

EMBRACING THE PAST, SHAPING THE FUTURE: SAVANNAH'S VISION FOR NIGHTLIFE IN A LIVING HISTORY

Edward Grant

Assistant Director

City of Savannah - Special Events,
Film & Tourism Office



Sociable City **SUMMIT**
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Embracing the Past, Shaping the Future

Savannah's Vision for Nightlife in
a Living History



Edward Grant

Assistant Director
Special Events, Film & Tourism
City of Savannah

Started with Savannah in 2001

20 years of Policing
6 years in the SEFT Office

Leadership Savannah Graduate - Class
of 23'

Leadership in Police Organizations
Graduate (IACP)

Municipal Special Events Association
(MSEA)

Nation Marathon Safety Committee
(NCS4)

Visual Artist / Content Creator
Savannah College of Art and Design
savannahga.gov



ACT 1



ACT 2



ACT 3



Savannah Snapshot

9.7M Overnight Visitors in 2022, up from 7.8M in 2015

4.7M Rooms sold in 2022, up from 3.7M in 2015

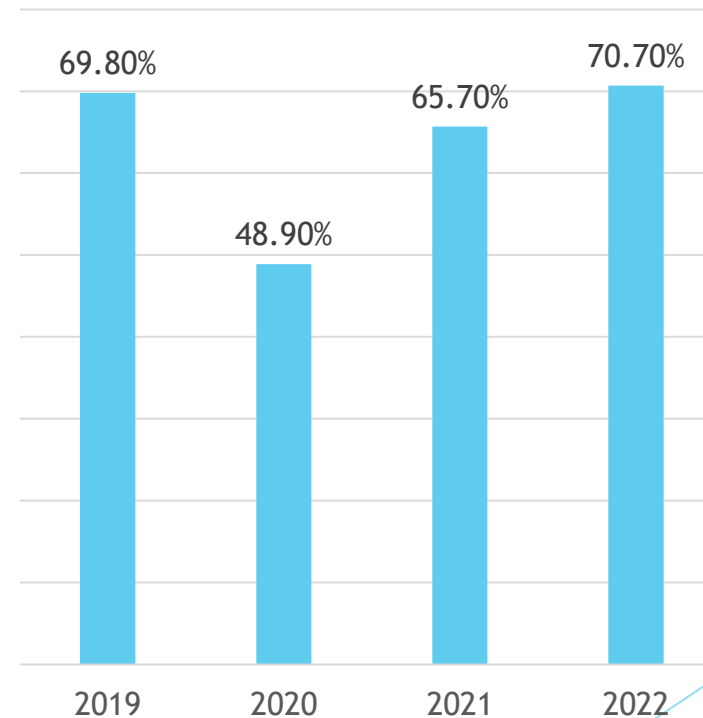
18,549 hotel rooms in MSA, up from 15,009 in 2015

