

The Florida State University
College of Social Science and Public Policy

**Asset Mapping in a Rural Context:
Asset Based Community Development in Collaboration with Cairo, Georgia**

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Table of Contents

ACKNOWLEDGEMENTS	2
List of Figures and Tables	5
ABSTRACT.....	6
1.0 Introduction.....	7
1.1 Community Demographics and ESRI Tapestry Segments	8
2.0 Framing of Objectives	9
2.1 Detailed Description of Plan Audience	9
2.2 Decision-Making Context the Project Will Inform.....	9
2.3 Connections to Existing Plans, Policies, and Programs	10
2.3.1 Grady County Comprehensive Plan	10
2.3.2 The UGA Archway Partnership	12
2.4 Plan Objectives in Relation to Similar Planning Endeavors	13
3.0 Literature Review	14
3.1 What are Community Assets?	14
3.2 Asset Based Community Development	14
3.3 Asset Mapping.....	16
3.4 Application within a Rural Context	17
4.0 Methodology	18
4.1 Forms of Community Engagement	19
4.1.1 Surveying	19
4.1.2 Interviews.....	20
4.1.3 Educational Workshop.....	21
4.2 Data Processing and Analysis	22
4.2.1 Surveys.....	22
4.2.2 Interviews.....	23
4.2.3 Educational Workshop.....	24
4.3 Developing and Mapping the Asset Inventory	25
5.0 Results and Interpretation	25
5.1 Results from Community Engagement.....	25
5.1.1 Surveying	26
5.1.2 Interviews.....	29
5.1.3 Educational Workshop.....	30
5.2 Compiled Asset Inventory from all Community Engagement Methods.....	31

5.2.1 Historical Assets	35
5.2.2 Arts and Culture Assets	41
5.2.3 Natural and Environmental Assets	51
6.0 Discussion and Conclusion	55
6.1 Interconnectedness of the Assets	55
6.2 Limitations of the Asset Collection Process	56
6.3 Potential for Positive Change to Cairo’s Community	57
6.3.1 Short-term Goals	57
6.3.2 Medium-term Goals	58
6.3.3 Long-term Goals	60
6.4 Next Steps for the City of Cairo	62
6.5 Application and Further Research	63
7.0 References	64
8.0 Appendices	66
8.1 Appendix A: Methodology	66
8.1.1 Surveys	66
8.1.2 Interviews	71
8.1.3 Educational Workshop	72
8.2 Appendix B: Data and Results	86
8.2.1 Surveys	86
8.2.2 Interviews	90
8.2.3 Educational Workshop	92
8.2.3.c List of Assets Identified in Worksheets by Theme and Classification	94

List of Figures and Tables

Figure 1. Map of Grady County and the City of Cairo and the City of Cairo's Zoning	10
Figure 2. Elements, Goals, and Policies for the City of Cairo.....	11
Figure 3. Diagram of the Connected Resilient Communities Scorecard.....	13
Figure 4. Community Asset Mapping (Kretzmann & McKnight, 1993).....	15
Figure 5. Coding Categories for Interviews.....	23
Figure 6. Length of Time Survey Respondents have been Living in Cairo, Georgia.....	26
Figure 7. Age of Survey Respondents	27
Figure 8. Race and Ethnicity of Survey Respondents.....	27
Figure 9. Cairo Demographics Based Off ACS Data, 2022	28
Figure 10. Count of Responses by Asset Theme from Survey Responses	28
Figure 11. Count of Responses by Asset Classification from Survey Responses	29
Figure 12. Count of Responses by Asset Theme from Interviews	30
Figure 13. Count of Responses by Asset Classification from Interviews.....	30
Figure 14. Count of Responses of Assets by Worksheet Categories from Workshop	31
Figure 15. Count of all Responses by Asset Theme from all Inventoried Assets	32
Figure 16. Map of Assets Categorized by Theme throughout Grady County	33
Figure 17. Map of Assets Categorized by Theme in the City of Cairo	34
Figure 18. Map of Historical Assets throughout Grady County.....	36
Figure 19. Map of Historical Assets within the City of Cairo	37
Figure 20. List of Identified Historical Assets.....	38
Figure 21. Map of Arts and Cultural Assets throughout Grady County.....	42
Figure 22. Map of Arts and Cultural Assets within the City of Cairo	43
Figure 23. List of Identified Arts and Cultural Assets.....	44
Figure 24. Map of Nature and Environmental Assets throughout the Grady County	52
Figure 25. Map of Nature and Environmental Assets within the City of Cairo	53
Figure 26. List of Identified Nature and Environmental Assets	54
Figure 27. Proposed Goals and Respective Timelines.....	57

ABSTRACT

This study provides an analysis of asset mapping within the rural context of Cairo, Georgia, through an Asset-Based Community Development (ABCD) framework. Utilizing participatory methodologies such as surveys, interviews, and community workshops, the research identifies a wide range of assets in Cairo, encompassing physical infrastructure, cultural heritage, social networks, the natural environment, and human capital. Key ideas emerge around the central role of community engagement in asset identification, the diversity of assets in rural settings, and the dynamic interplay between these assets and local development. The study underscores the importance of recognizing and leveraging local strengths and resources in rural development planning. Cairo's identified assets consisting of arts and culture, historical, and natural environment themes provide a guiding framework for how to move forward with intentional community development. The findings offer valuable insights into Cairo's strategic development and present a model for other rural communities to emulate. This asset-based approach highlights the potential for rural areas to drive their development by capitalizing on inherent strengths, fostering a deeper understanding of rural dynamics, and encouraging sustainable, community-driven growth.

Key terms: rural communities, assets, asset-based community development, community development, economic development, asset mapping, participatory planning

1.0 Introduction

The Multi-Student Professional Project (MSPP) is an innovative academic initiative to bridge the gap between theoretical knowledge and practical application. The scope of the MSPP encompasses the application of conceptual theories to real-world situations through hands-on experience, fostering interdisciplinary cooperation, and the development of solutions to geographically specific challenges. This project brings together students from diverse specializations, such as environmental planning, transportation planning, and community development planning, to work collaboratively on a real-world project.

The primary objective of this project is to develop an inventory that emphasizes local assets for both community development and economic development. This plan is intended to serve the City of Cairo, Georgia, providing valuable insights and recommendations that can inform future decision-making processes in their community.

The project employs the Asset-Based Community Development (ABCD) model, a methodology that focuses on community-driven development. ABCD has been effectively used in rural planning and economic development, leveraging the strengths and potential of communities to drive sustainable community and economic development (Balfour et al., 2016; Charron et al., 2019). At the heart of this planning project lies a commitment to cultivating a meaningful and collaborative relationship with the community of Cairo. From conducting engaging community participation to asset collection and promoting education on community development, each goal contributes to a holistic approach that recognizes the importance of inclusivity. The goal is to create a dynamic asset database that may serve as a foundation for informed community planning and development.

Over the course of the Fall 2023 semester, the project engaged students in a participatory research process. This included the collection of data from community members through interviews, surveys, and conducting a youth-focused engagement workshop to then catalogue an inventory of community assets. These activities aimed to build experience, leadership, and planning skills among community members. In rural areas where external resources are scarce, local leaders need to recognize and utilize local assets adeptly. Concurrently, rural entrepreneurship and economic development are shaped by external factors, including market trends and government policies, extending beyond the confines of the community. Therefore, by systematically identifying and leveraging local strengths, enhancements to the rural community's economic market would be easier to implement.

As the purpose of this project is to identify key assets within Cairo's community, it sets a baseline of the city's current conditions. Furthermore, through asset mapping, the community can cultivate social capital, promote collaboration, and enhance economic vitality and resilience, enabling the creation of sustainable economic models aligning with both immediate needs and long-term development goals in the area (Fortunato, 2014).

The anticipated outcome of this project is a community-developed asset map and a detailed ArcGIS StoryMap. These deliverables will document existing community assets, support local self-sufficiency in a planning-related context, and provide a model for ABCD that can be replicated in other rural settings. The final report and other deliverables are interconnected tools that collectively enhance the understanding and communication of community assets. The final report serves as a document detailing the identified strengths and resources within the community. It includes information on physical, social, economic, and cultural assets, providing a holistic view of the community's capabilities. The StoryMap complements the static nature of a traditional

report by offering an interactive and visually engaging platform for presenting this inventory. It integrates geospatial data, allowing users to explore the spatial distribution and relationships of the community assets. By combining the detailed information in the report with the dynamic capabilities of the StoryMap, stakeholders can gain a more nuanced understanding of the community's assets. This holistic approach fosters informed decision-making, encourages collaborative efforts, and promotes sustainable development initiatives that leverage the identified strengths of the community.

The remainder of this paper is structured to systematically explore the process and outcomes of the ABCD framework in Cairo, Georgia. Following this introduction, the framing of objectives is discussed to establish the decision-making processes and context. A literature review discusses what community assets can contribute to rural municipalities, an overview of the ABCD framework, and the application of ABCD to a rural context. The objectives and methodology sections discuss how the students conducted the ABCD project within the community and the process for analyzing results. Subsequently, the results will be displayed with discussion. Finally, the applicability of this research project will be assessed within other contexts in a concluding discussion.

1.1 Community Demographics and ESRI Tapestry Segments

The Environmental Systems Research Institute's (ESRI) Tapestry Segments is a market segmentation system that classifies different areas in the United States based on factors such as income, education, and lifestyle choices. These segments facilitate strategic planning for businesses and organizations, allowing them to tailor their outreach strategies and services to the unique needs of each neighborhood. Essentially, Tapestry Segments is a tool that can aid in the understanding and meeting of the specific needs and preferences of diverse communities across the country.

By using U.S. Census Bureau 2000 and 2010 decennial Census data, ESRI converted data into the 2020 geography of the Cairo area and made forecasts for 2023. According to this data, the current population of Cairo is 14,728 with 51% of the population identifying as female. The data also shows that within the city, 42.9% of the residents identify as "white alone", 37.1% identify as "black alone", 16.5% are of Hispanic origin, and 10.9% of the residents identify as "some other race alone". ESRI estimates that there are 6,368 total housing units resulting in an average household size of 2.55 people. The median age for Cairo is 37.1 years old and the median household income is \$47,186 (ESRI, 2023)

With this data, ESRI has categorized the 5-mile radius of the City of Cairo into their LifeMode group of "Rustic Outposts." LifeMode groups represent a collection of markets that share a common experience, there are 14 total LifeMode groups. "Rustic Outposts" can be generalized as individuals living country life, with their economic markets depending mostly on manufacturing, retail, and healthcare jobs, with a smaller concentration of jobs in mining and agriculture. These individuals are highly car-dependent; they shop at discount stores and enjoy outdoor activities such as hunting and fishing.

ESRI predicts that 26.6% of the 2023 households within the 5-mile radius of the City of Cairo fall into the Tapestry Segment of "Rural Bypasses." This Segment is characterized as being older married couples, without any children remaining at home; they reside in single-family homes or mobile homes typically built between 1970 and 1989. Religion and faith are very central to the lives of this group.

Using the same analysis, ESRI predicts that 22.2% of the 2023 households within the 5-mile radius of the City of Cairo fall into the Tapestry Segment of “Southern Satellites.” The difference between this Tapestry group is higher educational attainment rates with generally 45% of the population in this group having a college education. This group is also a bit more adapted to newer technologies such as the internet and social media.

2.0 Framing of Objectives

2.1 Detailed Description of Plan Audience

The MSPP project in Cairo, Georgia, revolves around the interconnectedness between community residents, local officials, local leaders, and experts. At its core, community residents are indispensable to the ABCD process as they provide a wealth of local knowledge and experiences, ensuring that development reflects their collective narrative and future aspirations (Goldman & Schmalz, 2005). Their engagement is critical for the ABCD framework that underpins this project.

Additionally, local officials serve as the bridge between community insights and policy enactment. the Main Street Downtown Coordinator, Shelly Searcy, has been influential within the community to promote resident retention, promote economic development, and encourage involvement within the community. Through an initial discussion with Ms. Searcy, the community’s ideals were able to be identified to move forward with the direction and goals of the project.

Local leaders and experts, including lifetime residents, business owners, and community figures are instrumental in operationalizing the project’s outcomes by applying their expertise to what the community has to offer to its residents.

The deliverables for this project will capture the community’s vision of their home by documenting their community assets through representative engagement. Through this process, it will guide residents, local officials, and experts to identify further opportunities within their community to stimulate economic growth. Together these groups create a dynamic framework for Cairo’s development where each stakeholder’s input is valued and instrumental in shaping a community that is as resilient and economically sound as it is rich in history and culture.

2.2 Decision-Making Context the Project Will Inform

The MSPP is situated within the unique challenges and opportunities faced by small rural towns, as they often grapple with limited economic growth, outward migration, and the underutilization of local resources, which impacts their sustainability and resilience (Fortunato, 2014). To address these issues, the project aims to inform those involved in the decision-making processes, such as the Tourism Director, elected officials, and involved community experts, by capitalizing on local strengths rather than relying solely on external aid. With this information, local community development initiatives can be further specified to support the needs and wants of the community.

