water and ground taxi service information. Ferry vessels and ferry landings are ADA accessible.

Monday - Sunday, 7am to 12:30am. (Service to Waving Girl Landing ends at 6pm) There are 10 minute intervals between launchings. All times are subject to weather conditions and water traffic.

UPDATES

Visit ConnectOnTheDot.com for updates on services.

connect ON THE **dot**



<p>CULTURAL DESTINATIONS</p> <ul style="list-style-type: none"> 41 Andrew Low House 42 Ascension Lutheran Church 43 Beach Institute 44 The Cathedral of St. John the Baptist 45 Christ Church 46 City Market 47 Colonial Park Cemetery 48 Comp. Mickie Israel 49 Davenport House 50 First African Baptist Church 51 First Baptist Church 52 First Bryan Baptist Church 53 Flannery O'Connor Home 54 GA Historical Society 55 Girl Scout First HQ 56 Green-Meldrim House 57 Harper Fowlkes House 58 Independent Presby. Church 59 Jepson Center 60 Juliette Gordon Low Birthplace 61 King-Tisdell Cottage 62 Lucas Theatre 63 Massie Heritage Center 64 Owens-Thomas House 65 RMG Civil Rights Museum 66 SCAD Museum of Art 67 SCAD Welcome Center 68 Savannah Hist. Museum 69 Savannah Theatre 70 Second African Baptist 71 Ships of the Sea Museum 72 St. John's Episcopal 73 Tellair Museum of Art 74 Torrey U. M. Church 75 Trustees Garden 76 Trustees Theatre 77 Wesley Monumental UMC 	<p>PUBLIC SERVICES</p> <ul style="list-style-type: none"> 1 City Hall 2 County Courthouse 3 County Government Complex 4 Joe Murray Rivers, Jr. Intermodal Transit Center 5 Metro Planning Commission 6 Savannah Civic Center 7 Savannah International Trade & Convention Center 8 U.S. Courthouse 9 U.S. Custom House 10 U.S. Post Office 	<p>PUBLIC PARKING GARAGES & LOTS</p> <ul style="list-style-type: none"> P101 Bryan St. Garage P102 Civic Center Parking Lot P103 Liberty St. Garage P104 River Street West Lot 1 P105 River Street West Lot 2 P106 River Street East Lot P107 Robinson Garage P108 State St. Garage P109 Visitor Center Lot at MLK P110 Whitaker St. Garage <p>VISITOR SERVICES:</p> <ul style="list-style-type: none"> V1 Visitor Center at Ellis Square + 26 Barnard Street V2 Visitor Center at Forsyth Park + 621 Drayton Street V3 MLK Visitor Information Center - 301 Martin Luther King, Jr. Blvd. V4 The River Street Visitor Information Center - 1 West River Street V5 Visit Savannah! Visitor Information Center - 101 East Bay Street 	<p>dot SYSTEM ROUTES, STOPS & LANDINGS</p> <p>Savannah Belles Ferry</p> <p>Express Shuttle</p> <p>FORSYTH LOOP</p> <p>DOWNTOWN LOOP</p> <p>Chatham Area Transit (CAT) Bike Station</p> <p>Elevator to/from River Street</p>
---	--	--	--

CUSTOMER



SAVANNAH-BRAND OF CUSTOMER SERVICE

BY: Diana Morrison with Molly Swagler

Branding is one of those words that we hear all the time. What does it really mean?

In this article, I present several questions that will make you think about how you are branding Savannah with your everyday people and customer service skills.

Most of us think of companies who brand themselves like the swoosh of Nike or the yellow smiling face of Wal-Mart. But, what does branding mean to Savannah's tourism product? After all, Savannah's tourism industry is a \$3 billion business that employs 27,000 workers locally. Having a brand of customer service is crucial to that success, and summed up in our namesake, "The Hostess City."

So, how do we sustain and grow that customer service brand in Savannah?

We focus on how your customers see you and how you treat and respond to them.

It all starts with self-perception.

Whether we like it or not, we are ALWAYS communicating—with words, with the way we dress, and with the way we interact with people. A smile says you're happy. A clean shirt says you're a clean person. A kind word says you value kindness.

If we are to be the "Hostess City" then we need to be open, welcome and engaging with the guests who come to Savannah.

Test whether you're open. Take a long, hard look in the mirror. You may even want to enlist the help of a trusted friend.

