



# MAYOR'S UPDATE 2024



LAGRANGE  
GEORGIA





# MESSAGE FROM THE MAYOR

When I decided to run for office in 2023, I campaigned on the theme of “Unifying LaGrange.” My goal has been and always will be to bring the community together. I truly believe that if we work together and consider all involved, our community will be an even better place to live. Together, we truly are better.

In the following pages, you will see that the City has been very busy in 2023, and much progress has been made. The City was recognized by Georgia Trend magazine and the Georgia Municipal Association as being a Visionary City, acknowledging our vision of developing world-class parks for our residents. To foster the unification of the community, I hosted our first-ever Mayor’s Christmas Ball at the beautiful Oakfuskee Conservation Center. We raised thousands of dollars for a new scholarship fund for local high school seniors and collected hundreds of toys for local children. It was heartwarming to see our community come together for a delightful evening, especially for the youth – the future of our community. LaGrange is truly a visionary City investing in our future.

I extend my sincere gratitude to the good people of LaGrange for entrusting me with the position of Mayor. My unwavering pledge to you is a commitment to work tirelessly in uniting the community on behalf of our great City. I am dedicated to securing more well-paying jobs, fostering industrial development, providing more affordable housing, and enhancing safety across all areas of the city. As your Mayor, I take pride in our accomplishments and eagerly anticipate what we can achieve together in 2024.

Thank you for granting me the opportunity to serve you and your family.



Mayor W. T. Edmondson



Mayor Edmondson was sworn into office January 27, 2023.



The LaGrange City Council: front row (from left): Councilman Tom Gore, Mayor Willie T. Edmondson, Councilman Leon Childs; back row: Councilman Nathan Gaskin, Mayor Pro Tem Jim Arrington, Councilman Quay Boddie, and Councilman Mark Mitchell.

## LAGRANGE CITY COUNCIL

The council serves as the community’s legislative body, comprised of decision-makers dedicated to advancing the community’s objectives. With a focus on goals, major projects, and long-term considerations such as community growth, land use development, capital improvements, financing, and strategic planning, the council plays a pivotal role. To efficiently handle administrative responsibilities, a professional manager is appointed, and the council oversees the manager’s performance.

City Council meetings convene on the second and fourth Tuesdays of each month at 5:30 p.m. in the Council Chambers located at 208 Ridley Avenue. Additionally, council work sessions take place on the second and fourth Tuesdays of each month at 11 a.m., held in the third-floor conference room at City Hall, 200 Ridley Avenue. This structured approach ensures effective governance and transparent decision-making within the community.

# PARKS



Parks are vital to our community, providing various benefits. The vision is to create unique spaces for personal health and visual beauty, while attracting both locals and tourists. The city established a Master Parks Plan in 2019 and partnered with Troup County to provide maintenance and capital funding in 2021. Since then, the city has been dedicated to the redevelopment, creation, branding, and maintenance of its parks.

## AWARD-WINNING CITY



### 2023 VISIONARY CITY

The City of LaGrange earned the 2023 Visionary City Award from Georgia Trend Magazine and the Georgia Municipal Association, recognizing its vision in developing world-class parks for residents. This accomplishment was featured in Georgia Trend magazine.

### 2023 GAZA COMMUNITY ACHIEVEMENT AWARD FOR OUTSTANDING IMPLEMENTATION

The City of LaGrange was also awarded the GAZA, or Georgia Association of Zoning Administrators, Community Achievement Award for Outstanding Implementation. The award was given to highlight the significant achievement of the City's vision to improve the quality of life for residents and visitors alike through the revitalization of the parks system, including the ongoing expansion of the The Thread Trail.



**Carl Vinson  
Institute of Government  
UNIVERSITY OF GEORGIA**

## MOSS+WOOD PARK

The City of LaGrange proudly established Moss and Wood Park as a community space rich in amenities, paying homage to two influential leaders in the city's history. Named after Rev. Dr. Otis Moss, Jr. and Dr. Benjamin T. Wood, the park boasts playground and fitness equipment, pavilions, a covered stage for community events, adult swings, BBQ grills, and game tables. In July, the city celebrated with an official ribbon-cutting ceremony, attended by Rev. Dr. Otis Moss, Jr. and his family. The ceremony acknowledged Moss's contributions to LaGrange, while honoring the memory of the late Dr. Benjamin T. Wood, who passed away in 1970.



Moss+Wood Park Dedication July 2023





### DR. OTIS MOSS, JR



LaGrange native Reverend Dr. Otis Moss, Jr., born and raised in the city, achieved worldwide recognition as a Civil Rights leader. Rising to prominence as a minister, lecturer, civic leader, and advocate for civil rights, Moss's journey began with his Morehouse College education and friendship with Dr. Martin Luther King, Jr. In the 1950s, he organized lunch counter sit-ins, and later pastored Mt. Olivet Baptist Church in Troup County. Co-pastoring Atlanta's Ebenezer Baptist Church with Dr. M.L. King Sr., Moss then moved to Olivet Institutional in Cleveland, Ohio's largest black Baptist church. Retiring in 2008, he remained active in church leadership and civil rights, championing social justice causes.