The project’s objectives are centered on conducting thorough community engagement and creating a Community Asset Map, ideally aiding the community in addressing concerns they currently have and want to prevent. The Community Asset Map serves as a visual aid for tourists, new residents, and lifelong community members, showcasing major destinations and fostering a shared understanding of available resources. This map provides insights into businesses that deserve to be promoted – those that are thriving and those needing additional support. Local and elected officials can use this assessment when making decisions about the community or economic development needs.

Guided by the need to balance project priorities with the needs and inputs of residents and experts, decision-making ensures alignment with Cairo’s vision of preserving its rural identity while fostering economic growth and development through natural resources and rural heritage (Grady County, 2020). By enhancing existing assets, the project aims to empower the city to make informed decisions leading to sustainable and complementary development.

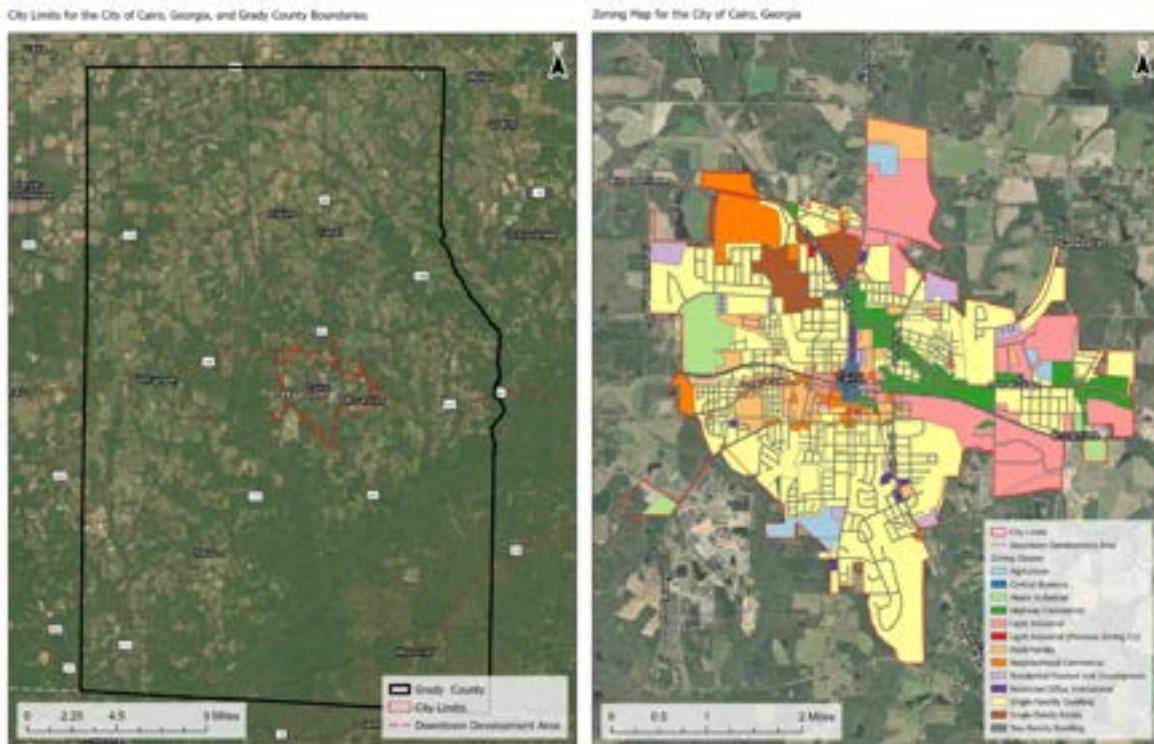
The ABCD model underscores the significance of recognizing and leveraging existing strengths within a community rather than focusing solely on its needs (Garcia, 2020). This project aligns with this philosophy by systematically identifying and documenting these strengths. The participatory nature of the project fosters a sense of trust and relationship building among Cairo’s students and residents, facilitating a deeper understanding of local needs and perspectives. Collaborative participation allows decisions that are grounded in the real-world experiences and insights of the local community. This leads to a more informed and context-sensitive decision-making process. The balance of having solutions that are not just theoretically sound but also practically relevant is integral to the unique challenges and experiences faced by Cairo’s community.

2.3 Connections to Existing Plans, Policies, and Programs

2.3.1 Grady County Comprehensive Plan

Cairo is located in Grady County, Georgia (Figure 1). Rather than the city having a municipal comprehensive plan, the Grady County 2011 comprehensive plan covers the scope of Grady County as well as its two incorporated cities – Cairo and Whigham.

Figure 1. Map of Grady County and the City of Cairo (Left) and the City of Cairo's Zoning (Right)



The Grady County Comprehensive Plan outlines the goals of the communities of Cairo and Whigham. Within the comprehensive plan, the City of Cairo identifies their own goals and policies

that are relevant to its community (Figure 2). Cairo’s goals, established through public meetings, include an economic development objective aimed at “[encouraging] the development or expansion of businesses and industries suitable for Cairo” (SWGRC, 2016). Support programs for retention, infrastructure impacts, and cost-benefit analyses are identified as primary ways for the County to engage in economic development.

Figure 2. Elements, Goals, and Policies for the City of Cairo

Element	Goal	Policies
Economic Development	Encourage the development or expansion of businesses and industries that are suitable for Cairo.	Support programs for retention, expansion, and creation of businesses that are a good fit for our community’s economy in terms of job skill requirements and linkages to existing businesses.
		Consider impacts on infrastructure and natural resources in our decision-making on economic development projects.
		Carefully consider costs as well as benefits in making decisions on proposed economic development projects.
Transportation	Improve transportation infrastructure.	New and reconstructed roadways will be appropriately designed, using context-sensitive design considerations, to enhance community aesthetics, and to minimize environmental impacts.
		New and reconstructed roadways will be designed to accommodate multiple functions, including pedestrian facilities, parking, bicycle routes, public transit (if applicable) as well as local vehicular circulation.
		Support the creation of a community-wide pedestrian/bike path network.
Housing	Promote an adequate range of safe, affordable, inclusive, and resource-efficient housing in Cairo.	Eliminate substandard or dilapidated housing in our community.
		Stimulate infill housing development in existing neighborhoods.
		Promote senior living facilities in our community to provide housing for the elderly.
Sense of Place	Promote and embrace the sense of place in Cairo, Whigham, and Grady County.	Decisions on new development will contribute to, not take away from, our community’s character and sense of place.
		Encourage development that is sensitive to the historical context, sense of place, and overall setting of the community.
		Desire development whose design, landscaping, lighting, signage, and scale add value to our community.
		Our gateways and corridors will create a “sense of place” for our community.
		Encourage the development of downtown as a vibrant center of the community to improve overall attractiveness and local quality of life.
		Committed to providing pleasant, accessible public gathering places and parks throughout the community.
Educational Opportunities	Make educational and training opportunities readily available to enable all community residents to improve their job skills, adapt to technological advances, or pursue life ambitions.	Work with the local school board to encourage school location decisions that support the community’s overall growth and development plans.
Broadband Technology	Support the development and provision of high-speed internet facilities for connectivity to the World Wide Web.	Work or partner with internet technology companies to provide services throughout the communities and ensure they comply with the City’s and County’s land-use regulations.

2.3.2 The UGA Archway Partnership

The Archway Partnership, initiated by the University of Georgia, stands as a testament to the practical application of asset-based community development (ABCD) principles, echoing the ethos outlined in "The Organization of Hope: A Workbook for Rural Asset Based Community Development (Snow, 2001)." This collaborative endeavor, born out of the university's commitment to its land-grant mission, has evolved into a transformative force, addressing diverse and self-identified community needs across the State of Georgia.

In tandem with the ABCD framework, the Archway Partnership operates on the premise of empowering communities to identify and address their unique challenges. Their 'Connected Resilient Communities' initiatives aim to enable communities to leverage UGA's resources and expertise to overcome local challenges and enhance their appeal for economic development. Chosen counties and cities are guided through a resiliency plan through community engagement, local data analysis, and the implementation of ideal projects that UGA is equipped to implement (Print, 2023). Fostering collaboration among local leaders through Executive Committees, the Archway Partnership ensures that projects are rooted in the priorities and aspirations of the communities themselves. This approach aligns with the principles of ABCD, emphasizing the importance of starting with existing community assets as a foundation for sustainable development.

The Archway Partnership's involvement in economic development, education, workforce development, leadership, health, and overall quality of life showcases the breadth of its impact in primary surroundings (Print, 2023). The projects are not imposed by the university but emerge organically from the collective insights of community members. This echoes the ABCD approach, recognizing the inherent strength of communities and avoiding a deficit-focused model that may overlook their potential.

The Archway Partnership's commitment to inclusivity and collaboration mirrors the grassroots engagement advocated by ABCD. Through listening sessions, working groups, and participatory processes, the initiative not only gathers valuable data but also fosters trust and mutual understanding between community members and project facilitators (Print, 2023). This echoes the Cairo project's emphasis on surveying and interviewing as tools not only for data collection but also for building relationships and shared learning.

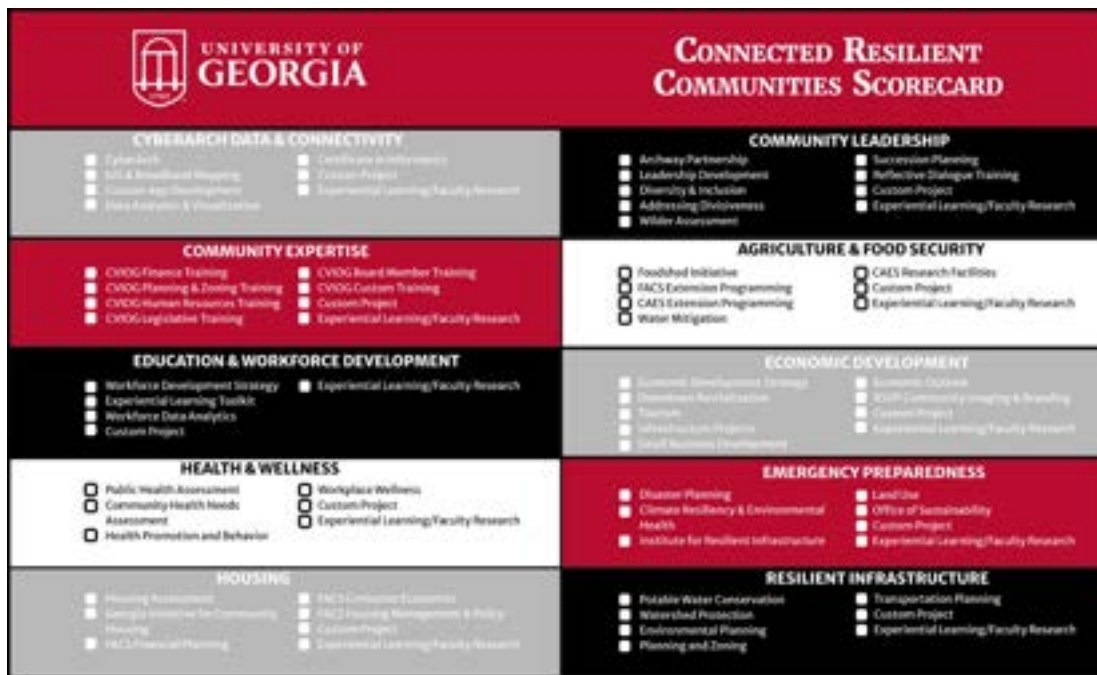
The Archway Partnership's success is underscored by its expansive reach across Georgia, having served 13 communities since its inception in 2005. The collaborative projects have harnessed the expertise of various University of Georgia units and connected communities with a wide array of educational institutions. Archway's "Community Resilient Communities Scorecard" allows clients to see the areas of expertise in which they can serve their communities (Figure 3) (Print, 2023). The primary areas include the following:

- Community leadership,
- Agriculture and food security,
- Economic development,
- Emergency preparedness,
- Resilient infrastructure,
- Cyber-tech data and connectivity,
- Community expertise,

- Education and workforce development,
- Health and wellness, and
- Housing

This extensive network highlights the scalability and adaptability of the ABCD framework, showcasing its potential as a replicable model for fostering community development in small, rural towns.

Figure 3. Diagram of the Connected Resilient Communities Scorecard from the Archway Partnership Program



In conclusion, Archway exemplifies the tangible application of ABCD principles in community development. By prioritizing local needs, fostering collaboration, and leveraging the resources of a major university, this initiative serves as a beacon for other communities seeking to embrace the ABCD framework for sustainable growth and resilience.

2.4 Plan Objectives in Relation to Similar Planning Endeavors

This ABCD project in Cairo, Georgia, embodies the principles outlined in “The Organization of Hope: A Workbook for Rural Asset Based Community Development” (Snow, 2001). This workbook’s framework, which accentuates the mobilization of a community’s intrinsic assets, provides a structured approach that can be applied to Cairo’s efforts of cultivating sustainable growth and development (Searcy, Interviewed, January 24th, 2023). This project engages with the community at a grassroots level to unearth a diverse array of assets, including local skills, cultural endeavors, businesses, and environmental resources. This strategy mimics the workbook’s emphasis on starting with what the community already possesses as the building block for development, steering clear of practices that encourage traditional development models that involve “top-down decision-making” where external agents dictate development priorities without taking community input into account.