\$4.4B direct spend at hotels in 2022, up from \$2.67B in 2015

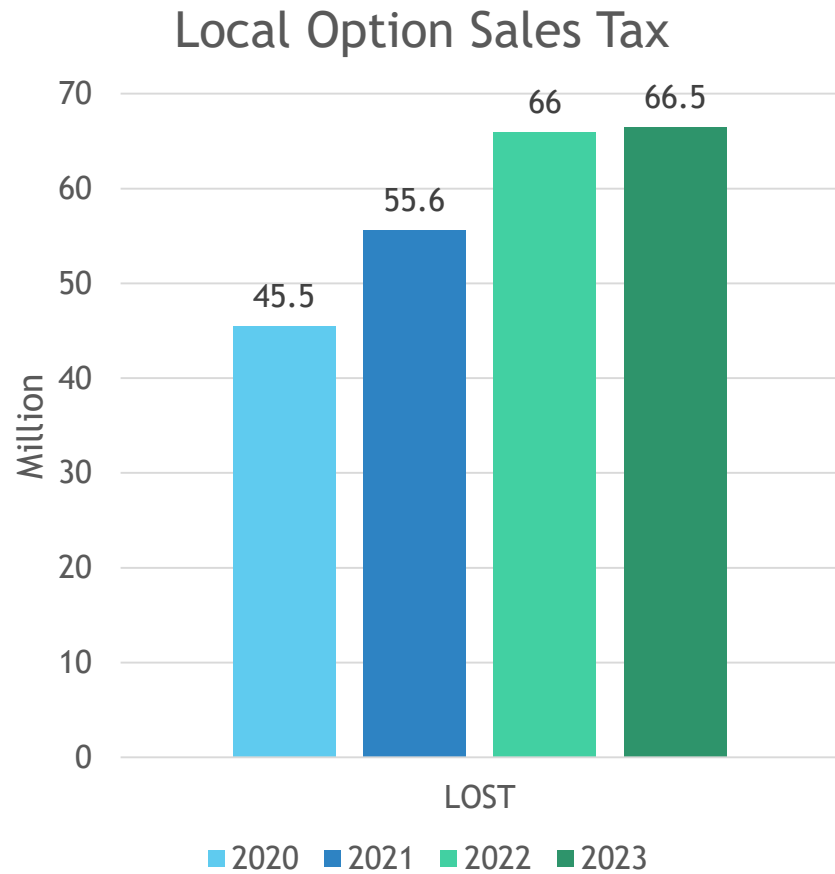
Room Tax Revenue 44.5M in 2023, up from 23.2M 2015

Source: Smith Travel Research

Hotel Room Occupancy Rates (MSA)



General Economic Impact



2024 Accolades



10 Best Southern Destinations for Spotting Spring Blooms

South's Best Cities 2024



Best Destinations to Travel to in March



The Best U.S. Cities to Be a Ghost