What do you see? A warm, inviting person that welcomes the stranger as a friend, or someone who is guarded and unapproachable.

If you're guarded, you may want to think about some simple things you can change to open yourself up to new possibilities. Try a smile. Wear a nametag. Dress to fit the culture of your place of business.

Next, listen to what you're saying. When a customer says, "thank you." Do you reply with "no problem" or "my pleasure"? "No problem" takes two negative words and crams them together into an offhand phrase. Instead, "my pleasure" takes ownership and sounds like you enjoy what you do.

Below there are some other phrase comparisons to consider in the Communication Quiz.

Overall, you want to evaluate what you're communicating with the way you approach your job, your community, your co-workers, and your customers?

You also want to take a look at your role at work. This is not the job description, but how your co-workers identify you. Are you the authority? The problem solver? The jokester? The drama queen?

The customer can pick up on all of that, so position yourself in a way that shows you take your career seriously. You will likely receive more advancement opportunities at work, as well as better customer satisfaction, which in our industry results in more money.

Being a hospitality professional means you have to leave attitude and drama at home. These will destroy you and your career if you wear them to work.

On the issue of work, think about your space, whether it be a server station or an office not generally visited by the guest. Is it clean and organized? How can you improve it to communicate your utmost professionalism?

When you answer the phone, you are participating in the Savannah brand of hospitality. You're making an impression on the caller. A cheerful, professional greeting will set the tone. "Thank you for calling. How may I help you today?" will get you much farther than "Hello, this is Diana."

This works behind the scenes as well. Talking bad about your company on or off the job only makes you look bad. So, focus on the positive no matter what you think.

In terms of the written word, make sure your emails are complete and grammatically correct. Send a thank you note or congratulations note to your customers and co-workers. Those positive messages will make a big impact.

Remember that YOU are the Savannah brand of hospitality. Everything you do, say, and project is a part of that. Your staff and co-workers, how you make your customers feel, your community spirit, and your products and services all mesh together to create a brand, our own unique brand of hospitality. ■

SERVICE

COMMUNICATION QUIZ

Is there a better way to say the same thing?

Look at these common responses below. Decide which one would be the better response and why. Here's a clue, think about it from the customers' perspective. What do you think is the difference in the way a customer feels when you respond in the following ways?

No problem **My pleasure**

Thank you very much Thanks

If you have a problem call me. May I call you in 30 minutes to make sure all is to your liking?

I am sorry I don't know but I will find out and come immediately back to you. I don't know.

It's not my job. May I introduce you to someone who will know the answer?

(looking at your shoes) (making good eye contact when addressing a question or problem)

I am so sorry we allowed this error. We will certainly handle immediately. Sorry

May I show you on our city guide? Directions are down the street on the right.

It's good. I have tried that item on the menu before and it was very tasty.

I'm not sure but I'll find out. They don't tell us that.



NOTES



SAVANNAH 101

This book is meant to be a basic handbook for those working in the tourism and hospitality industry in Savannah. It is provided free of charge to TLC members. This book also serves as the study guide for the pre-requisite test for entrance into the TLC's Coastal Concierge Association certification process.

The information contained within is for reference purposes and does not reflect an endorsement by the Tourism Leadership Council.