In fostering relationships fundamental to the ABCD process, the Cairo project orchestrates an inclusive and participatory process of surveying and interviewing community members. These

activities are designed to not only gather data but also to deepen trust and collaboration between residents and project facilitators. By surveying events, conducting interviews, and creating educational materials for students, the project establishes an interactive space for shared learning and vision crafting.

The Cairo initiative aligns with the workbook's call for empowering community members through education and participation. The project aims to engrain ABCD principles into the fabric of Cairo for future development. The ABCD framework serves as a replicable model for other areas seeking to foster community development through asset identification in small, rural, American towns. The project's methodology demonstrates a relatively universal framework that can be adapted to the differing contexts of rural communities.

3.0 Literature Review

Community development is the process of promoting social, economic, and cultural sustainability in local communities. Kretzmann and McKnight (1993) reinforce an important concept where "meaningful community development occurs only when local community members are dedicated to investing themselves and their resources in the endeavor." That creates a basis for the empowerment and self-reliance of the community, fostering an environment where initiatives are not only locally driven but also sustainable.

3.1 What are Community Assets?

Kretzmann and McKnight (1993) propose that the key to revitalizing communities lies in "identifying all local assets, connecting them in ways that amplify their impact, and utilizing local institutions for community development purposes." It is argued that even the most disadvantaged communities possess a unique blend of resources on which to build. It is suggested that the most vibrant communities recognize and leverage their distinct combination based on the following five asset categories: the skills of residents, the influence of local voluntary associations, the resources of local institutions, their natural and built physical assets, and their local economic potential. Incorporating all these local assets encourages communities to address their challenges using internal solutions and resources (Goldman & Schmalz, 2005).

3.2 Asset Based Community Development

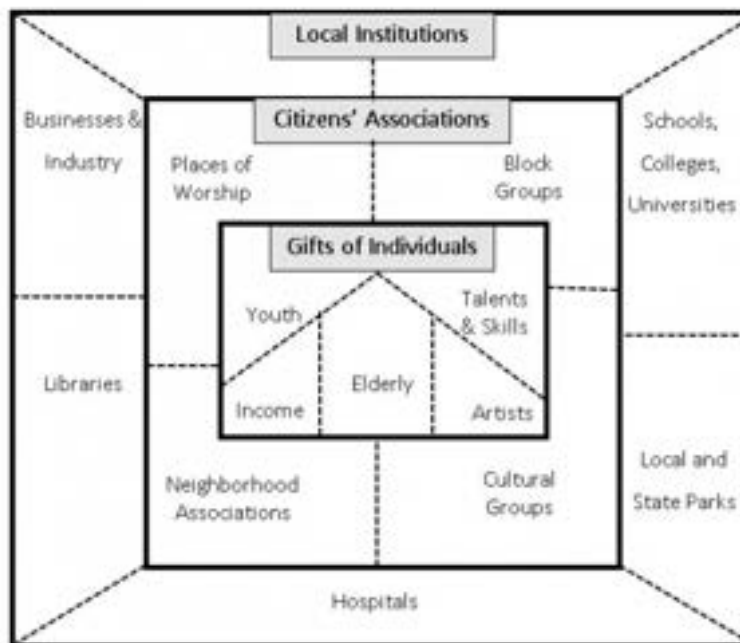
In the greater history of planning practice, traditional methods of assisting communities have taken a deficit-oriented approach. These methods, designed to address community problems, were primarily based on the community's needs. However, these approaches often emphasize community weaknesses and shortcomings, leaving community members feeling discouraged (Garcia, 2020; Goldman & Schmalz, 2005). As a result, communities tended to seek external help to meet their needs, overlooking the potential for internal resources and change agents within their communities (Goldman & Schmalz, 2005). While some situations may require external resources, lasting solutions typically emerge from within the community itself.

In response to these deficit-focused methods, there has been a shift towards a capacity-focused approach. Kretzmann and McKnight (1993) pioneered this alternative approach, known as Asset-Based Community Development (ABCD), based on the belief that every individual possesses capacities, abilities, and gifts essential for leading a fulfilling life (Figure 4) (Community Toolbox, 2001). This approach emphasizes active listening to identify community members' strengths, talents, skills, and interests (Goldman & Schmalz, 2005). These identified assets serve as the

foundation for developing new community policies and activities. Integrating asset-based assessments with needs assessments provides a more comprehensive understanding of the community, leading to better outcomes for residents (Goldman & Schmalz, 2005).

The capacity-focused approach recognizes individuals' abilities as the cornerstone of community development, in contrast to traditional methods, which often overlook these potentials, resulting in weaker communities (Figure 4) (Kretzmann & McKnight, 1993). By actively involving community members and acknowledging their unique gifts, personal and collective investment is made, fostering sustainable transformative change. Conversely, when external services impose changes on a community rather than collaborating with them, the result usually entails ameliorative first-order change (Nelson & Prilleltensky, 2005). Integrating capacity-based assessment with needs assessment can reveal missing assets that have the potential to enhance the overall well-being of the community (Goldman & Schmalz, 2005).

Figure 4. Community Asset Mapping (Kretzmann & McKnight, 1993)



Importantly, a capacity-focused approach empowers individual community members, giving them control, while waiting for external support often proves futile and demoralizing. The goal should not merely be to 'assist' community members but to nurture a distinct type of community that benefits all residents. Practitioners of community change, advocating for whole community organizing strategies, acknowledge the negative impacts of inequality and power dynamics. They employ empowerment as a guiding principle in community change efforts (Ohmer et al., 2022). Emphasizing relationship building and commencing community development from within ensures that residents are at the heart of the community engagement process, allowing the community to drive decision-making, retain control over existing resources, and build social capital.

ABCD promotes a more informed and appropriate response to community development practices; it was found that rural communities can develop more sustainably, inclusivity, and equitably when using ABCD approaches to leverage local resources, build community capacity, and promote collaboration and partnership building (Garcia, 2020). This framework can be more specifically applied to the context of rural comprehensive planning to develop all-encompassing and integrated

plans to address the specific needs and wants of the rural community. This is particularly important considering rural communities face more complex challenges when it regards access to resources, economic development, and social cohesion. This framework helps rural communities to align with their communities and establish a comprehensive plan that addresses their unique challenges and opportunities.

The methodology of our research also draws inspiration from the concept of “shared learning” advocated by Snow et al. (2001). The concept of “shared learning” encapsulates a participatory and inclusive process where community members actively contribute their insights, experiences, and expertise (Snow et al., 2001).

The benefits of “shared learning” in the context of a rural community’s asset mapping project are manifold. Firstly, it promotes a sense of community ownership and empowerment, as community members actively contribute to the identification of assets. Secondly, it enriches the asset mapping process by tapping into the wealth of local knowledge and cultural insights, providing a more refined understanding of the community’s strengths. Lastly, “shared learning” fosters a collaborative spirit, enhancing social cohesion and relationship building within the community.

3.3 Asset Mapping

Asset mapping is a critical process for identifying and leveraging the strengths and resources of a community to promote development and growth. In rural communities, where resources may be scarce, asset mapping can be particularly important for building local capacity (Beaulieu, 2002). Asset mapping involves identifying and assessing the physical, social, economic, and environmental resources available in a community. This process can be done through surveys, focus groups, and other data collection methods. Once these assets are identified, they can be mapped and analyzed to determine how they can be utilized to address community needs and promote development.

The process of mapping available skills, work experience, and natural resources can uncover opportunities for economic development, fostering a sense of belonging among existing residents while attracting new members, thereby creating a more stable community (Harrison et al., 2019; Hyland, 2005). Additionally, this approach generates social capital—the idea that consistent utilization of human resources such as skills, knowledge, reciprocity, norms, and values facilitate community interaction and productivity, leading to improved living conditions for the entire community (Hyland, 2005). Social capital, therefore, emerges from mobilized assets and plays a pivotal role in community development (Putnam, 2000).

Alevizou, Zamenopoulos, and Alexiou (2014) provide a review of community asset mapping (CAM) which is seen as an effective way to identify and utilize community resources and build community capacity efforts. Asset mapping allows for enhanced community participation and engagement, the facilitation and collaboration between community members, and the improvement of decision-making processes. Lightfoot, McCleary, and Lum (2014) note that a participatory approach is a more valid approach to assessing community assets as well as being a less biased approach to asset data collection.

Asset mapping can help foster relationships between researchers and community members while increasing community input and investment in the research process. It can address other common problems such as food insecurity, improve access to healthcare, and promote overall community development, with far-reaching implications across many fields. The usefulness of ABCD and

CBPR is demonstrated through these sources and has overall helped to establish trust and rapport with the community's most valued assets. This is particularly helpful in rural communities where there is a lack of trust when it regards community assets.

3.4 Application within a Rural Context

In the context of rural communities, asset mapping can be used to identify resources that are often overlooked, such as natural resources, cultural assets, and social networks (Beaulieu, 2002). For example, rural communities may have access to natural resources such as forests, rivers, and farmland that can be used for economic development. They may also have unique cultural assets such as traditional crafts, music, or festivals that can be promoted to attract tourists and support local businesses.

Asset mapping can also help identify social networks and community organizations that can be mobilized to address community needs. For example, rural communities may have strong networks of volunteers or faith-based organizations that can be leveraged to provide services and support to community members (Beaulieu, 2002). By identifying and leveraging local assets, rural communities can build local capacity and promote economic, social, and environmental sustainability.

The report "Putting Smart Growth to Work in Rural Communities" by Smart Growth Network (2006) provides insights into how asset mapping can be utilized to achieve smart growth in rural areas. The authors argue that asset mapping is a critical tool for rural communities that want to create sustainable development plans. The report begins by discussing the challenges faced by rural communities, such as declining populations, job loss, and the migration of young people to urban areas. The authors argue that these challenges can be overcome by using smart growth principles, which involve compact, walkable, and transit-friendly development.

The authors then turn to the concept of asset mapping and its importance in the context of smart growth. They define asset mapping as a process of identifying and cataloging the resources and assets of a community, such as natural resources, cultural assets, and community organizations. Asset mapping is essential for rural communities because it helps them identify their strengths and weaknesses, which can be used to create effective smart growth plans. The article also provides several examples of successful asset mapping initiatives in rural areas. For example, the authors highlight the "Rural Development Institute" in Montana, which works with local communities to identify and map their natural and cultural assets.

Fortunato (2014) highlights the importance of asset mapping in supporting rural entrepreneurship, which in turn can contribute to the economic development of rural communities. Fortunato (2014) notes that asset mapping can take various forms, ranging from simple inventories of community resources to more complex analyses of how those resources can be integrated and utilized to achieve specific goals. In the context of rural entrepreneurship, asset mapping can help identify the resources and networks necessary to support small business development and growth. This includes physical assets such as land, infrastructure, and facilities, as well as social assets such as knowledge, skills, and relationships.

One challenge in asset mapping for rural communities is the need to balance a focus on local resources with an awareness of broader regional and national contexts (Fortunato, 2014). Rural communities may have limited access to external resources and support, which makes it crucial to identify and leverage local assets effectively. At the same time, rural entrepreneurship and

economic development are influenced by factors beyond the community's boundaries, such as market trends and government policies (Fortunato, 2014).

Despite these challenges, asset mapping is an effective approach for rural community development. Fortunato (2014) notes that asset mapping can help build social capital and foster collaboration among community members, which in turn can lead to greater economic vitality and resilience. By identifying and leveraging local resources, rural communities can build sustainable economic models that support both the community's needs and its long-term development goals.

Continuing with this, asset mapping can also be an important tool for rural arts-based development, according to Balfour, Fortunato, and Alter (2016), which aims to leverage the creative assets of a community to promote economic and social development. The authors propose an interactional framework for rural arts-based development that emphasizes the importance of collaboration and communication between community members, artists, and other stakeholders. This framework includes four stages: (1) identifying the community's assets, (2) engaging with the community to build relationships and trust, (3) co-creating artistic projects that draw on the community's assets, and (4) sustaining the project through ongoing engagement and evaluation.

Asset mapping is a key component of the first stage of this framework, as it helps to identify the resources and skills that are available within the community. The authors suggest that asset mapping should be a collaborative process, involving community members, artists, and other stakeholders. They also emphasize the importance of identifying both tangible and intangible assets, such as local knowledge, cultural heritage, and social networks. By identifying and leveraging the assets of a community, these approaches can help to create new opportunities for economic growth, while also preserving and promoting local culture and heritage.

4.0 Methodology

Our methodology incorporates a participatory approach, involving community members throughout the asset inventory process. This inclusive method aims to capture a diverse range of perspectives and ensure that the asset mapping process is reflective of the community's collective knowledge. Alevizou et al. (2014) stress the importance of recognizing and navigating power dynamics within the community, as certain groups or individuals may have more influence over the identification and interpretation of assets. Our methodology attempts to address this concern by implementing strategies to ensure equitable participation, seeking input from various members and stakeholders, and being mindful of potential power imbalances that may influence asset mapping outcomes.

The multidisciplinary perspective advocated by Alevizou et al. (2014) encourages researchers to explore different dimensions of assets beyond tangible resources, including social and cultural assets. Therefore, our methodology aims to address this concern by implementing strategies to ensure as much equitable participation as possible, seeking input from various community members and stakeholders. Furthermore, in our methodology, we employed a mixed-methods approach that combined qualitative data on tangible assets with qualitative data capturing the social and cultural dimensions of the identified resources.