10 Top Travel Destinations in the US for 2024



Georgia's Best Landmarks According to Visitors



Where to Travel the South in Your RV



10 Best Destinations for Galentine's Day Getaway



10 Scenic Overnight Train Trips in the US



Open Table's 100 Most Romantic Restaurants List



5 of the Most Romantic Restaurants in the US



Top 10 U.S. States Ranked on Building Sustainability





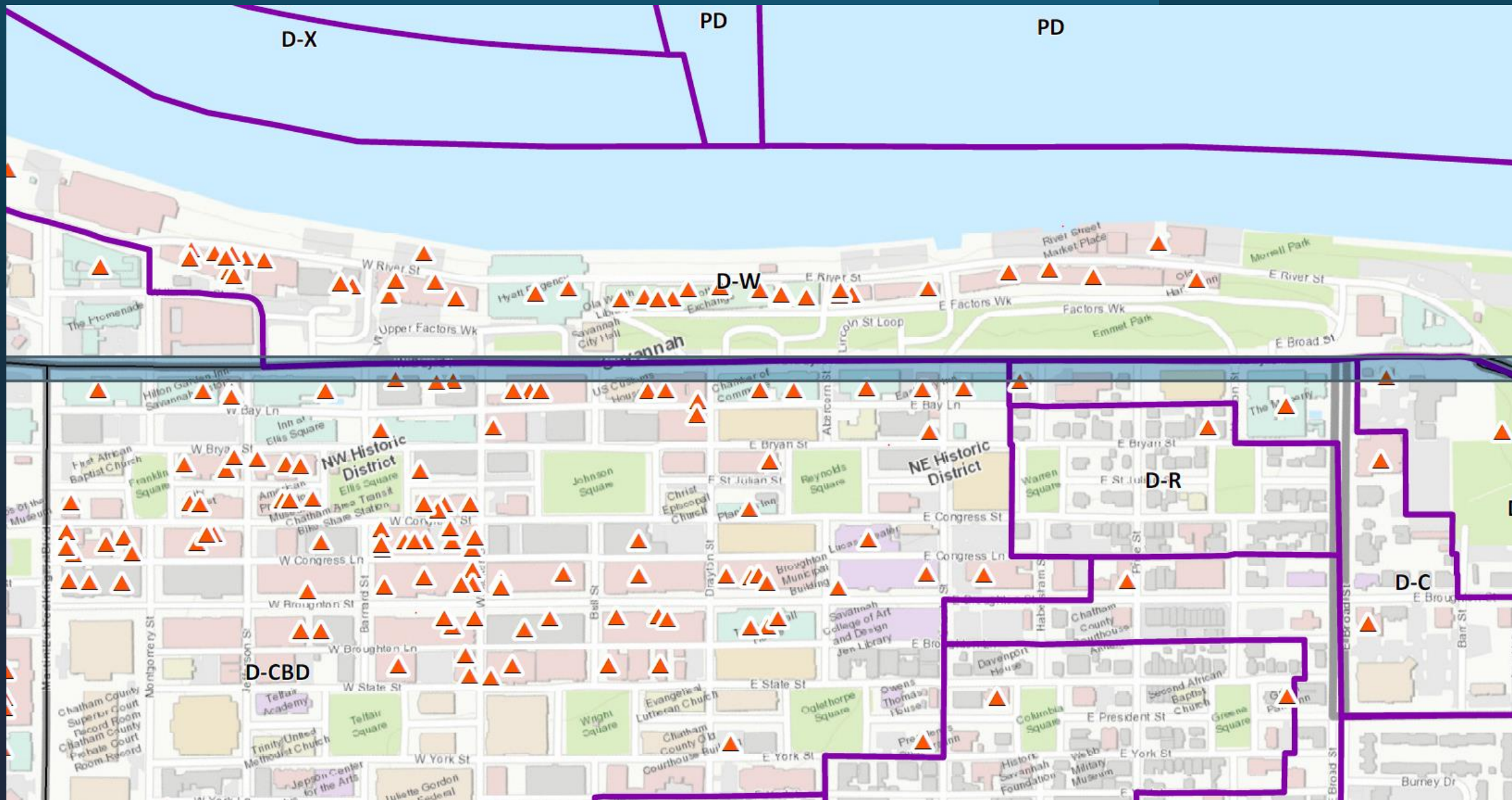
Tourism
Management
Report
(2016)

