

Restoring A Rock Gem: Saving the Elberton-Elbert County Armory

Presented by
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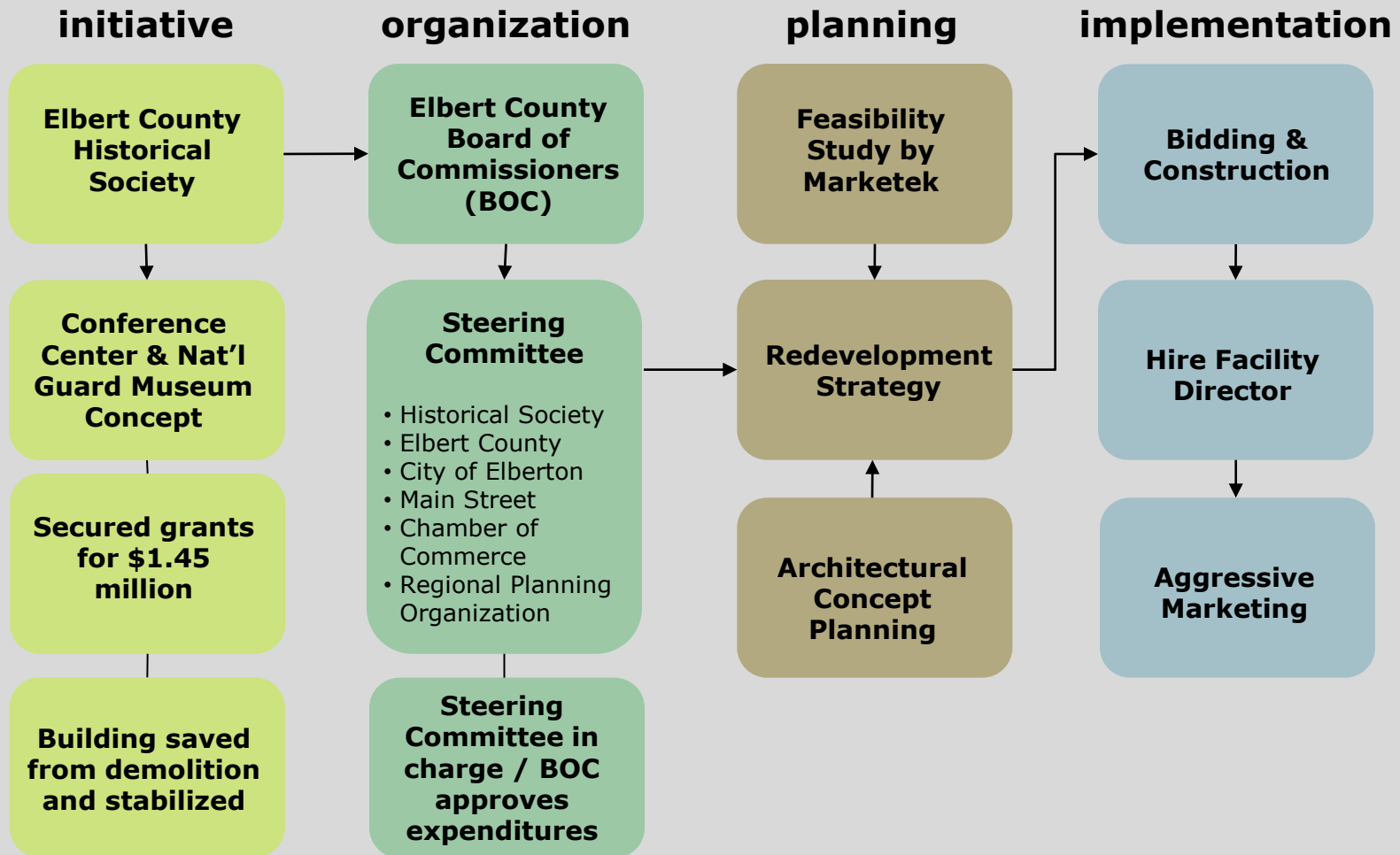


Prologue

- Built in 1941 of Elberton Blue Granite
- Armory auditorium or “Rock Gym” a major community activity center
- 2003 demolition threat
- Historical Society initiates movement to save and “reuse” the Rock Gym
- Ownership given to Board of Education
- Historical Society raises \$1.45 million
- Work begins



Process Overview



Marketek's Role

- Market Feasibility
 - Competitive Supply
 - Potential Demand
 - Assets & Liabilities
 - Key Target Markets
 - Recommended Development Program
- Fiscal Feasibility
 - Breakeven in Year 3
- Socioeconomic Impact on Downtown
 - Broaden Downtown's Economic Base
 - Boost Community Pride



Downtown Elberton

Preliminary Program: 20,730 Sq. Ft.

- First Floor

- Ballroom & Stage
- Entrance & Front Lobby
- Catering Kitchen

- Second Floor

- Board/Club Room
- Office Space

- Ground Floor

- Two Breakout Rooms
- Entrance & Reception Space
- Museum Integrated w/ Reception Space & Breakout Rooms

From Rock Gym to Rock Gem



Elberton Armory Now – A Work in Progress



Macon's Armory Ballroom – An Example of Success





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