4.1 Forms of Community Engagement

4.1.1 Surveying

The design and distribution of a survey was a crucial component aimed at gathering insights into the community perspectives of Cairo as a tool that the community can either actively or passively engage with.

The survey incorporated both closed and open-ended questions (Appendix A). This strategy ensures a nuanced understanding of the diverse perspectives prevalent in the community while allowing their voice to be heard. Open-ended questions in surveys offer respondents the opportunity to express their exact and detailed responses, promoting richer data (Braun & Clarke, 2006). However, open-ended questions can be time-consuming to analyze and may lead to extensive variability in the responses. Close-ended questions, on the other hand, provide structured and easily quantifiable data, facilitating efficient analysis, but they may limit respondents' expression of their diverse perspectives (Dillman, Smyth & Christian, 2014).

To uphold the principles of survey design, questions were formulated with a keen emphasis on clarity, brevity, and relevance within Cairo's socioeconomic context (Babbie, 2020). The overarching objective is to identify existing assets and opportunities for development that resonate with the unique dynamics of the city. The different types of assets inquired about within the survey are based on the ABCD framework and include the following:

- **Human Assets:** Identifying individuals or groups within the community possessing skills, knowledge, networks, passions, and time that contribute to the community.
- **Institutional/Civic Assets:** Identifying organizations, whether nonprofit, for-profit, or governmental, that contribute to the community through programs, services, commerce, or affiliation.
- **Physical Assets:** Identifying physical elements in the community, such as places, spaces, or structures, that contribute to its character.
- **Cultural Assets:** Identifying cultural elements, including arts, music, language, traditions, stories, and histories, that define the community's identity.
- **Hidden Gems:** Encouraging participants to highlight local organizations, community events, people, or places considered hidden gems (McDonald, C., et al., 2019).

Demographic questions were also included to provide a contextual framework. The following demographics were collected within this portion of the survey:

- **Residency Duration:** Understanding the length of time participants have been residents in Cairo, providing insights into the level of community familiarity.
- **Age:** Categorizing participants by age to analyze responses across different age groups.
- **Race and Ethnicity:** Collecting demographic data related to race and ethnicity to ensure a diverse representation of the community.
- **Employment:** Gathering information on participants' employment to understand the diverse occupations within the community.

To maximize participation and capture a broad spectrum of respondents, a multi-channel distribution approach was employed through both active and passive surveying.

Active surveying included engaging with community members at local events, including farmers' markets and high school football games. Recognizing the significance of a physical presence in

community engagement, paper surveys were distributed during public events such as football games and farmers' markets. The high school football games, home to the Syrupmakers, are the go-to attraction for those in the surrounding areas on Friday night. Surveying this event would be a representative sample of the local population considering this is a family-friendly event where children, other groups, families, and friends congregate each week. Achieving a diverse sample that is also representative of Cairo's population is ideal towards a more holistic sample of the population. The Syrupmakers are a local event that is heavily regarded as a fun social event by all groups of community within Cairo that we gathered from discussion and conversation with other residents. This made the football game an ideal surveying location to reach Cairo's demographically different residents. The Cairo High School Principal, Dr. William Huff, allowed the team to set up a booth at the ticket entrance to reach all of those entering the football game. The local farmers market has ample foot traffic and serves the purpose of reaching residents in different settings at different times of the day. These events were also recommended by the Main Street Downtown Coordinator, Shelly Searcy. This was the primary method of surveying to reach engaged community members.

Passive surveying involves collecting data from the community without direct interaction. Online platforms were leveraged to reach individuals with internet access and those actively engaged in social media within the City of Cairo. The survey link was prominently featured on the official Instagram of the city's downtown, called "Cairo Main Street," harnessing the platform's outreach capabilities (Appendix A) To achieve this, the survey was publicized in the city's local newspaper, the Cairo Messenger, to facilitate participation from a diverse demographic (Appendix A) The advertisement included a QR code linked to the survey as well as a shortened URL; this was published every week through the month of October 2023.

In summary, the survey design and distribution methods outlined above were meticulously crafted to ensure a holistic and inclusive representation of Cairo's community perspectives, with a focus on identifying and understanding the existing assets and opportunities for development within the city.

4.1.2 Interviews

Interviews were a unique way to build trust with community leaders, become personable with residents, and gather local knowledge to guide the perspective of the community. The Tourism Director made a suggestive list of people she has worked with or endorsed in their expertise to be interviewed for this project. Initial outreach began with this list and throughout the beginning interviews, outreach events, and workshops we asked if anyone had recommendations for other community members to interview.

In conjunction with developing the survey described above, guiding questions for semi-structured interviews were also created (Appendix A). The process for deciding whom to interview involves first defining the research objectives, which was done by identifying the three asset themes, then individuals must be identified who possess relevant knowledge or experiences related to those themes. Consideration was given to diversifying within the sample to capture a range of perspectives. Interviews, as a qualitative research method, provide in-depth insights, personal experiences, and context-specific information, making them valuable for exploring complex community dynamics and understanding local perspectives (Billups, 2021). The interview questions were designed to elicit insights that contribute to a holistic understanding of the community's dynamics, assets, and potential for growth.

In essence, these interview questions are carefully crafted to gather diverse perspectives and narratives, allowing for an understanding of Cairo's community dynamics, and contributing to the development of inclusive and community-driven research outcomes.

4.1.3 Educational Workshop

To further engage with the community, educational outreach sessions were conducted with students in the United States Local Government class at Cairo High School to discuss planning in practice and public participation. The goal of these sessions was to facilitate an asset identification workshop, build a rapport with the local high school and students to discuss this project and communicate the importance of planning in practice.

This process recognizes the diverse perspectives and local knowledge that community members possess, ensuring an understanding of the community's assets. The concept of "shared learning" accentuates the value of collective interpretation and meaning making. In our educational outreach, we integrated group discussions and collaborative sense-making sessions following the data collection exercise. These discussions aimed to elicit diverse perspectives on the identified assets, fostering a shared understanding of their significance within the community. Young adults serve as an important voice within the community, especially rural communities that rely on retention of their residents. By involving local high school students in the interpretation process, valuable assets were gathered from this open discussion not only for the project but to understand the interests, opinions, and values of the next generation of Cairo. This methodology strives to go beyond mere data collection and aims for a collective and contextualized understanding of the identified assets that we would not have been able to understand without communication.

A PowerPoint slide deck was created that was guided by resources from the APA Florida chapter, insights adapted from educational materials provided by former professors, and ABCD literature (Appendix A) (APA FL, 2023). A workshop was facilitated with the students. The PowerPoint slide deck included talking points surrounding local government and planning law to introduce the subject of urban planning through a familiar perspective considering this session was primarily for U.S. History students. Furthermore, pictures of Cairo from the past and present were compared to represent how cities change as their purpose does, as well. Then, a discussion was held and moderated by the project members throughout the classroom to determine why and how planning is important to rural and urban cities.

Once these points were established, the activity was introduced to the students. The activity consisted of a worksheet while discussing their responses with their peers (Appendix A). After the worksheet was explained students were given twelve minutes to discuss with their surrounding peers what they deemed assets within Cairo. The worksheet was structured in a pinwheel format with space for written answers including the following sections: physical assets, institutional assets, cultural assets, human assets, and economic assets. Students were prompted to think critically about their community's development and contribute ideas, fostering a two-way exchange of knowledge and opinions. Facilitators then circulated the room during the exercise, offering support and encouragement as needed. Subsequently, a group discussion ensued wherein students shared their responses for each category, with facilitators collecting and recording the information on the board.

The development of the worksheet consisted of reviewing the various toolkit materials made available online by the Asset-Based Community Development Institute website, DePaul University (Collaborative for Neighborhood Transformation, 2021) The main inspiration for the

“pinwheel” design was the Training Worksheets on the website. The design was the most visually engaging and interactive format that seemed to be the best to use for this audience, high school students. The unique layout promotes a creative and non-linear approach to asset identification.

4.2 Data Processing and Analysis

The data was organized into thematic categories in which the research aims to provide a nuanced understanding of the community’s perspectives on arts and culture, nature and environment, and history. This structured approach allows for an exploration of the diverse viewpoints within the community, contributing to a more holistic interpretation of the survey findings.

- **Arts and Culture:** Responses related to arts and culture were identified based on mentions of cultural events, artistic initiatives, and community expressions. This theme encompasses the perceptions and attitudes of the community towards the cultural vibrancy within Cairo.
- **Nature and Environment:** The categorization under nature and environment focused on responses that discussed natural landscapes, environmental concerns, and the community’s connection to the surrounding ecosystem. This theme explores the intersection between urban life and the natural environment in Cairo.
- **History:** Responses about historical landmarks, narratives, and cultural heritage were categorized under the theme of history. This section delves into the community’s awareness and appreciation of the historical significance of Cairo.

Further classification methods were used to provide a holistic understanding of how the community’s strengths and resources overlap. The Organization for Economic Co-operation and Development (OECD) detailed the approach to community asset classification and is an evidence-based approach. The OECD’s methodologies and standards in classifying community assets are widely respected and followed, offering a reliable framework for understanding and assessing the various types of assets within communities (McDonald et al., 2019).

- **Human Assets:** These refer to the skills, knowledge, health, and abilities of individuals in a community.
- **Institutional Assets:** These encompass the structures and systems that govern a community, including its legal, political, and social frameworks. These are critical for maintaining order, ensuring justice, and providing a foundation for community growth.
- **Economic Assets:** These are financial and material resources available within a community. This includes not only physical monetary resources but also infrastructure, businesses, and industries that contribute to the economic health and sustainability of the area.
- **Cultural Assets:** These are the shared beliefs, practices, arts, history, and traditions that define a community. Cultural assets contribute to a community’s unique identity and cohesion.
- **Physical Assets:** These refer to the tangible infrastructure and natural resources of a community. This includes buildings, roads, parks, water systems, as well as natural landscapes and resources.

4.2.1 Surveys

As surveys were collected both virtually as well as in-person, they were recorded into a master document of all the responses. The data underwent a meticulous cleanup process to ensure accuracy and reliability. This involved checking for completeness, identifying, and addressing any

inconsistencies, and handling missing or invalid responses. For example, if a response was “high school,” it would be corrected to “Cairo High School.” Following the cleanup, the data was prepared for analysis.

To gain an understanding of community perspectives, the responses regarding the open response were categorized into distinct themes related to arts and culture, nature and environment, and history. Survey questions were designed to specifically probe participants about their perceptions and opinions regarding the three key aspects of Cairo: arts and culture, nature and environment, and history.

4.2.2 Interviews

Interviews served as the primary data collection method within shared learning, involving discussions with participants, during which detailed notes were recorded. To enhance the depth of analysis, a systematic coding approach was employed to identify, categorize, and scrutinize the rich information gathered. This facilitated a nuanced exploration of prevalent themes across the interviews.

The formulation of codes was a detailed process, involving the identification of both explicit and implicit elements in participants’ narratives (Figure 5). This systematic approach not only enhanced the depth of the analysis but also contributed to the overall understanding of prevalent themes across the interviews. Coding categories were made to reflect all the conversations discussed within the interviews to gather not simply assets but their expertise, experiences, and values that they share with their community.

The thematic exploration within the coded data focused on identifying and highlighting themes that held particular significance for residents in Cairo. By extracting themes from the coded data, the analysis sought to illuminate shared concerns, aspirations, and perspectives within the community. The coding process utilized a combination of inductive and deductive approaches, allowing for the organic emergence of themes from the data while also applying predefined categories derived from existing literature and research frameworks. Through rounds of review, the codes were systematically developed to accurately represent the richness of the interview data. These coding categories within Figure 5 define the different types of topics that arose within the interviews.

Figure 5. Coding Categories for Interviews

Topic	Description
Residency and Sense of Home	The inquiry about the duration of residency in Cairo or Grady County and the factors that make the area feel like home serves to establish a personal connection with the participants. This information is vital for understanding the depth of individuals’ ties to the community.
Individual Experiences and Contributions	The question exploring participants’ experiences in Cairo, including what brought them to the area and what keeps them there, provides valuable narratives about individual contributions to the community. This insight aids in understanding the diverse reasons for residing in Cairo and the factors that contribute to community continuity.
Organizational Roles and Contributions	Inquiring about participants’ positions within organizations and the role of these organizations in the community sheds light on the organizational landscape. Understanding how these entities contribute to the community is crucial for recognizing existing strengths and potential areas for collaboration and improvement.
Community Strengths and Recognized Assets	The questions regarding the strengths and assets within the community encourage participants to reflect on positive aspects. This helps identify

	what residents value most about Cairo and highlights existing community assets, contributing to the creation of an asset database.
Historical, Cultural, and Environmental Assets	Specific questions about Cairo’s history, arts and culture, and nature and environment as assets delve into the unique characteristics that define the community. These inquiries aim to uncover the richness of cultural heritage, artistic endeavors, and the natural environment, all of which contribute significantly to community identity and development.
Modes of Public Interaction	Understanding how participants interact with the public provides insights into the social fabric of the community. Whether through family, events, religious institutions, or online mediums, this knowledge aids in shaping strategies for effective community engagement.
Transformation of Potential Assets:	Inquiring about unrecognized assets that could be transformed highlights opportunities for growth. Understanding the resources needed for this transformation, such as funding, collaborations, or time investments, informs the development of sustainable community initiatives.
Building Connections and Partnerships:	Questions regarding potential connections between assets and the fostering of relationships within the community aim to identify collaborative opportunities. Insights into what participants believe is necessary to build or foster these connections inform strategies for strengthening community bonds.