### DR. BENJAMIN T. WOOD



For over four decades, Dr. Benjamin T. Wood stood as the most prominent Black physician in LaGrange. A Fisk University graduate, he obtained his medical training at Nashville's Meharry Medical College, the South's pioneering medical school for people of color. After further training at Tuskegee Institute and Florida A&M University, Dr. Wood dedicated himself to serving patients in LaGrange and surrounding areas from 1927 until his passing in 1970. Alongside his wife, Mrs. Mina Wood, they were esteemed community leaders actively engaged in the National Medical Association, a professional organization established for Black physicians.



## GRANGER PLAYGROUND

Granger Playground features a trike track, a picnic pavilion, additional parking, a unique boardwalk structure, and a walking trail with direct connection to The Thread. The City utilized SPLOST dollars approved by LaGrange residents to finish the redevelopment of the park.



## PEDAL PARK AT BERTA WEATHERSBEE ELEMENTARY SCHOOL

The Bicycle Playground at Berta Weathersbee Elementary School will provide a fun bike path designed specifically for children to learn how to ride a bike. This park will connect to The Thread Trail. Learn more on page 9.





## RIDLEY LAKE

Ridley Lake is a 45-acre inclusive/accessible outdoor recreation facility featuring a 15-acre lake and direct connection to The Thread multi-purpose trail. The City received an Outdoor Stewardship Grant from the State of Georgia in the amount of \$3 million to create the regional park space. Ridley Lake will feature a unique set of outdoor recreation activities available to the public, particularly our residents with disabilities.



### LAGRANGE CITY PARKS

- Bell Line Park
- Benjamin Harvey Hill Linear Park
- Bicycle Playground at Berta Weathersbee (*coming soon*)
- Calumet Park
- Dunson Park
- Eastside Park
- Easy Street Park
- Edgewood Park
- Granger Playground
- Haralson Street Field
- Jackson Street Park
- Lindsey Street Park
- Moss+Wood Park
- Ridley Lake Park (*coming soon*)
- The Thread Trail
- Sweetland Amphitheatre
- Southbend Park



# COMMUNITY BEAUTIFICATION

## LINCOLN STREETScape

The City intends to revitalize the streetscape around the Lincoln Street and Garfield Street intersection. The project encompasses removing the current street right-of-way to establish a plaza area with a water feature, green space, signage, parking spaces, landscaping, and the burial of utility lines. Additionally, Garfield Street will be converted into a one-way street.



## ROADWAYS

GDOT's ongoing Hamilton Road widening project in LaGrange involves utility relocations, grading, and drainage work. The anticipated completion date for this project is still several years away.

Simultaneously, GDOT's North LaGrange Bypass project is set to commence with property acquisition and construction occurring in three distinct phases.

- **Phase 1:** Hammett Road to Lafayette Parkway (SR-109). Right-of-way acquisition is currently underway with construction tentatively set to begin in the summer of 2025.
- **Phase 2:** New Franklin Road (US-27/GA-1) to Young's Mill Road. Preliminary engineering is underway, right-of-way acquisition is anticipated to begin in the spring of 2024 with construction tentatively set for 2026.
- **Phase 3:** Young's Mill Road to Hammett Road. Preliminary engineering is underway, right-of-way acquisition is anticipated to begin in 2026 with construction tentatively set for 2027.



Hammett and Young's Mills Roads



Hamilton Road Widening Project



## REMEMBERING COUNCILMAN LEGREE MCCAMEY

The City of LaGrange erected a memorial fountain in remembrance of the late District 2 Councilman LeGree McCamey, situated across from City Hall. McCamey, a skilled musician who passed away in 2022, is commemorated through the fountain, which plays his favorite songs as a tribute to his love for music. The plaque affixed to the fountain bears a phrase he frequently used, "Bye For Now."



## MAIN STREET/BYRON HURST STREETScape

The streetscape project at the intersection of Main Street and Byron Hurst Street was completed in November 2023. The improvements include new pavers, handrails, steps, curbs, landscaping, and new gas and electric lighting. A new restaurant, Nutwood Restaurant and Wine Bar, opened at this intersection in downtown LaGrange.





# THE THREAD



The Thread is a trail network consisting of 29 miles of multi-use trail connecting key destinations – downtown, neighborhoods, parks, LaGrange College, and Wellstar West Georgia Health. The goal of The Thread is to enhance the health and overall quality of life for LaGrange citizens and visitors. To date, 11.5 miles of trail have been completed with investments from the city, county, state, Callaway Foundation, Friends of The Thread, as well as various land owners.