EDITORS

Michael Owens, CEO/President
Michael O'Donovan, Communications Director

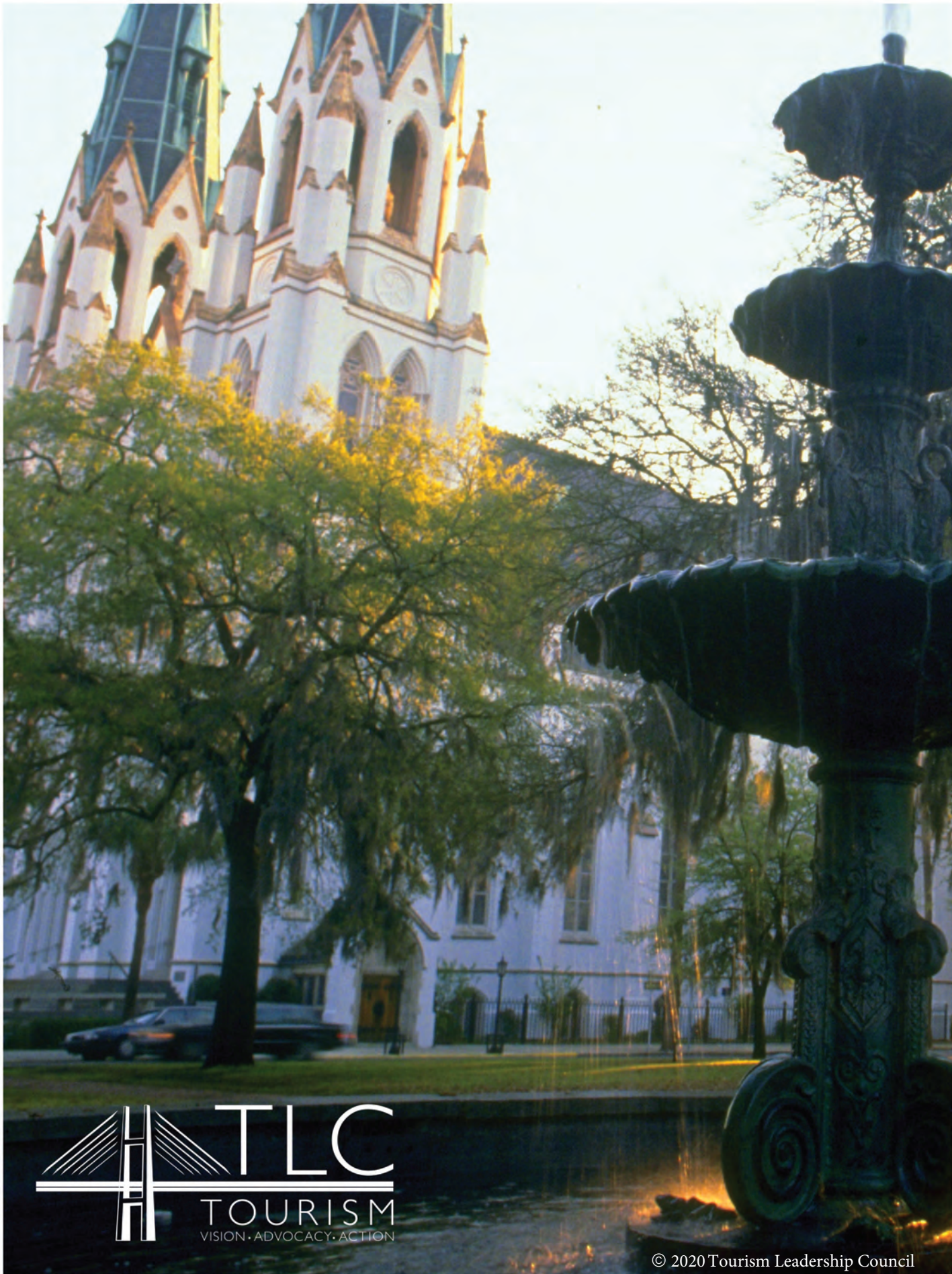
CONTRIBUTORS

Dottie Barrett brings more than 30-years of experience as a licensed, professional tour guide. She provides tours to destination management companies, motor coaches, celebrities, royalty, and visitors. Her passion for American History, especially of the Old South, led her to start the "Savannah 101" project with the Tourism Leadership Council. More than ten years ago, Barrett designed the first "Savannah 101" to teach members of Savannah's hospitality industry about the city.

James Caskey is a tour owner, licensed guide, historian, and author in Savannah, Georgia. In 2001, he found-ed Cobblestone Tours, a walking ghost tour. Caskey's first book, "Haunted Savannah," is a local best-seller; originally published in 2005. His second book, "The Haunted History of New Orleans: Ghosts of the French Quarter," published in 2013. His third book, "Charleston's Ghosts: Hauntings in the Holy City," will debut in summer of 2014, and he is currently editing a guidebook and history of Savannah.

Jefferson Hall is an acclaimed, local tour guide and former archivist for the Georgia Historical Society. He receives positive reviews for his tours and his telling of Savannah's history and present day facts.

Diana Morrison founded Advertising Specialty Services more than 25 years ago. The company provides marketing materials that promote business success. Because of Morrison's own, personal success in marketing, she has been asked to share tips to becoming more visible, increase customer service savvy, build effective trade shows, and grow profitability while supporting the brand. Morrison also commits much of her time to civic engagement, which includes serving on the TLC Board of Directors.



 **TLC**
TOURISM
VISION • ADVOCACY • ACTION

© 2020 Tourism Leadership Council