Additionally, a visual representation in the form of a table was created to illustrate the relationships and frequencies of the identified codes, providing an overview of the interview data and the prevalence of different themes. This structured coding framework allows for a nuanced analysis of the interview data, enabling the identification and exploration of key themes and patterns within the context of Cairo.

4.2.3 Educational Workshop

To ensure both accuracy and consistency in the coding process of the worksheet dataset, several key steps were implemented. Initially, all misspellings within the dataset were corrected. This was crucial for maintaining accuracy. The dataset included varied expressions by participants referring to similar concepts. To address this and improve analysis, these expressions were standardized to use uniform terminology, thereby enhancing coherence and reliability in the analytical process.

Specifically, terms like “CHS” and “high school” were uniformly coded as “Cairo High School.” However, variations such as “school” or “schools” were kept as is, in cases where they might refer to other local educational institutions. Similarly, the names of organizations and clubs were standardized for clarity. For instance, “Woman’s Club” was changed to “Woman’s Club of Cairo,” “4H” to “4H Club,” and “Kiwanis” or “Kiwanis Group” to “Kiwanis Club.” Legal and historical references such as “Courts” and “Courthouse” were uniformly coded as “Grady County Courthouse,” and various terms for museums and bands were consolidated into “Grady County History Museum” and “Cairo High School Band” respectively.

For religious institutions, full names were used to enhance precision and ease cross-referencing during analysis. “First United Methodist,” for example, was coded as “First United Methodist Church.” This approach was similarly applied to entertainment and dining establishments, aligning them with their full names as found on Google.com, like “Skate Rink” to “Skate Palace” and “Maryland’s” to “Maryland’s Fried Chicken.”

Occupational groups in the dataset were also grouped and coded into broader categories to simplify the dataset. Terms like “Teacher,” “Nurses,” “Doctors,” and “Pharmacists” were categorized under broader headings like “Teachers” and “Healthcare Professionals.”

Furthermore, to encompass a more inclusive terminology, references to “People and Family,” “Friend group,” “You” or “Yourself,” and “Citizens” were collectively recorded as “Residents.” This term was chosen for its inclusivity, covering all individuals in the area, irrespective of their citizenship status.

These standardized codes and categorizations were applied consistently throughout the dataset to ensure clarity and support meaningful analysis.

4.3 Developing and Mapping the Asset Inventory

In the pursuit of creating an asset inventory for the city of Cairo, a crucial step involves geocoding the locations of identified assets. Geocoding is the process of assigning geographic coordinates to a location-based entity, such as an address or point of interest. This spatial referencing enhances the utility of the asset inventory by providing a visual representation of the distribution of assets across the city.

ArcGIS Pro will be utilized to geocode the asset inventory database. Geocoding points in ArcGIS Pro using those identified latitude and longitude coordinates in degree decimal minutes involves a systematic process to accurately map and analyze spatial data. The first step in this process is to prepare the data containing the latitude and longitude coordinates. These coordinates are usually in a table format, such as an Excel spreadsheet or a CSV file, and should be in the degree decimal minutes format (DDM), where degrees are whole numbers, and decimal minutes are the fractional part.

Once the data is ready, it will be imported into ArcGIS Pro. After the table is successfully imported, it’s crucial to ensure that the coordinate system of the map matches or is compatible with the format of the latitude and longitude coordinates to avoid any spatial inaccuracies.

Following this, the geocoding process begins. In ArcGIS Pro, this is achieved using the “Coordinate Table to Point” tool. This tool requires specifying the fields in the table that correspond to the latitude and longitude coordinates. It’s important to accurately select the correct fields for latitude and longitude, as any mix-up can lead to erroneous mapping.

Once the correct fields are selected, the tool converts the DDM coordinates into a spatial format that ArcGIS Pro can understand and display. This conversion process creates a new layer of point features on the map, each representing the geographic location corresponding to a set of latitude and longitude coordinates from the table. For the sake of simplicity and consistency, point features were used for all identified assets since the mapping of the actual boundaries of large areas of land requires time and resources to complete.

By incorporating geocoding into the asset inventory development process, our study aims to not only identify and catalog assets within Cairo but also spatially represent these resources. This geographical perspective enhances the potential for informed decision-making and strategic planning, fostering a more nuanced understanding of the city’s strengths and opportunities for sustainable development.

5.0 Results and Interpretation

5.1 Results from Community Engagement

Over the two months allocated for community engagement, 47 surveys were completed, 7 interviews were conducted with significant community members with specialized expertise about

Cairo and the community, and 197 worksheets were completed from our workshop held at Cairo High School.

5.1.1 Surveying

When looking at the survey responses, eight were completed virtually and 39 were completed in person. Of all survey respondents who answered the question, “How long have you been a resident in Cairo, Georgia,” 87.5 percent (n=37) have lived in Cairo, Georgia, for at least 10 years. The remaining 12.5 percent (n=5) have lived in Cairo, Georgia, ranging from less than a year to at most 10 years.

In terms of the age of the survey respondents, most respondents were 55 years of age or older at 42.5 percent (n=17). Those 18 years old and younger and 45-55 years old both individually comprise 17.5 percent (n=7) of respondents, and 15 percent (n=6) of respondents were 25-35 years old. The remaining cohorts (18–25 years old and 35-45 years old) made up 7.5 percent (n=3) of respondents. Additionally. In terms of race and ethnicity, 80 percent (n=32) of respondents identified as White, or non-Hispanic, and 17.5 percent (n=7) of respondents identified as Black/African American.

Respondents were asked to identify with a race and ethnicity within the surveys. Most respondents identified as White, and non-Hispanic at 80% (n=32). Black/African Americans accounted for 17.50% (7) of respondents’ race and ethnicity. The remaining race and identity were identified as “other” at 2.50% (n=1). When compared to the 2022 demographics estimates released by the American Community Survey (ACS), the diversity of the survey respondents is not a keen reflection of the residents of Cairo. Almost half, 46.6%, of Cairo’s residents were estimated as Black or African American Alone and over 12% were estimated as Hispanic or Latino.

Figure 6. Length of Time Survey Respondents have been Living in Cairo, Georgia

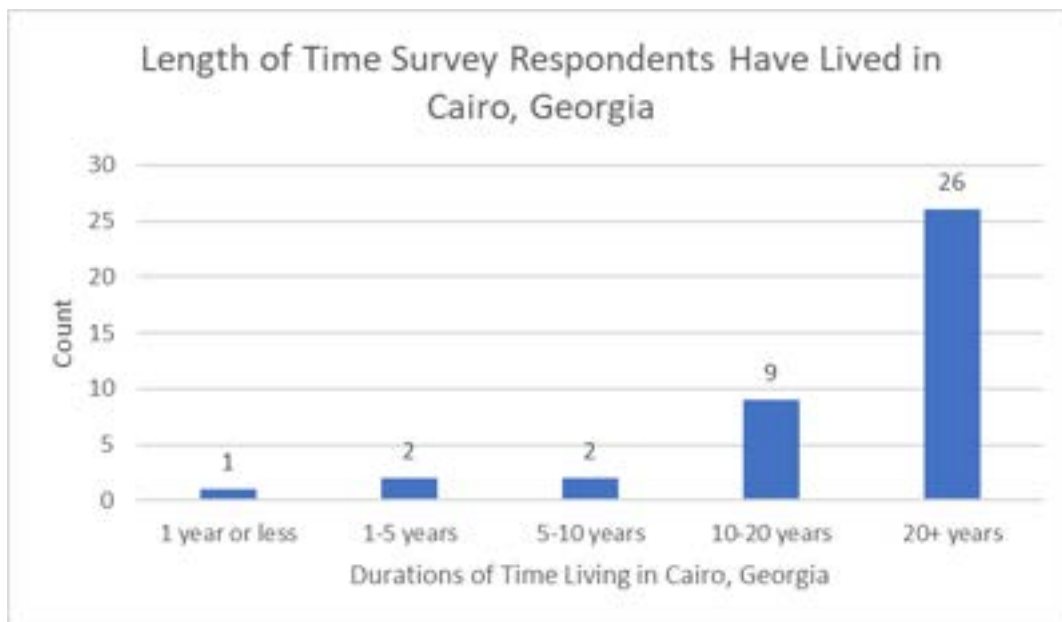


Figure 7. Age of Survey Respondents

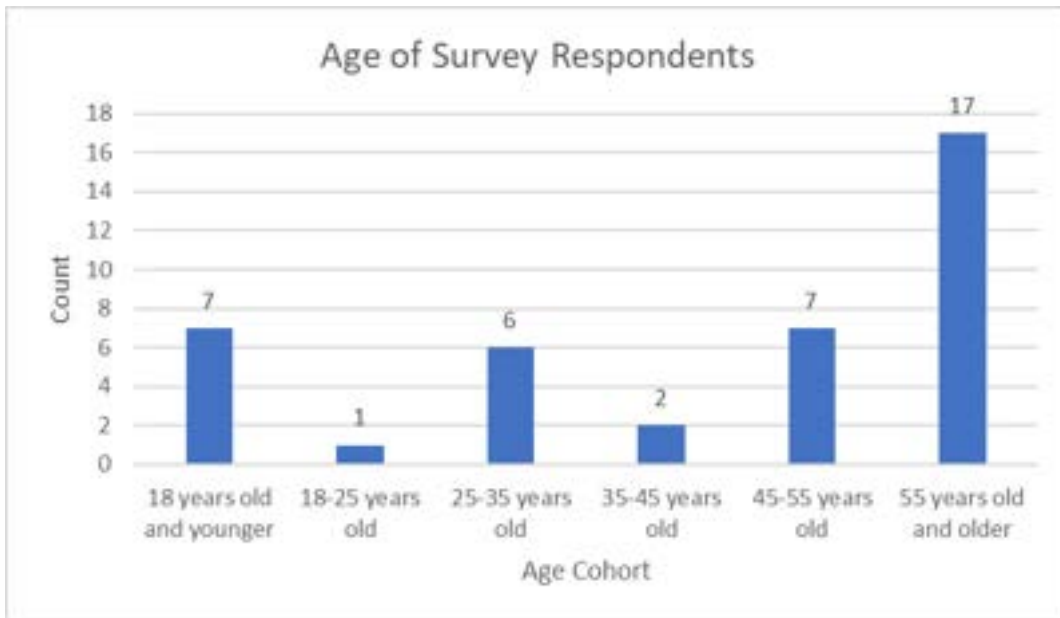


Figure 8. Race and Ethnicity of Survey Respondents

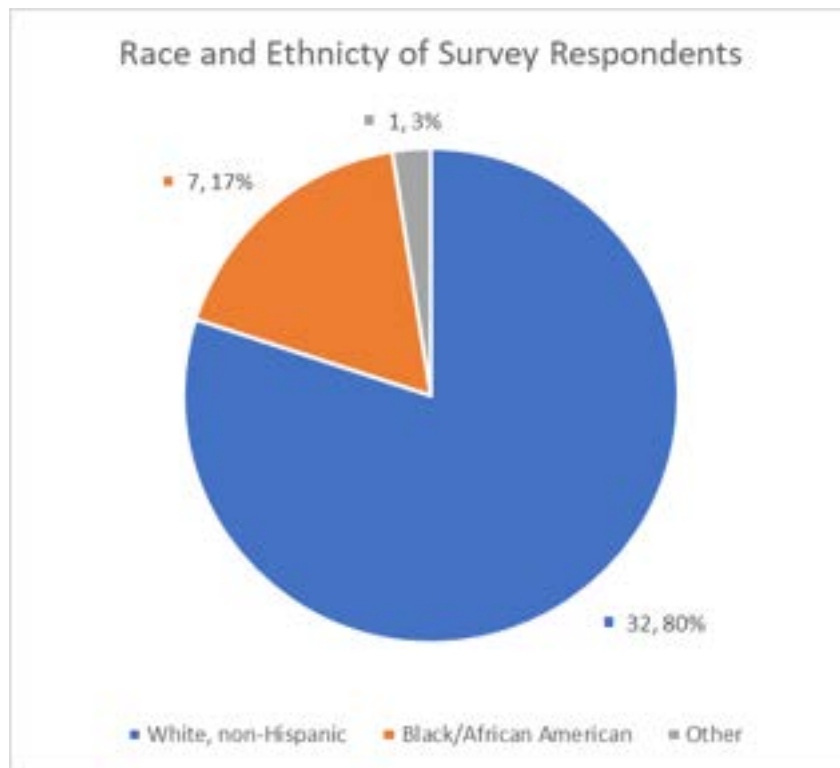
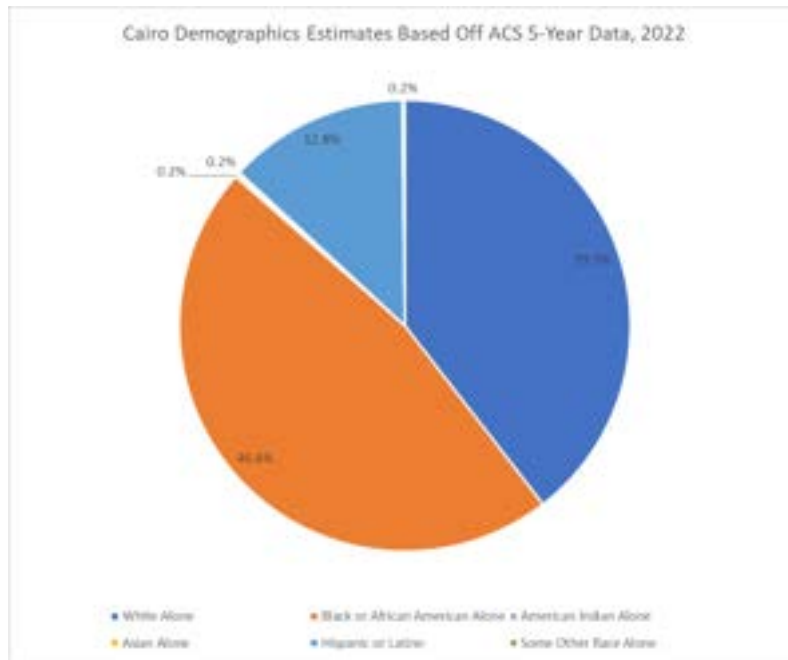


Figure 9. Cairo Demographics Based Off ACS Data, 2022



When compiling all the survey responses in the first phase of the data-cleaning process, a total of 105 different assets were identified. In terms of the asset themes developed for this asset mapping, 58.10 percent (n=61) were classified as arts and culture, 25.71 percent (n=27) were identified as history, and 16.19 percent (n=17) were identified as nature and environment. Of the different types of asset classifications identified within the report, nearly half, 44.76 percent (n=47), were classified as human assets. Assets classified as institutional and physical assets both made 20 percent (n=21), and assets classified as cultural and economic 10.48 percent made (n=11) and 4.76 percent (n=5) respectively.

