

Southern Rock Initiative Subcommittee Meeting

June 12, 2023 – 11:30 am – Clay County Administration Conference Room A

Introductions:

The goal for the Southern Rock Initiative is to discuss how to make the Southern Rock Hall of Fame a reality.



Southern Rock Hall of Fame Presentation

The idea of creating a Southern Rock Hall of Fame in Clay County has been around for a long time. The famous band, Lynyrd Skynyrd wrote their music in Clay County. Southern Rock has been influenced by various genres of music and continues to influence music to this day. Not only are we discussing creating a Southern Rock Hall of Fame, but making Clay County a music destination. Florida is lacking a location for the music industry. Sandy Keller created a survey for those who are musicians and in the music business about what is most needed in this part of the country. The predominate response was we need the music business, there's a void in the industry in the area.

Financial Setup:

We have 3 different options when it comes to the financial set up of this initiative. The Subcommittee reached the consensus that a public-private partnership is the best financial structure for this project. Because we are a government entity, there's certain rules and processes we must follow. We need champions in the community for the Southern Rock Initiative to be successful. We need an individual that will be able to bring all of the champions in the community together. Sandy Keller offered to help take on this role of bring everyone together. The discussion of having a RFQ or a RFP came up to find our champion/organization for this initiative.

Capricorn Studios

Capricorn Studios is example that the Southern Rock Initiative is looking at as we continue to figure out our next steps to make this a reality. Capricorn Studios had a revitalization that took place in 2020. This was funded by Mercer University, the City of Macon and their Tourism Officer (2-3 private investigators). The total cost for the restoration of the building was \$5 million. Mercer University has staff involved along with certificate programs that are offered.

Location:

There are various locations we are considering for the Southern Rock Hall of Fame. Finding the location where this Hall of Fame will preside is key.

Next Steps for the Southern Rock Initiative:

- Draft an RFQ
- Draft the Scoring Guidelines for the RFQ