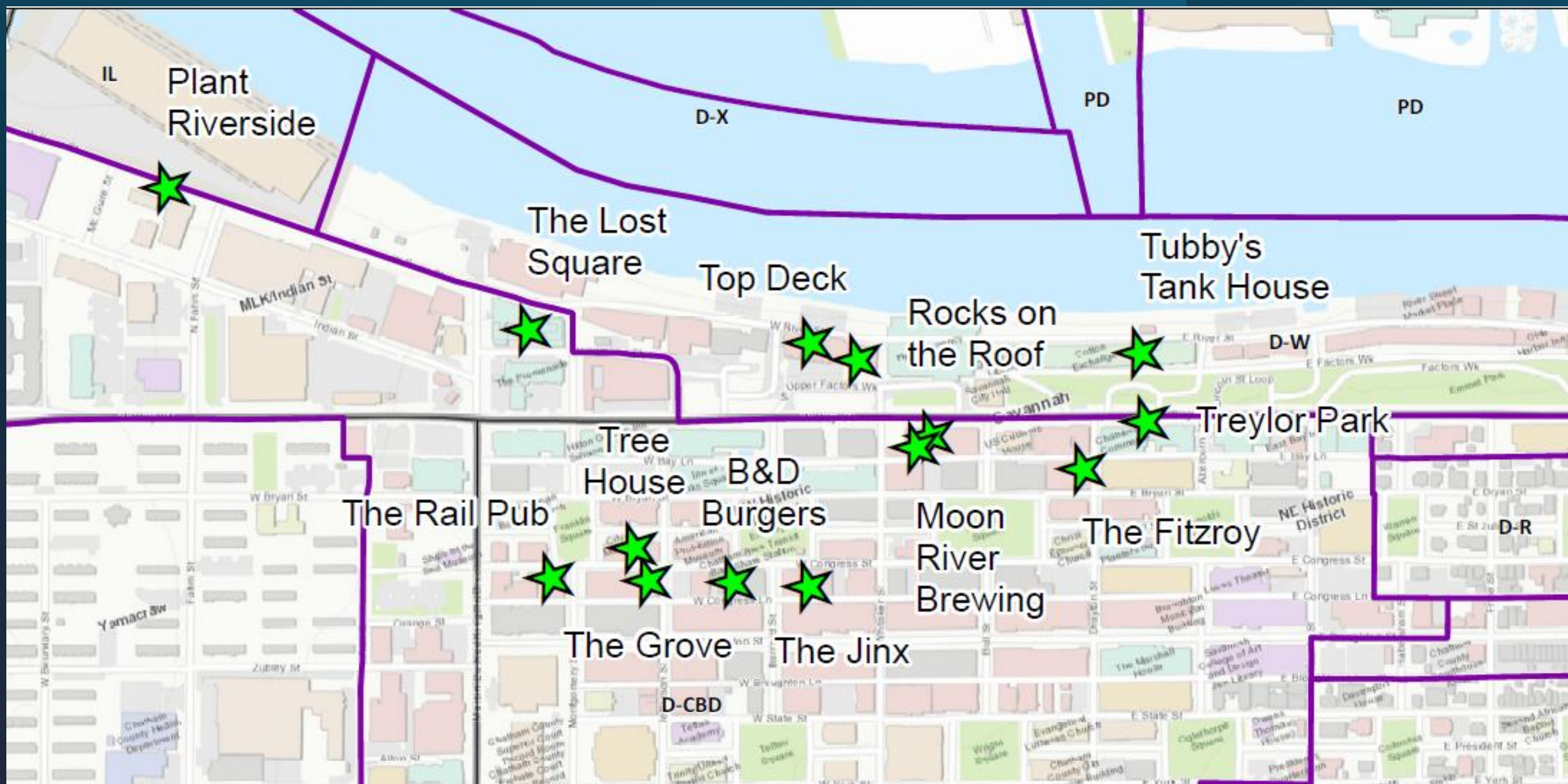