Our community has currently invested close to \$10.62 million and completed roughly 11.5 miles.

## IN PROGRESS

- The Thread is close to completing its first large loop, with only a mile left to finalize its 5.2-mile length. Progress is impeded by required easements from CSX. City staff is actively collaborating with CSX for approval to build in their right-of-way, initially believed to be city property. Plans are finalized and await CSX's final approval; all other necessary easements have been secured. Once CSX approval is obtained, this segment will be ready for bidding, with Friends of The Thread funding its design.
- The upcoming Nutwood Connection segment is in the final planning stages, funded by Friends of The Thread. Staff is diligently acquiring easements and property from five owners to extend The Thread from George Harris to the future park at Ridley Lake. Anticipating bidding readiness within the next month, construction is scheduled to commence in the spring.
- The Panther Way Connection contract was awarded in January. The contractor will narrow a portion of Panther Way to accommodate the trail, easing traffic speed. This extension will connect The Thread from the LaGrange College baseball entrance, under the CSX bridge, to the existing trail at Forrest Place

## DOWN THE ROAD

### GRIGGS CENTER CONNECTION

This segment will connect the Griggs Center to the George Harris Baseball Complex.

### RIDLEY LAKE SEGMENT

This segment will surround the proposed Ridley Lake Park and connect to the Nutwood segment by Upper Big Springs Road and South Davis Road.

## PEDAL PARK AT BERTA WEATHERSBEE ELEMENTARY SCHOOL

The Bicycle Playground at Berta Weathersbee Elementary School will showcase a 10-foot-wide bike path designed to familiarize children with stop and yield signs, pedestrian crossings, speed bumps, and a roundabout, providing a hands-on learning experience of road rules. Exciting features like a tunnel, a railroad crossing, and a bridge aim to ignite children's interest in bicycling. The park's location addresses the shortage of facilities in southwest LaGrange and aims to connect to The Thread trail system.

Funded by \$693,429 in ARPA funds from the state, the project is currently underway and is expected to be completed in winter 2024.