Figure 10. Count of Responses by Asset Theme from Survey Responses

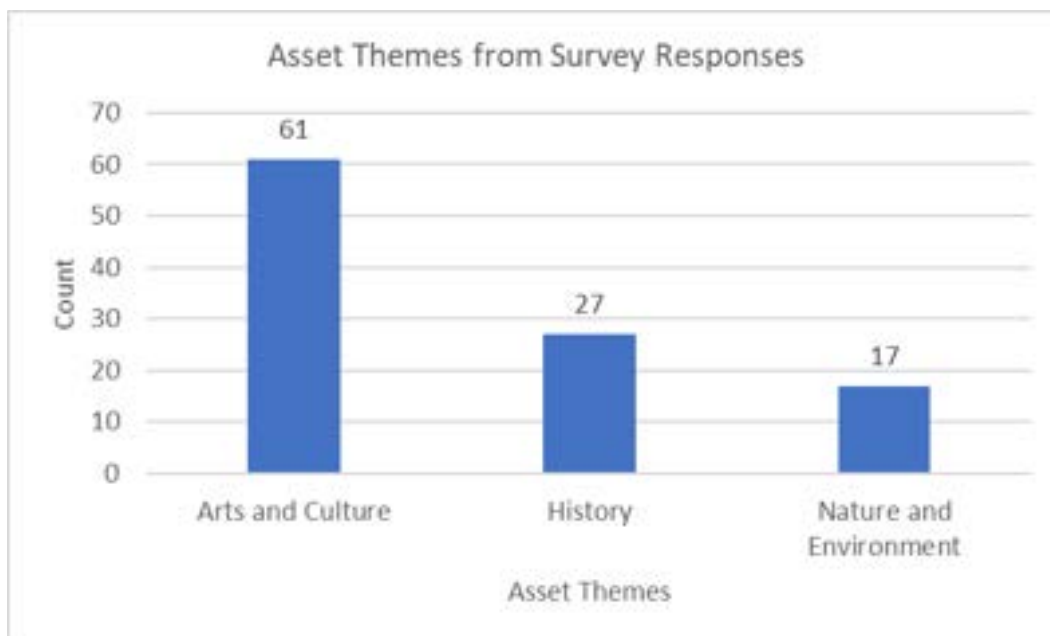
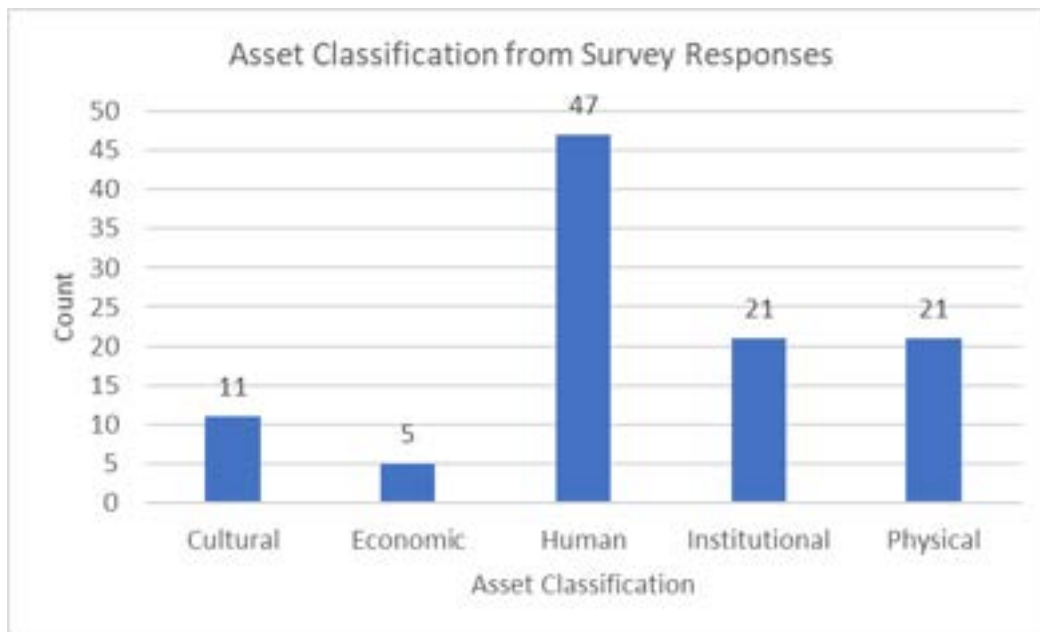


Figure 11. Count of Responses by Asset Classification from Survey Responses



5.1.2 Interviews

Of the seven interviews collected throughout the engagement window, the demographics of the interviewees is that the average time of being a resident of Cairo, Georgia, came to about 62 years. All the interviewees identified as white, non-Hispanic. Given the lengthy average residency of 62 years among the interviewees, it's clear that these individuals have witnessed significant periods of change, development, and possibly pivotal events that have shaped the community. Their perspectives are invaluable in understanding the historical context and socio-cultural fabric of Cairo, Georgia, in a way that newer residents or a more demographically representative group might not be able to provide.

However, it's also important to acknowledge the limitations of this approach. While focusing on long-term residents offers depth, it may also introduce biases or blind spots, particularly regarding recent changes or the experiences of underrepresented groups within the community.

After compiling the interview responses in the first phase of the data-cleaning process, a total of 51 assets were identified. In terms of the asset themes developed for this asset mapping, 58.82 percent (n=30) were classified as arts and culture, 29.41 percent (n=15) were identified as nature and the environment, and 11.76 percent (n=6) were classified as history. Of the different types of asset classifications identified within the report, more than half of them are classified as physical at 56.60 percent (n=30). Institutional assets accounted for 32.08 percent (n=17). Human assets were classified as the fewest amount of assets within interviews at 11.32 percent (n=6).

Figure 12. Count of Responses by Asset Theme from Interviews

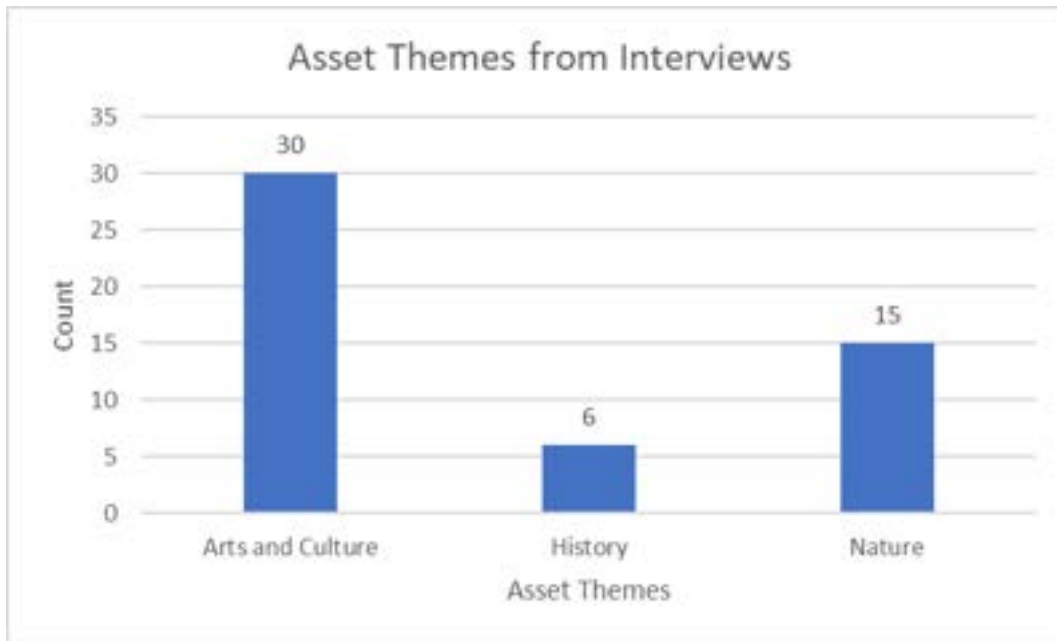
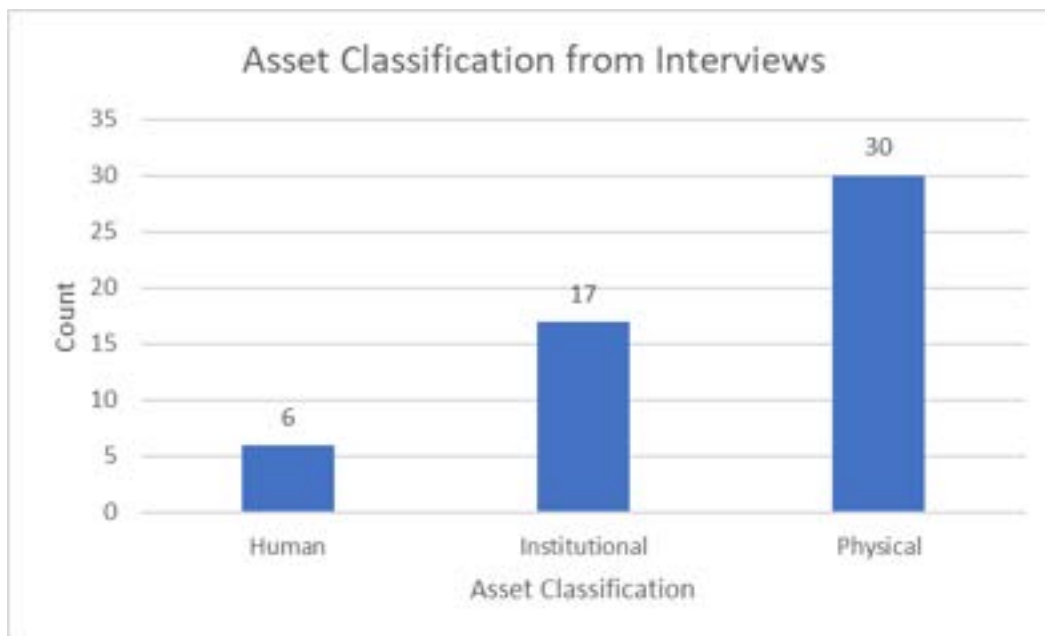


Figure 13. Count of Responses by Asset Classification from Interviews



5.1.3 Educational Workshop

Due to privacy restrictions and the need to protect the confidentiality of individual students, our approach to collecting demographic data for students attending the workshop was conducted at the school level, rather than gathering personal information directly from the students. This methodology was chosen to ensure compliance with privacy laws and ethical standards that safeguard student information. When examining the student profile of Cairo High School, it came out that the age range of students is between 14 to 18 years of age. Of the entire student body, 42.0

percent identify as white, non-Hispanic, 33.5 percent identify as Black/African American, and 22.0 percent identify as Hispanic.

The workshop responses yielded 404 responses within the following categories: individuals and groups, civic institutions, businesses, physical spaces, culture and traditions, and others. This data representation is classified by the student respondents and distributed across the categories. Businesses accounted for the highest percentage of responses, 21.53 percent (n=87). Physical spaces made up 20.30 percent (n=82) as the second highest. 19.55 percent (n=79) of responses were individuals and groups. Civic institutions made up 15.10% (n=61) of the responses. Finally, culture and traditions and “other” had similar response rates with the former making up 11.88 percent (n=48) and the latter, 11.63 percent (n=47).

Figure 14. Count of Responses of Assets by Worksheet Categories from Educational Workshop



5.2 Compiled Asset Inventory from all Community Engagement Methods

The identified assets were compiled from data collection from surveys, interviews, and the educational workshop.