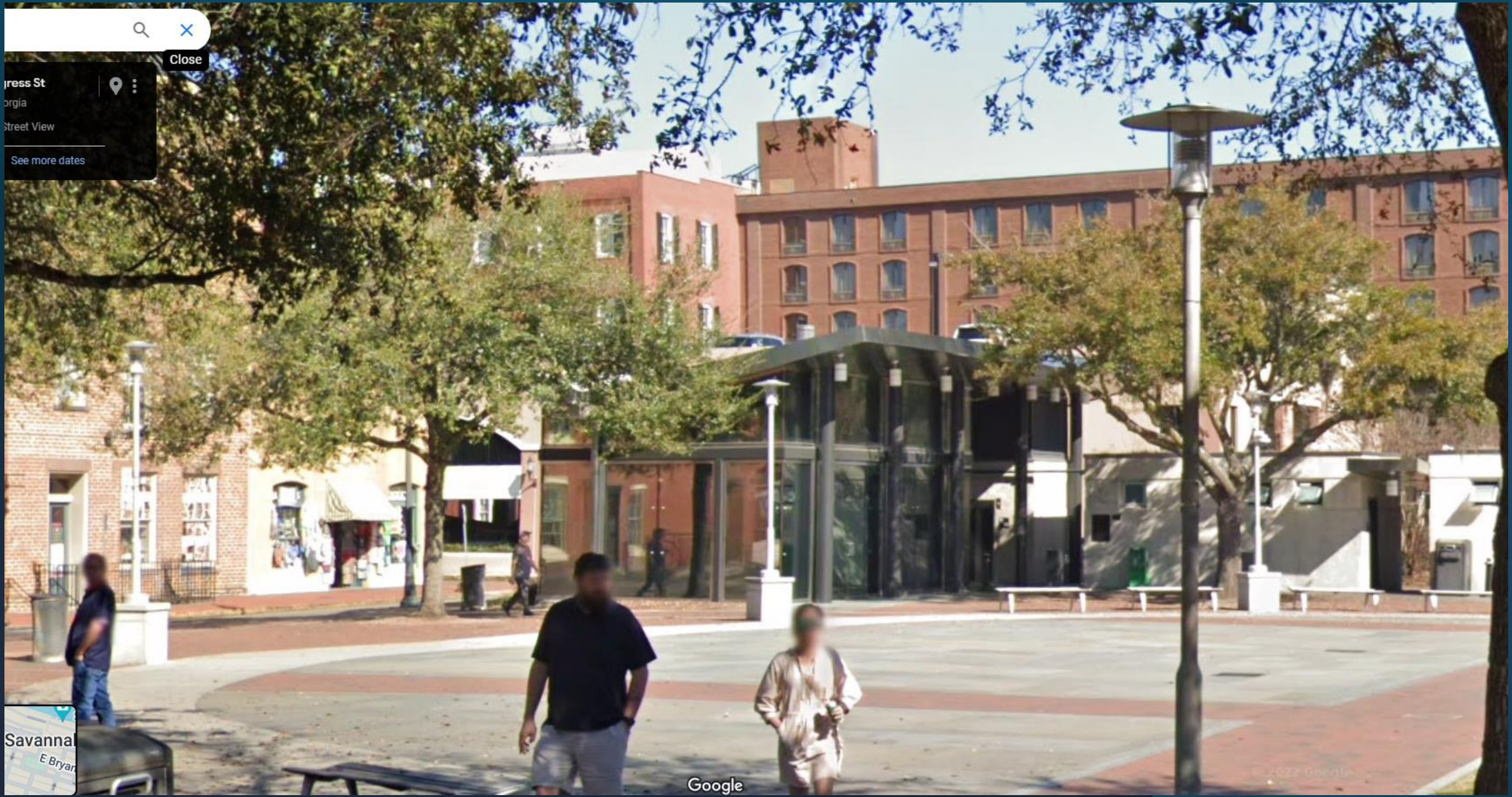
Sociable
City
Assessment
(2023)