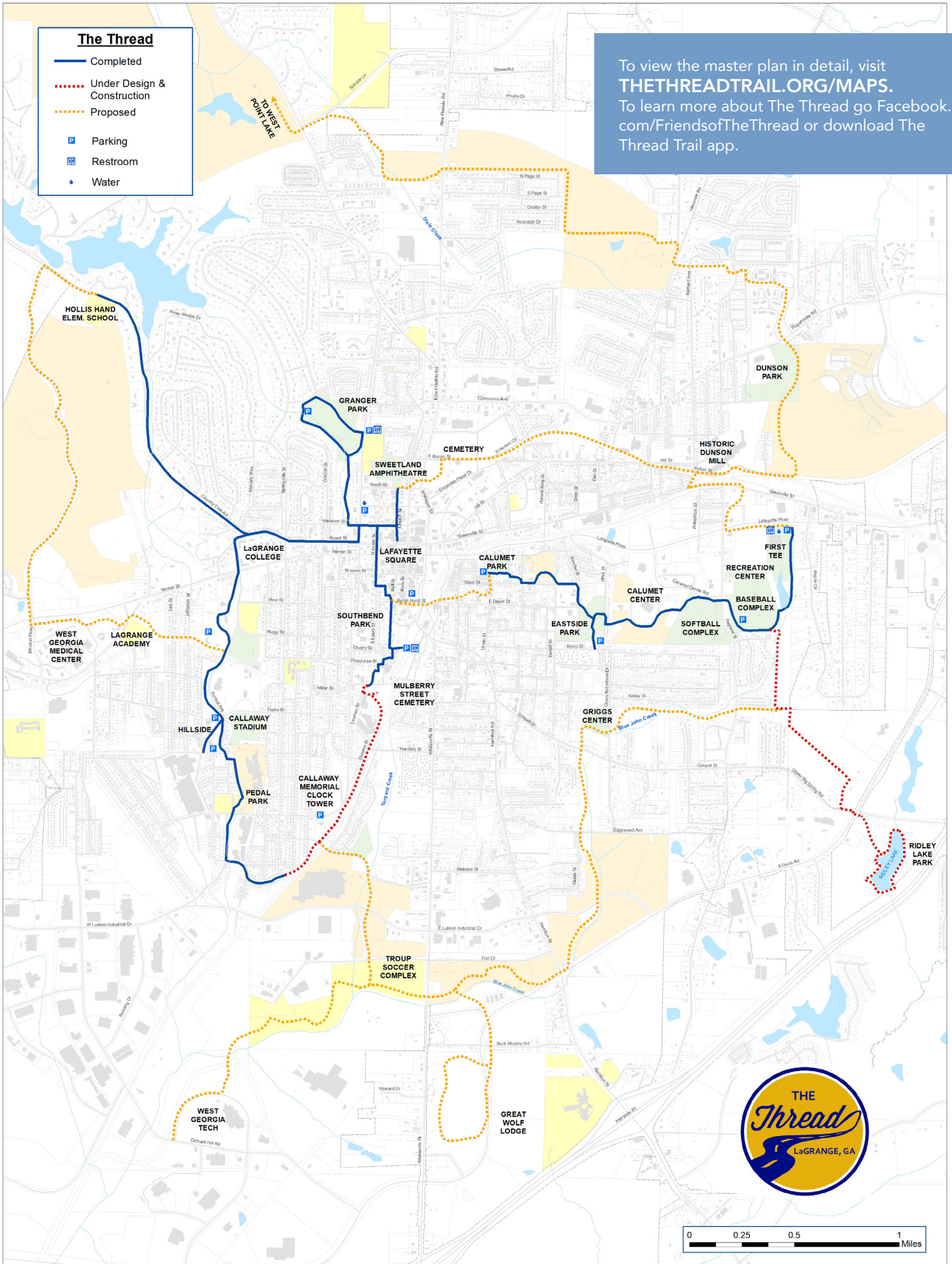




**The Thread**

- Completed
- - - Under Design & Construction
- - - Proposed
- P Parking
- R Restroom
- Water

To view the master plan in detail, visit [THETHREADTRAIL.ORG/MAPS](http://THETHREADTRAIL.ORG/MAPS).  
 To learn more about The Thread go Facebook.com/FriendsofTheThread or download The Thread Trail app.





# DEVELOPMENT

## REMINGTON

Remington Firearms started operations in June of 2022, in LaGrange in a temporary facility located on Sewon Boulevard. In December 2023, the company completed the transfer of land from the Authority and began land development activities in preparation for first phase construction of its permanent 480,000 square foot facilities in LaGrange including its Global Headquarters, R&D, Distribution and Manufacturing facilities. The initial 250,000 square feet building is expected to be complete in Q3 of 2024. Remington Firearms' \$102 million investment in LaGrange will create an additional 600+ jobs on top of the 100 employees currently operating in temporary facilities located on Sewon Boulevard.



## LAFAYETTE LOGISTICS PARK

In December 2023, Farpoint Development and Grandview Partners acquired the Lafayette Logistics Park, a 134-acre site. Lafayette Logistics Park is located in the heart of the Georgia International Business Park (GIBP) adjacent to Pegasus Parkway and will be developed in two phases, delivering up to \$200 million in capital investment in the community and 2 million square feet of industrial buildings. Phase I is to consist of four Class A industrial buildings ranging from 187,000 – 270,000 square feet with the first building expected to be delivered in Q4 2024. Phase II has the ability to accommodate an additional 1 million square feet of Class A industrial facilities.



## INLAND PORT

LaGrange has been selected as the location for the West Georgia Inland Port, positioning itself as a central hub for cargo distribution. This strategic development will establish vital connections, linking LaGrange to the port of Savannah through the CSX railroad rail system.

Workforce Development continues to be the driving force behind the success of the Development Authority of LaGrange. One of the major successes in 2023 involved hosting the largest National Manufacturing Day event in the country with over 1,200 high school students participating from seven different schools representing four counties across our region.



DEVELOPMENT AUTHORITY OF  
**LAGRANGE**

## PEGASUS INTERNATIONAL

Crow Holdings completed construction on a \$34 million 323,400 square foot Pegasus Industrial 1 facility in November of 2023 and the building is 100% leased. KIA entered into a long-term lease of the building for a sequencing warehouse associated with their new KIA EV9 project that is scheduled to launch in May of 2024. With Pegasus I now complete, Crow Holdings has begun grading in advance of a \$37 million Pegasus Industrial 2 building. Pegasus Industrial 2 will be 350,000 square feet of industrial space and is scheduled to deliver in Q4 2024.



## TROUP LOGISTICS CENTER

Summit Realty Group based in St. Louis, Missouri completed construction of a \$25 million 192,000 square foot Troup Logistics Center in September 2023 and the building is 100% leased. Daehan and KAIS have leased the building and are in process of adding an additional \$15 million in building improvements. This facility is anticipated to create an additional 100+ jobs between the two companies. Both companies are scheduled to be operational by April of 2024.