In total there were 562 responses and from that 198 assets were identified (Figure 14). Most assets fall under the theme, Arts and Culture with a total count of 150 assets or 75.76% of assets. The theme History accounted for 33 responses, 16.75%. Finally, Nature and the Environment totaled 14 assets at the remaining 7.10%.

The assets are mostly concentrated within the central and northeastern parts of the city, with a dense clustering within and around the downtown area. 144 of 198 were found within the city limits of Cairo, while the remaining are distributed throughout Grady County (Figures 15 & 16)

The green markers, which denote Nature and Environmental assets, are not visible in the downtown implying that these assets are less central and likely found in the more open spaces outside the immediate downtown area and periphery of the city.

Of the 144 assets within the city, 40 are found within the Downtown Development Area. Arts and Culture assets, marked in red, are densely packed into the central downtown area, indicative of a cultural hub with a variety of venues and institutions. Blue markers represent Historical assets,

which are also centrally located but slightly more dispersed, suggesting sites of historical significance scattered throughout the downtown area.

This pattern reflects a typical urban layout where cultural and historical sites are concentrated in the city center while natural sites are on the outskirts. The distribution indicates that while cultural and historical assets are centrally located, probably for easy access and prominence, natural assets are situated in less urbanized areas, which is typical for the preservation of natural environments and to support activities like ecotourism.

Figure 15. Count of all Responses by Asset Theme from all Inventoried Assets

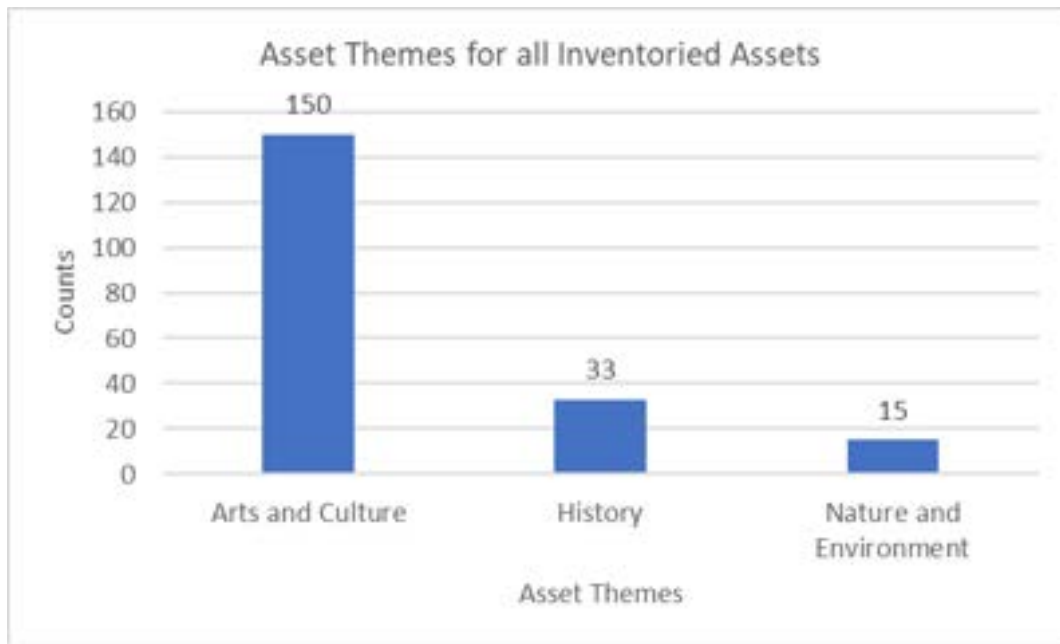


Figure 16. Map of Assets Categorized by Theme throughout the City of Cairo and Grady County

Assets Categorized by Theme throughout the City of Cairo and Grady County

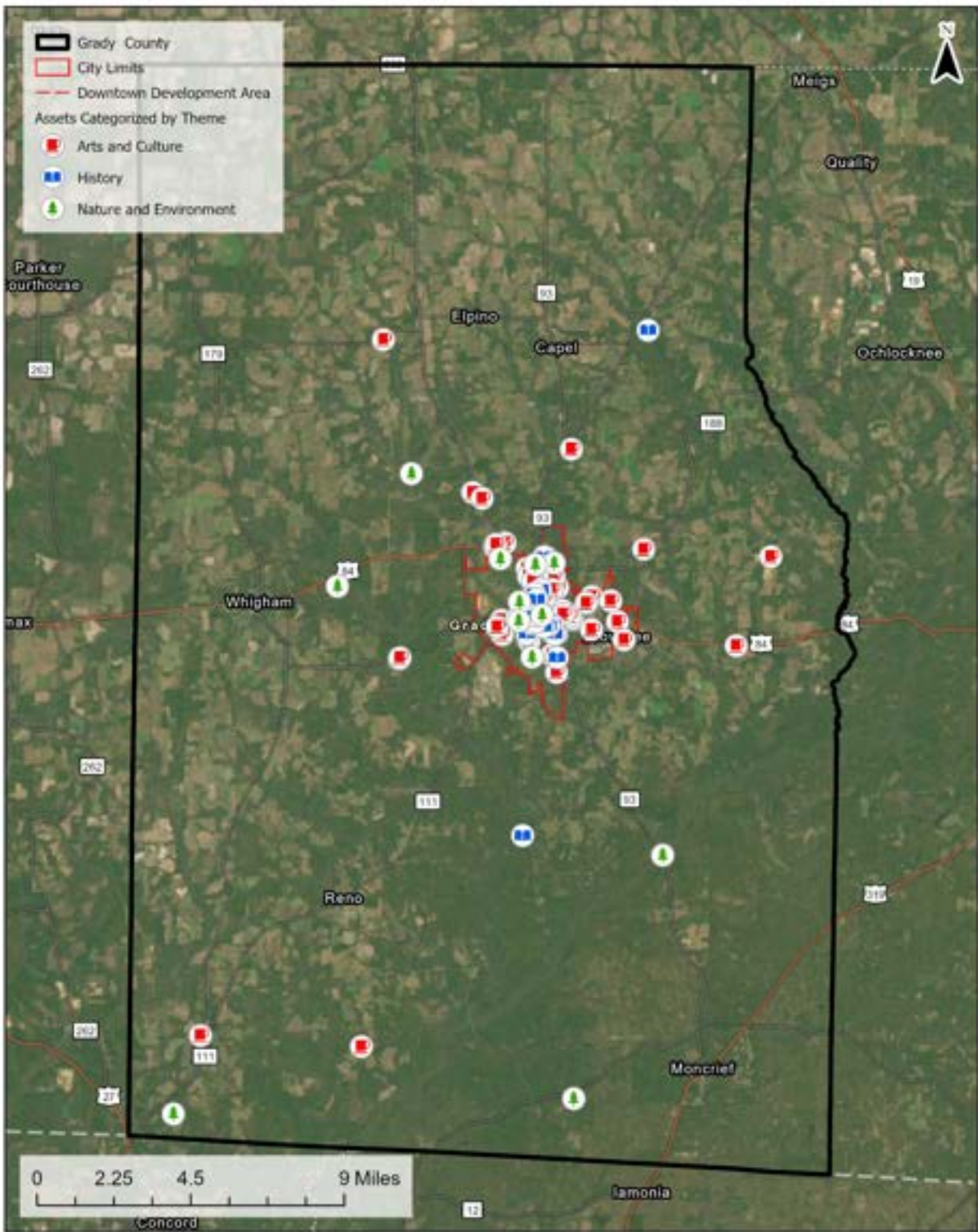
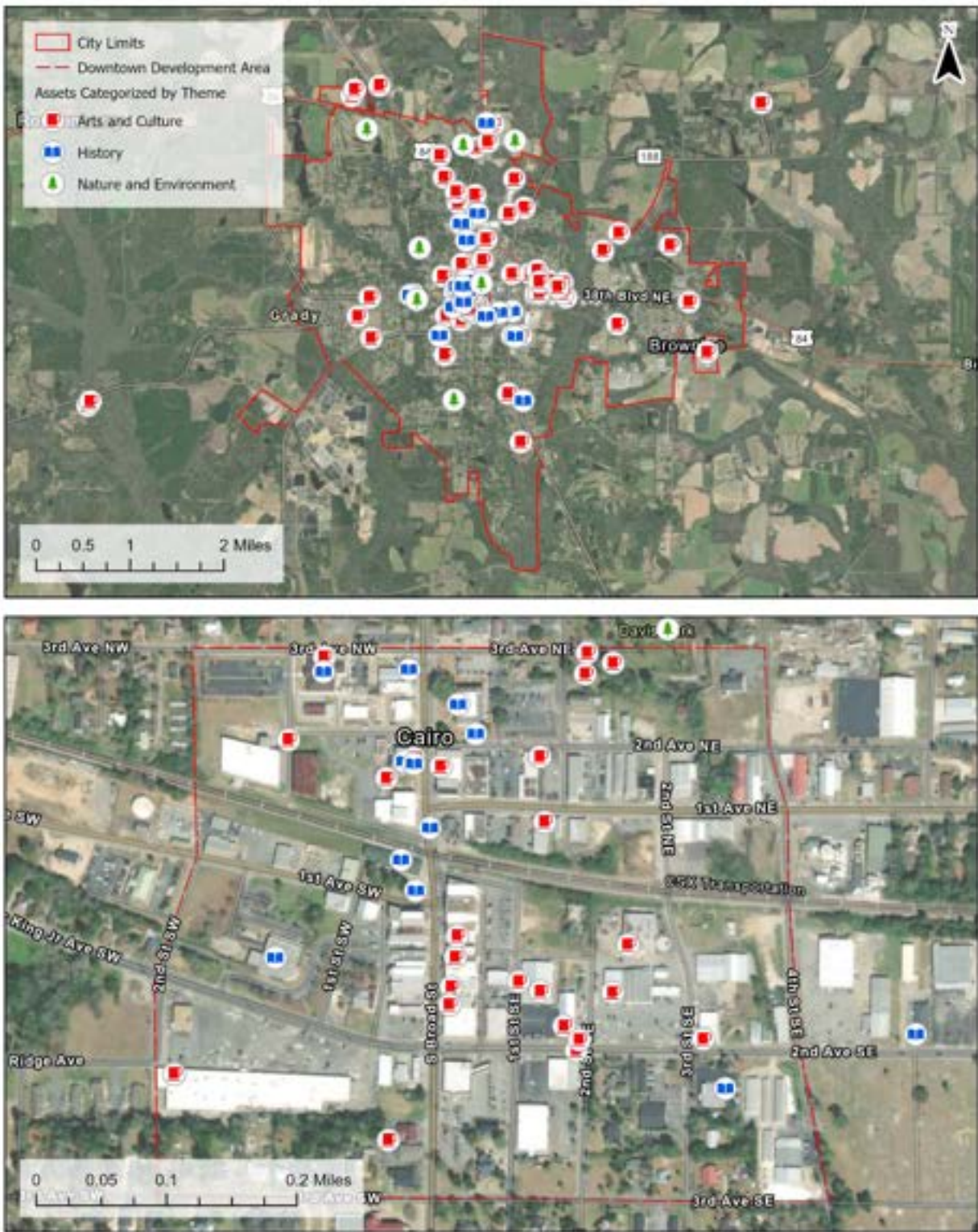


Figure 17. Map of Assets Categorized by Theme in the City of Cairo

Assets Categorized by Theme within the City of Cairo (Top) and the Downtown Development Area (Bottom)



5.2.1 Historical Assets

These assets collectively represent the historical fabric of Cairo, Georgia. They range from healthcare institutions, courthouses, museums, and libraries to structures symbolizing changing movements and societal values. Each asset contributes to the historical narrative of the community, reflecting its evolution, values, and contributions to broader historical contexts, particularly focusing on Black/African American achievements and historical social movements.

The assets stand as custodians of historical continuity, collectively narrating the tale of bygone eras and various facets of the community's past. They serve as living testaments to the rich cultural significance embedded within Cairo. From the Grady County History Museum and Zebulon Theater to vibrant celebrations like Black History Month and the Grady County Courthouse, each asset proudly showcases the contributions of diverse groups, honoring their cultural milestones. Historical assets identified by residents resonated with their sense of pride.

The maps depict the historical assets in Cairo and Grady County categorized by theme and asset classification (Figures 17 and 18). The first map shows the broader area with cultural, economic, human, institutional, and physical assets marked, primarily clustered within the city limits and the downtown development area. In particular, 25 of 33 are within the city limits of Cairo, while the remaining are distributed throughout Grady County.

Of the 25 assets within the city, 13 are found within the Downtown Development Area of the city. This suggests that Cairo's downtown has a rich concentration of historical sites, likely forming a core part of the community's identity and potentially serving as a foundation for tourism and educational opportunities.