Nighttime
Economy
Impact
Report







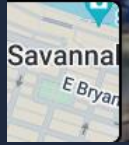
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Street View

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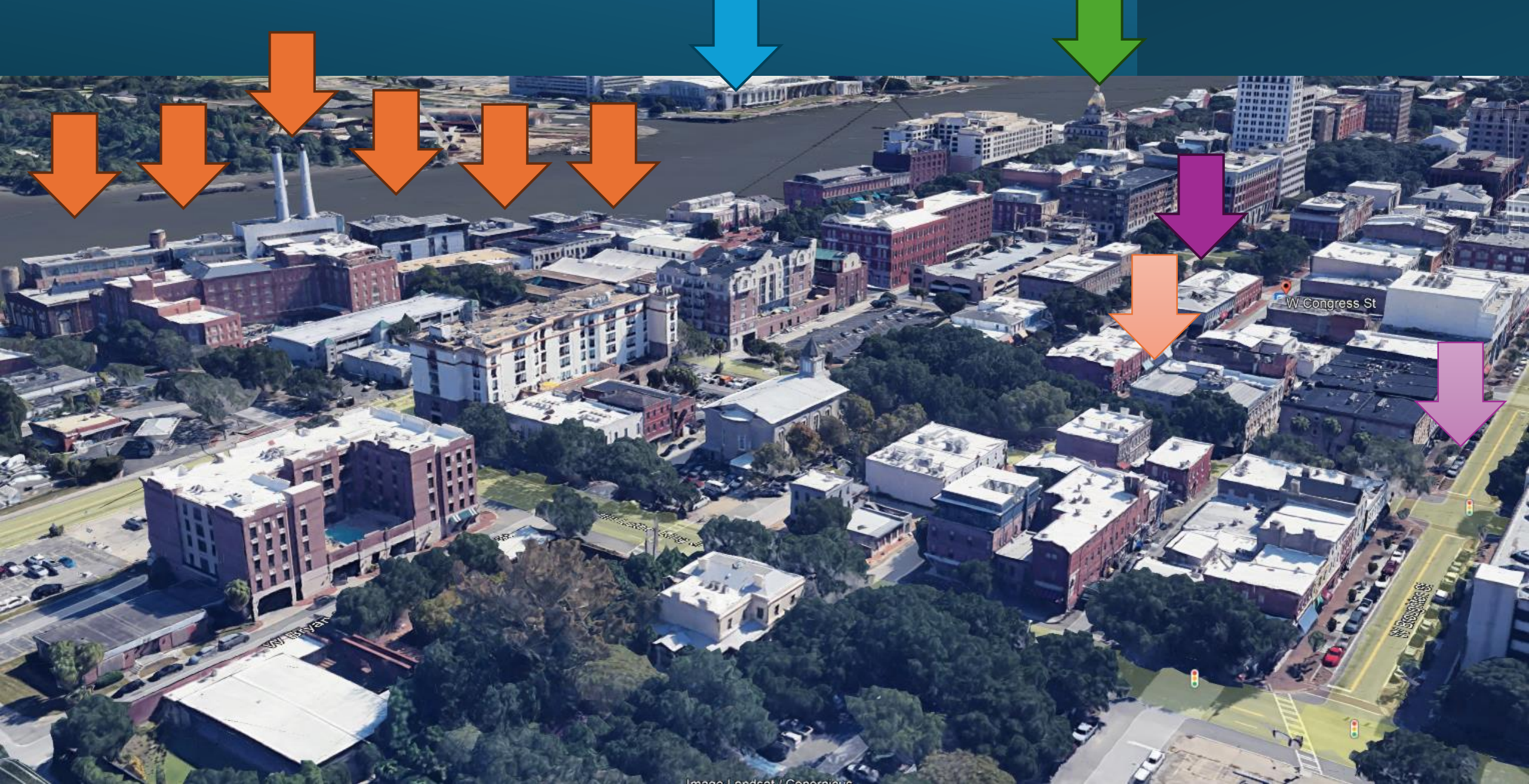