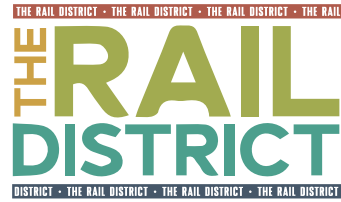
## MERGANSER COMMONS AT HILLS & DALES FARM ROAD

The Merganser Shopping Center, located at Vernon Road (US Highway 29) and Hills & Dales Farm Road, officially opened its doors in August 2023. Encompassing nearly 67,000 square feet on the west side of town, the center features prominent establishments such as Publix, Chick-fil-A, Starbucks, Jersey Mike's and a variety of other new stores.



## RAIL DISTRICT

The vision of The Rail District is to revitalize a once bustling center of commerce near the downtown LaGrange business district. This is a mixed-use development of approximately 11 acres including multiple retail activations, dining options, office spaces, green spaces, bars, unique entertainment venues, and areas for social gatherings.



## DASH

DASH is transforming LaGrange's Historic Hillside community through innovative mixed-use development. Featuring mixed-income housing, the project caters to a diverse community and includes 7,000 square feet of retail and restaurant space. Embracing the principles of new urbanism, the design prioritizes walkability and a human-scale approach. Aligned with the City of LaGrange's Unified Development Ordinance (UDO), this development exemplifies the practical implementation of higher-density housing and intelligent design. It serves as a testament to the impact of strategic development in creating vibrant and desirable living spaces, enhancing the local landscape and fostering thriving communities.





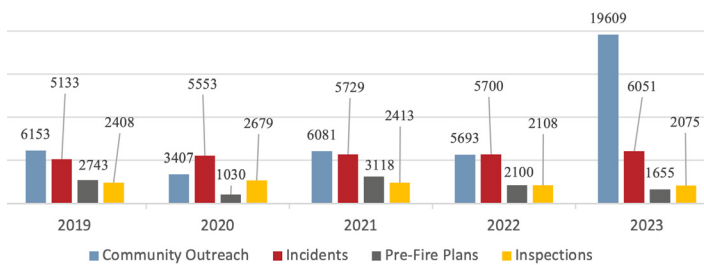
# PUBLIC SAFETY / FIRE

## WHAT WE DO

The LaGrange Fire Department (LFD) provides **fire protection** and **emergency medical services (EMS)** to the residents of LaGrange. Engines and ladders are housed at 4 stations across the City. The department also contains specialized divisions that investigate fires, provide public education and deal with hazardous materials.

The City of LaGrange maintains an **'ISO Class 2'** rating by the Insurance Services Office, which is the second highest possible rating, and ranks LaGrange as providing superior fire protection. The rating provides measurable savings in property insurance premiums for home and business owners in our community.

## FIRE DEPARTMENT ACTIVITY 2019-2023



## COMMUNITY ENGAGEMENT

- Conducted **735** blood pressure checks and hosted **4** Red Cross blood drives
- Installed **112** smoke detectors
- Assisted in all **9** monthly litter cleanup events with the City's LLBTWFI campaign
- Hosted LFD Citizen's Day with more than **500** people
- Hosted LFD/LPD Summer Camps
- Held **24** fire extinguisher training classes at local industries

## ACCREDITATION

LFD received Accredited Agency status with the Commission on Fire Accreditation, or CFAI, for meeting the criteria established through the CFAI's voluntary self-assessment and accreditation program. LFD is one of approximately 300 agencies to achieve Internationally Accredited Agency status with CFAI and the Center for Public Safety Excellence, Inc, or CPSE.

## TRAINING

LFD completed more than **21,726 hours** of training in 2023.

## FIRE CHIEF

Chief Willie Bradfield was promoted to the position of Fire Chief in April 2023, marking a significant milestone in his career. His journey began as a firefighter in 1999, and through dedication and hard work, he ascended to the role of Deputy Chief in 2013. Over the past decade in this position, Chief Bradfield obtained essential certifications, including the Georgia Fire Chief Certification, Fire Department Administration Training, and Fire Department Executive Training.



Chief Bradfield has played a pivotal role in the department's achievements, notably securing accreditation from the Commission on Fire Accreditation International (CFAI) and attaining an impressive ISO rating of 2. His comprehensive contributions and continuous pursuit of excellence reflect his commitment to enhancing the capabilities and standing of the fire department.

## NEVER FORGET

The LaGrange Fire Department once again hosted its annual 9/11 Memorial Stair Climb Challenge in 2023. The community was invited to join LFD in walking the 110 flights up and down at Callaway Stadium. There were 110 flights of stairs in the Twin Towers. All proceeds from this event go to the Terry Farrell Firefighter Fund.





# PUBLIC SAFETY / POLICE

## WHAT WE DO

The LaGrange Police Department is committed to fairness, compassion, and excellence; providing police services in accordance with the law, while being sensitive to the needs of the public we serve. We are committed to community partnerships through which we can address crime and public safety concerns.

## COMMUNITY ENGAGEMENT

- Coffee With a Cop
- National Night Out
- Faith and Blue Event



Coffee With a Cop event at Local Groundz

## SCHOOL RESOURCE OFFICERS

LPD added 5 School Resource Officers to protect the staff and students of the ten schools in the City of LaGrange. Three schools still don't have an SRO permanently assigned, but the two SROs assigned to the elementary schools divide their time among all five so that there is a presence and sense of security at all facilities.

## TRAINING

LPD completed more than **3,900 hours** of training and **35,000** calls for service.

## POLICE CHIEF



Chief Garrett Fiveash assumed the role of Chief of Police in April 2023, bringing with him an impressive 28 years of experience in law enforcement, with 27 years dedicated to the Georgia State Patrol. His journey began in 1994 as a driver's license examiner, showcasing his commitment and progression through the ranks to Captain in 2019.

Chief Fiveash's leadership capabilities were further demonstrated as he took on the role of Director of Training for the Department of Public Safety. In this position, he oversaw the training of 1100 employees, highlighting his expertise and commitment to the development and preparedness of law enforcement professionals.

## GUN BUYBACK

In an ongoing effort to keep LaGrange safe, the LaGrange Police Department hosted its first-ever community gun buyback event. The police department accepted working and non-working, unloaded firearms in exchange for a \$150 Walmart gift card. LPD received 75 revolvers, 13 breach break guns, 50 shotguns, 50 semi-automatic pistols, and 39 rifles.

## LPD REBRANDING

The LaGrange Police underwent a comprehensive rebranding initiative, including the transition of uniform colors and styles, along with updated equipment. This revamp also introduced a fresh uniform shoulder patch, signaling a distinct and renewed identity for the police force.



CLASS A CRIMES	2022	2023	%
HOMICIDE	6	12	100%
ROBBERY	34	22	-35.29%
AGGRAVATED ASSAULT	108	90	-16.67%
BURGLARY	174	172	-1.15%
LARCENY THEFT	1,122	1,145	2.05%
MOTOR VEHICLE THEFT	95	106	11.58%
ARSON	8	6	-25%
<b>TOTAL CLASS A CRIMES</b>	<b>1,551</b>	<b>1,557</b>	<b>0.39%</b>



# COMMUNITY ENGAGEMENT

## INTERNS

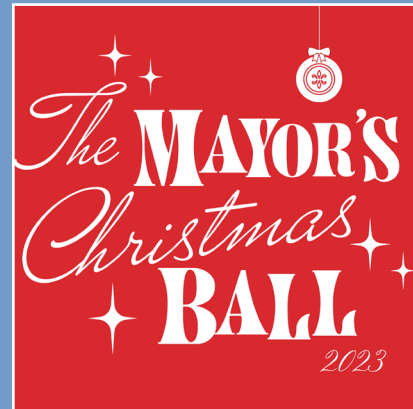
The Marketing/Communications Department is proud to provide internships for young people wanting to learn more about city government. Several young leaders participated in the internship program in 2023 and presented what they learned to the Mayor and City Council.



Interns Alyssa Parker and London Fryer

## LAGRANGE 101

The City provides citizens with the chance to gain insights into local government through its LaGrange 101 class. This free 6-week class offers citizens the opportunity to experience an inside look at city government and helps participants develop into more informed and involved citizens. LaGrange 101 begins in October every year. Applications are available in late summer.



## MAYOR'S CHRISTMAS BALL

Mayor Willie T. Edmondson envisioned hosting the inaugural Mayor's Christmas Ball as a means to foster community unity and generate funds for a scholarship fund benefiting local high school seniors. The event also aimed to pay homage to past city leaders. Attendees were encouraged to contribute by bringing unwrapped toys, which were subsequently donated to children in Troup County through Toys for Tots.

Grammy Award-winning artist, Regina Belle, graced the event with a performance at the newly established Oakfuskee Conservation Center. The Mayor's Christmas Ball successfully brought the community together, raising approximately \$7,500 and collecting over 600 toys, contributing to the festive spirit and community welfare.



Surprise Guest Santa Claus



Mayor Edmondson & Regina Belle



## YOUTH COUNCIL

In 2015, the Mayor and Council established the LaGrange Youth Council, aiming to provide the youth of the community with a formal role in decision-making. This initiative offers real-world experiences with elected bodies, leadership opportunities, and enhanced civic education.



Throughout the school year, the youth council actively votes on and completes various projects. Some notable group experiences include an ice skating and pizza party at Sweetland on Ice with children from West Georgia Star, a tour of the State Capitol in Atlanta with meetings with local state representatives, team-building activities like trips to Auburn's Escape Room, and dinner.

The youth council also engages in meetings with other youth councils, fostering connections with groups such as the City of Newnan Youth Council. Every April, the LaGrange Youth Council presents their end-of-the-year projects to the Mayor and City Council, showcasing their achievements and contributions to the community.