Image Credit: Google Maps

Plant Riverside District

- 1912 Electric Plant
- 650,000 Sq Feet
- Quarter Mile Long
- 13 nightlife venues
- Live Music Venue
- Recording Studio
- 5 Rooftop Bars
- 134' Dinosaur
- 419 Million Investment



ENTERTAINMENT + NIGHTLIFE

REVEL ON THE RIVER

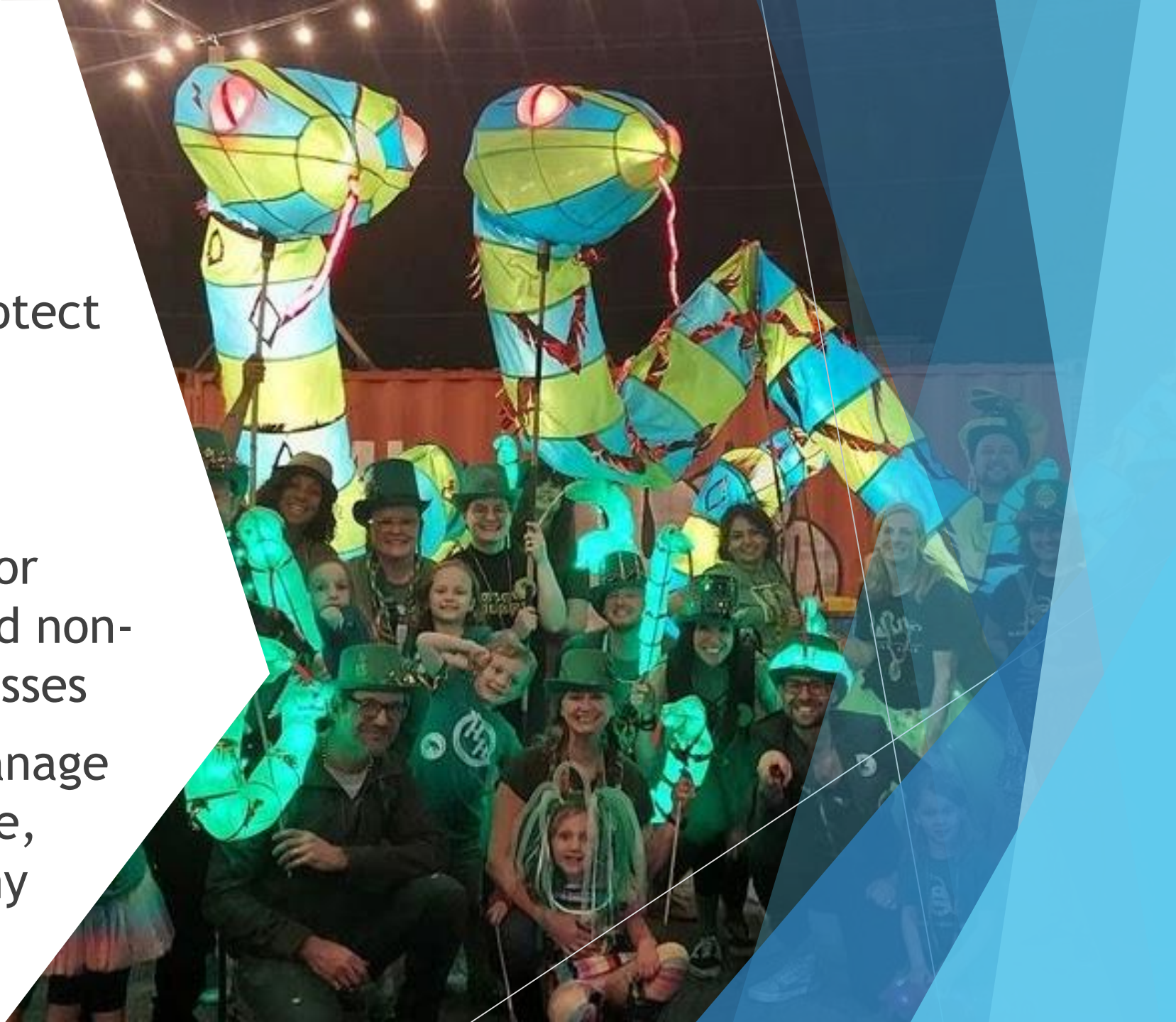






Balance

- ▶ Support, foster, and protect a thriving and livable downtown residential neighborhood.
- ▶ Protect quality of life for downtown residents and non-nightlife related businesses
- ▶ Support, foster, and manage the needs of our diverse, local nighttime economy



ACTIONS TO LAY A FOUNDATION

- **1:** Launch the Savannah Office of Nightlife
- **2:** Form a Social Economy Advisory Board
- **3:** Conduct an Economic Analysis of the Social Economy
- **4:** Explore Sources of Funding to Support the Social Economy and the Office of Nightlife

ACTIONS TO PLAN FOR PEOPLE IN THE SOCIAL ECONOMY

- **1:** Improve the 311 System as a Resource for Residents, Not Tourists
- **2:** Revive an Ambassador Program
- **3:** Address the Impacts of Short Term Vacation Rentals
- **4:** Improve Notification Systems to Residents About New Venues
- **5:** Conduct a Lighting Assessment of Social Clusters
- **6:** Connect Visitors and Venues with Social Service Resources
- **7:** Expand Mobility Service to/from Downtown to the Arena
- **8:** Empower Parking Services to Authorize Towing
- **9:** Improve Communication on Street Closures for Events
- **10:** Create a Rideshare Hub for Closing Time Pick-Up

ACTIONS TO ASSURE SAFETY

- **1:** Create a Multi-Disciplinary Team Approach to Public Safety at Night
- **2:** Create a Dedicated Downtown Nightlife Police Unit
- **3:** Explore Improvements and Alternatives to Off-Duty Officers System
- **4:** Host Educational Forums Between Venues and Safety Agencies
- **5:** Develop an Accreditation Process for Server Training Programs
- **6:** Reinstate a Server Registry
- **7:** Create A Sexual Violence Prevention Program

ACTIONS TO ENHANCE VIBRANCY

- **1:** Revive and Sustain a Nightlife Association
- **2:** Create Nighttime Recreational Opportunities for Youth
- **3:** Activate Public Spaces with Public Art

Poll Questions

- ▶ How do you Measure Success
- ▶ Multi-Agency Approach with Social Venues
- ▶ Positives and Challenges of Entertainment Zones
- ▶ Change Efforts for Safety
- ▶ Early Challenges and Overcoming Them
- ▶ Sound Management Strategies
- ▶ RHI Assessment Experience

CONTACT INFORMATION

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egrant@savannahga.gov



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