## 2023 GMA YOUTH SYMPOSIUM

The City of LaGrange Youth Council, Georgia Municipal Association, and Georgia City Solutions hosted the 2023 GMA Youth Symposium October 13th-15th at Great Wolf Lodge. Nearly 120 young leaders from around the state came to LaGrange for this state-wide Georgia Municipal Association event. Youth participants had the opportunity to meet and learn from young professionals, connect and network with other youth councils, share their youth council accomplishments, participate in leadership workshops, and gain practical skills through simulations and teamwork.

## SUPPORTING NONPROFITS & THE COMMUNITY

In an effort to streamline access to essential resources within the community, the City of LaGrange introduced a user-friendly website: [www.troupcountyresources.com](http://www.troupcountyresources.com).



A COMMUNITY RESOURCE FOR LAGRANGE, WEST POINT, HOGANSVILLE AND ALL OF TROUP COUNTY

This online platform compiles information on free resources offered by local nonprofits, aiming to assist community members in need. Additionally, the City will be placing free computers at strategically identified locations within our community, enabling residents to access this valuable information without any cost.

Mayor Edmondson is committed to fostering collaboration within the nonprofit sector, ensuring a cohesive effort among organizations. This initiative reflects the City's dedication to facilitating easy access to vital resources for the benefit of the entire community.

## LEAVING LAGRANGE BETTER THAN WE FOUND IT

Throughout 2023, the City of LaGrange continued its steadfast commitment to the "Leaving LaGrange Better Than We Found It" initiative through monthly community litter pick-up events. These cleanups garnered consistent participation, with roughly 30-50 individuals, including sponsors and community members, contributing each month.

In a notable effort, the City organized a significant clean-up event, "Shutting it Down to Pick it up" in April 2023, involving hundreds of City employees in the collective effort to address litter throughout the community. The City actively invites individuals and groups to join in future litter cleanups by reaching out to Parks Director Michael Coniglio at [mconiglio@lagrangega.org](mailto:mconiglio@lagrangega.org). This ongoing initiative reflects the City's dedication to maintaining a clean and inviting community environment through collaborative efforts with its residents.





# SWEETLAND AMPHITHEATRE

## RECORD-BREAKING YEAR

The 2023 Kia Concert Series at Sweetland Amphitheatre witnessed remarkable operational development, and audience growth. This season featured an unprecedented twelve national performances, setting the stage for an extraordinary year of entertainment. Notable achievements during the concert season included a record-breaking single-night attendance, a peak in concession sales for a single night, the fastest-ever sellout, and a record number of sold-out shows in a single season.

The 2023 Kia Concert Series presented a dynamic lineup of twelve captivating shows, showcasing a diverse range of musical genres to cater to audiences of all tastes. From Country and R&B to Bluegrass, Hip-Hop, Southern Rock, Black Gospel, Comedy, Contemporary Christian, Blues, and Alternative Rock, the series curated an eclectic musical experience for all attendees.

## 2023 CONCERT SEASON

- Jeff Foxworthy
- 38 Special
- Commodores
- Jason Isbell
- Chris Tomlin
- Tracy Byrd & JoDee Messina
- Tamela Mann
- Nelly
- Leann Rimes
- Ricky Skaggs
- Black Violin
- Blues Traveler

## LOOKING AHEAD

Led by a new team and fresh vision, Sweetland continues to provide the highest quality live entertainment in West Georgia. With a mission to serve all citizens, Sweetland concerts offer something for everyone.



## SWEETLAND VERIFIED

In 2024, Sweetland introduced “Sweetland Verified,” an opt-in program designed to give priority access to the citizens of LaGrange and Troup County. This initiative aims to ensure secure ticket purchases for our most sought-after shows while mitigating the influence of unscrupulous secondary sellers, commonly known as ticket scalpers. Becoming “Sweetland Verified” is a straightforward process – interested individuals can sign up at Visit LaGrange during regular business hours or at any Sweetland event.

As part of this initiative, Sweetland staff are committed to providing expanded box office hours in 2024, facilitating residents to walk up and purchase tickets conveniently. This strategic move not only enhances accessibility for local residents but also reinforces our dedication to creating a fair and enjoyable experience for all patrons.



*Pictured clockwise, from top left: Nelly, Jason Isbell, Black Violin, & Leann Rimes.*

## SWEETLAND ON ICE

Annually from November to February, Sweetland Amphitheatre transforms into Sweetland on Ice—a 5,500 square foot open-air ice-skating rink with real ice. This year, record-setting attendance was marked, and new features included Food Truck Fridays and four community movie nights. Employing 25 LaGrange students, Sweetland on Ice continues to be a cherished community attraction.





# VISIT LAGRANGE



Established in 2020, Visit LaGrange, Inc. plays a pivotal role in promoting LaGrange, Georgia, as a sought-after tourist destination. Financed through the hotel/motel tax, Visit LaGrange aims to boost awareness and attract visitors to explore the diverse attractions the city has to offer. A rise in tourism tax dollars directly correlates to increased tourist visits, contributing to the vitality of LaGrange's appeal.

**Visit LaGrange Mission Statement:** To champion unique opportunities for travelers to fall in love with LaGrange through unforgettable experiences and homegrown hospitality.

FROM 2019 TO 2023 HOTEL OCCUPANCY HAS INCREASED BY 13%  
AND HOTEL/MOTEL TAX HAS INCREASED BY 87%

*\*Calculated from hotel-motel tax receipts reported from 2019-2023.*



## VISIT LAGRANGE TOURISM AWARDS

In 2023, Visit LaGrange hosted its inaugural Tourism Awards Luncheon, a special event dedicated to recognizing partners who demonstrated exceptional service to guests. The esteemed speaker for the occasion was Stephanie Stuckey, Chairperson of Stuckey Corporation. This event highlighted the commitment of partners who exceeded expectations in contributing to the success and hospitality of LaGrange as a tourist destination. The award recipients include the following:

**Outstanding Customer Service:** Biblical History Center

**Tourism Rising Star:** Kirsten Dunn, LSPA

**Best Visitor Center Display:** Hills & Dales Estate

**Volunteer of the Year:** Judy Previteria

**Spirit of the Phoenix:** Sandy Lee

**Tourism Partner of the Year:** Al Brannon

**Excellence in Tourism Innovation:** Dr. Richard Ingram

**Robert L. "Bobby" Carmichael Award of Excellence:** Wild Leap Brew Co.

## DESTINATION GUIDES

Visit LaGrange provides Destination Guides to anyone who requests more information about visiting LaGrange. In 2023, Visit LaGrange saw a 400% increase in brochure requests compared to 2022 and distributed a total of 18,000 brochures across the region. Many of these brochures were taken to the Georgia regional visitor centers.



## SOCIAL MEDIA

Visit LaGrange has an active digital and social media presence online, continuously posting and promoting information about our community. Visit LaGrange is active on Facebook, Instagram, Twitter (X), and TikTok.



[visitlagrange.com](https://www.visitlagrange.com)



## MULBERRY STREET CEMETERY

The Mulberry Street Cemetery Renovation Project, a groundbreaking initiative celebrating our African-American and Civil War Heritage, remains in progress. Omega Mapping, Inc. employed GPS mapping technology to precisely locate all graves within the cemetery, paying tribute to the historical significance of the site before the commencement of construction. The project secured \$1.8 million in State ARPA funds, affirming its importance and commitment to preserving heritage. Anticipated completion is set for 2025, marking a significant milestone in the restoration and recognition of this cultural landmark.



Unmarked Graves in Mulberry Cemetery





## GOVERNMENT DEPARTMENTS

Animal Services  
(706) 298-3606

Business License and Permits  
(706) 883-2060

City Hall  
(706) 883-2000

City Manager/City Clerk  
(706) 883-2010

Code Enforcement  
(706) 883-2624

Customer Service  
(706) 883-2030  
*To establish or disconnect services or to pay your utility bill*

Human Resources  
(706) 883-2025

LaGrange Fire Department  
(706) 883-2650 - non emergency

LaGrange Police Department  
(706) 883-2603 - non emergency

Marketing/Communications  
(706) 883-2055

Municipal Court  
(706) 883-2026

Public Works  
(706) 883-2100

- Sanitation (Residential)
- Street Department
- Landscape Department
- Cemetery Division
- Landfill

Purchasing Department  
(706) 883-2046

Utility Service Center  
(706) 883-2130

*To report a water, gas, sewer or electric service outage or emergency*



**LAGRANGE**  
GEORGIA

200 Ridley Avenue • LaGrange, GA 30240

## UTILITIES

**Billing & New Service:** (706) 883-2030

**Power Outages, Gas, Water & Sewer Leaks:**  
(706) 883-2130

### Want to pay a bill?

- **Pay online:** [www.lagrange.net](http://www.lagrange.net)
- **Pay in person:** Customer service located on the 1st floor of City Hall, 200 Ridley Avenue
- **Pay after hours:** There are 2 Drop boxes – one in drive thru and one in the city hall parking lot
- **Pay on the phone:** (706) 883-2030
- **Pay in the drive thru:** 200 Ridley Avenue, LaGrange, GA 30240
- **Pay by mail:** P.O. Box 4410, LaGrange, GA 30241-0088
- **Pay by setting up monthly autopay:** [www.lagrange.net](http://www.lagrange.net)



## CONNECT WITH LAGRANGE

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