Figure 18. Map of Historical Assets throughout the City of Cairo and Grady County

Historical Assets throughout the City of Cairo and Grady County

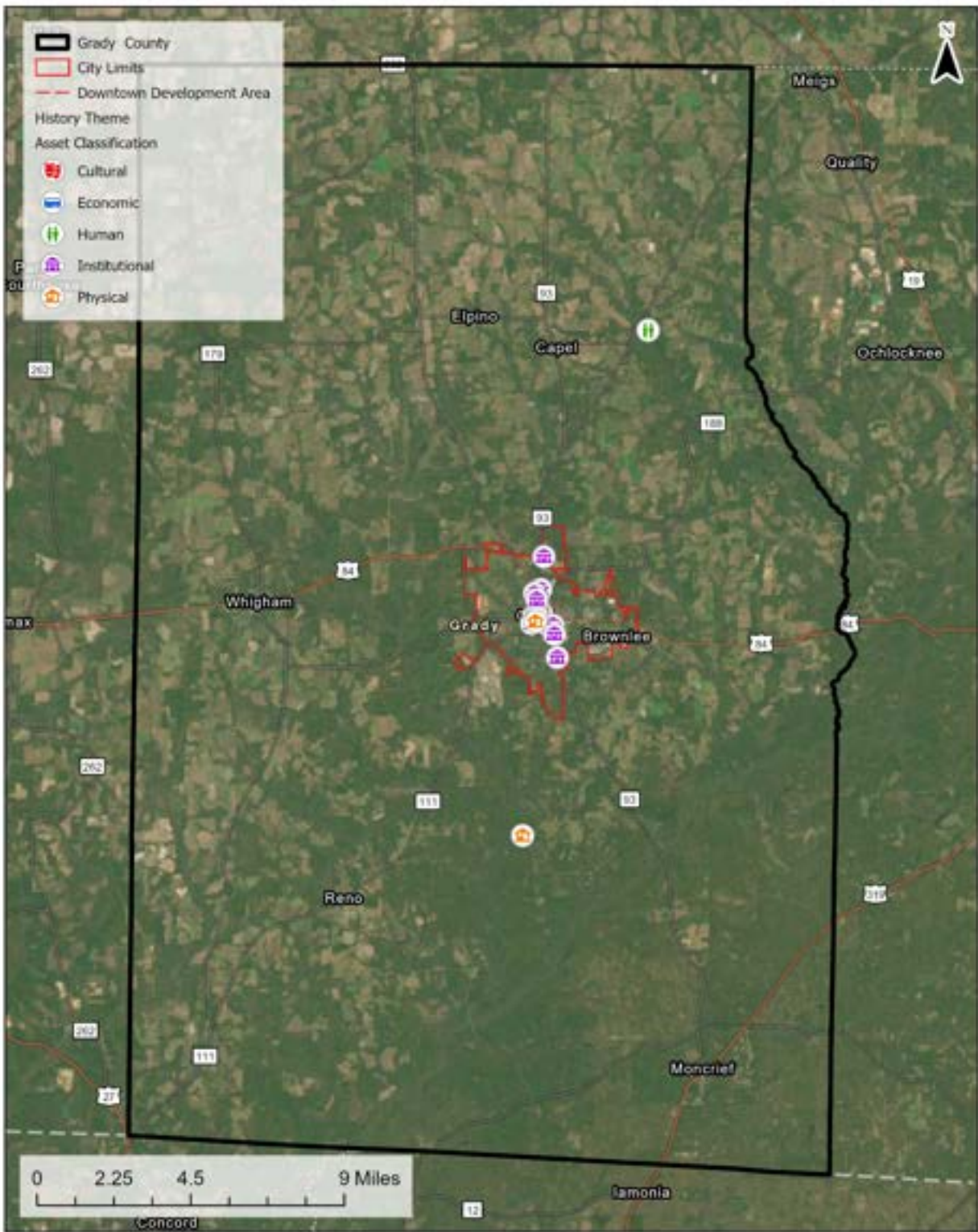


Figure 19. Map of Historical Assets within the City of Cairo

Historical Assets within the City of Cairo (Top) and the Downtown Development Area (Bottom)

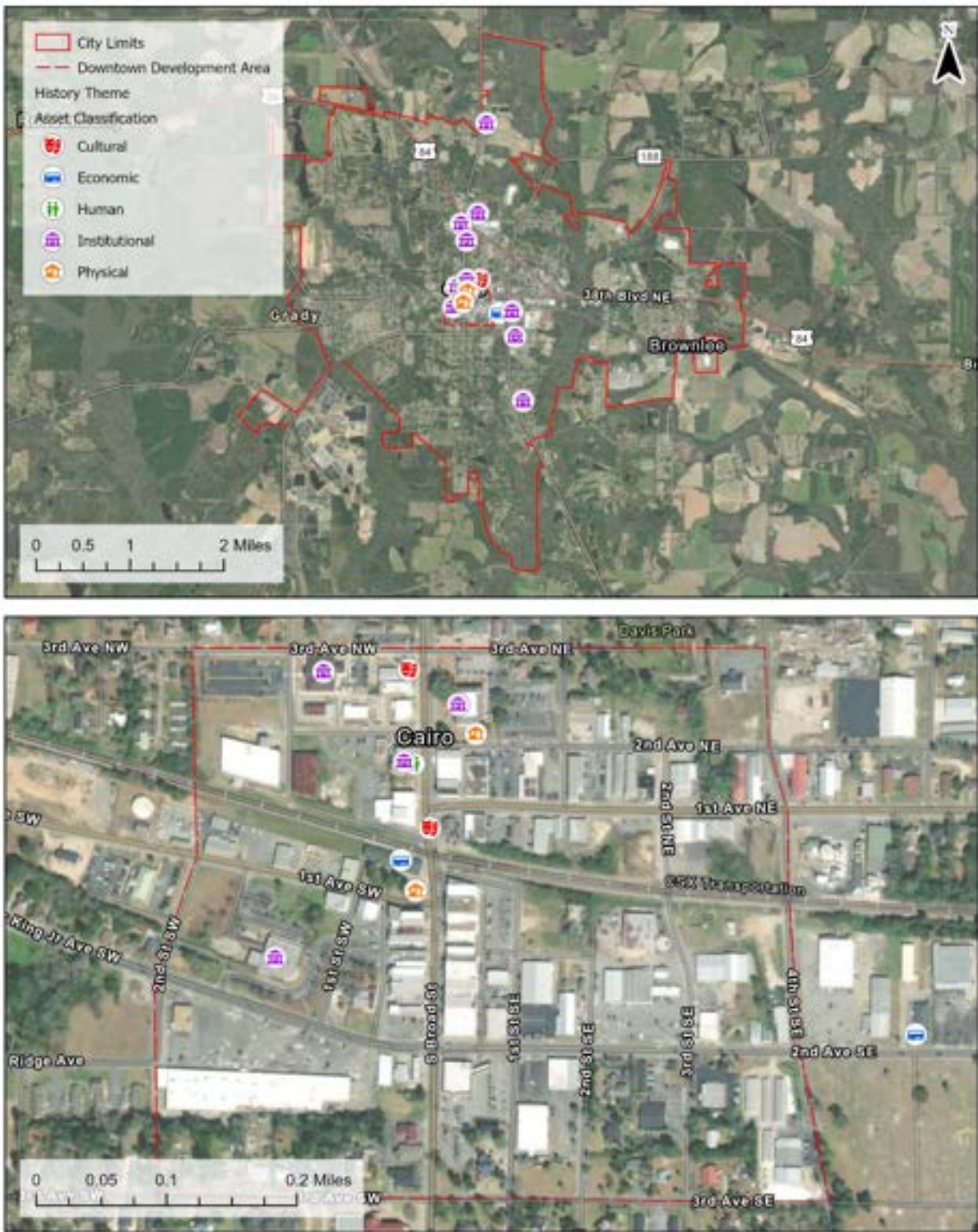


Figure 20. List of Identified Historical Assets

Asset Number	Asset Name	Classification per literature	Description	Address
1	4-H	Institutional	4-H is an educational program teaching leadership, citizenship, and practical life skills. As the youth phase of the University of Georgia Cooperative Extension and is a part of Grady County School’s on-campus programs.	65 11 th Ave NE, Cairo, GA 39827
2	African Methodist Episcopal Church	Cultural	Usually called the AME, it is a Methodist Black church. It adheres to Wesleyan-Arminian theology and has a connexionally polity.	412 2 nd St SW, Cairo, GA 39828
3	Archbold Grady Hospital and Living Center	Institutional	Archbold’s Grady General Hospital is a 60-bed acute care hospital located in Cairo, Georgia. Annually, the facility averages 1,100 total inpatient admissions, 10,600 emergency department visits, 231 newborn deliveries and over 2,000 outpatient and inpatient surgeries.	1154 5 th St SE, Cairo, GA 39828
4	Black History Month	Cultural	Annual celebration of achievements by African Americans and a time for recognizing their central role in U.S. history	N/A
5	Boo on Broad	Cultural	A communal Halloween celebration held downtown.	Broad Steet
6	Jackie Robinson Boys and Girls Club	Cultural	A community-based organization that provides after-school programs for young people, offering activities and support in education, recreation, and personal development.	101 Sixth Street SW Cairo, GA 39828
7	Cairo Chamber of Commerce	Institutional	Chamber of Commerce is a local organization that represents the business community, working to promote economic growth, networking, and support for businesses in the Cairo area.	961 N Broad St, Cairo, GA 39828
8	Cairo City Hall	Institutional	City Hall is the administrative center for the city of Cairo, Georgia, housing the offices of local government officials and serving as the primary location for municipal services and civic functions.	119 N Broad St, Cairo, GA 39828
9	Cairo Fire Department	Institutional	“The department responds to fire-related emergencies, vehicle accidents, rescue, hazardous material calls, confined space rescue, and numerous non-emergency type calls.”	555 2 nd Ave SE, Cairo, GA 39828
10	Cairo High School	Institutional	“Cairo High School is a public high school in Cairo, Georgia. United States. The school’s motto is “With Pride, We Give Our Best.”	455 5 th St SE, Cairo, GA 39828
11	Cairo Main Street	Physical	Cairo Main Street is a vital street that is home to businesses, making this area a prime attraction to most residents.	Broad Steet
12	Cairo Police Department	Institutional	The Cairo Police Department is headed by the Chief of Police and currently employs 22 Sworn Officers and 3 civilian employees.	55 3 rd Ave NW, Cairo, GA 39828
13	Cairo Post Office	Institutional	The city’s local US Post Office.	110 1 st St SW, Cairo, GA 39828

14	Cairo Transportation Department	Institutional	The Cairo Transportation Department, located in Cairo, GA, is a government agency that oversees Cairo’s transportation systems and infrastructure.	278 GA-111, Cairo, GA 39827
15	Carter’s Cleaners	Economic	Local dry cleaner	429 2 nd Ave SE B, Cairo, GA 39828
16	Cox Pharmacy	Economic	Local pharmacist	300 2 nd Ave SE, Cairo, GA 39828
17	Debbie Miller	Human	Chairman of the Cairo Main Street Downtown Development Board	119 North Broad Street Cairo, Georgia 39828
18	Ernest Cloud	Human	Passed in 1991, Ernest was a Cairo resident who was the owner of Cloud and Son Funeral Home. He was a member of the Fourth District Funeral Directors and Morticians as well as the Georgia Funeral Directors and Morticians Associations.	N/A
19	First and Broad Pizza Company	Economic	A local pizza shop that opened in 2022 is located in the city’s train depot.	4 S Broad St, Cairo, GA 39828
20	Grady County Courthouse	Institutional	The local courthouse.	250 N Broad St, Cairo, GA 39828
21	Grady County Museum	Institutional	“The Grady County History Museum is dedicated to the collection, preservation, and interpretation of historic artifacts, archives, and structures that tell the stories of our ancestors here in Grady County and throughout the southeastern Gulf coastal plain.”	101 N Broad St, Cairo, GA 39828
22	Grady Sports Hall of Fame	Cultural		N/A
23	Great Southern Antique Car Rally	Cultural	Local Event that is a spin-off from the Great American Race	Davis Park, Cairo, GA 39828
24	Jackie Robinson	Human	An American professional baseball player who became the first African American to play in Major League Baseball (MLB) in the modern era. Born in Cairo, Georgia, there are historic markers commemorating him and his achievements.	N/A
25	Martin Luther King Jr. Day Parade	Cultural	Annual Parade Downtown to celebrate Martin Luther King Jr.	Broad Steet
26	Michelle Dean	Human	Owner and Operator of Laura Pope Forester Museum.	192 Popes Store Road, GA 31773
27	Old Hadley Ferry Bridge	Physical	Historic Bridge along the Ochlocknee River	N/A
28	Roddenberry Memorial Library	Institutional	Public Library	320 N Broad St, Cairo, GA 39828
29	Teresa Edwards	Human	An American former women's basketball player and four-time Olympic gold medalist born and raised in Cairo, Georgia.	N/A
30	United National Bank	Institutional	United National Bank is a financial institution that offers a range of banking services to individuals, businesses, and communities.	722 N Broad St, Cairo, GA 39828
31	Woman’s Christian Temperance Union Historical Drinking Fountain at Grady County Courthouse	Physical	The Woman’s Christian Temperance Union (WCTU) played a significant role in the temperance movement, advocating for the reduction or elimination of the consumption of alcoholic beverages. One of the initiatives taken by the WCTU was the establishment of drinking fountains. These fountains were intended to provide an	250 N Broad St, Cairo, GA 39828

			alternative to alcohol by promoting the consumption of water instead.	
32	Woman’s Christian Temperance Union Historical Drinking Fountain at the City of Cairo Train Depot	Physical	The Woman’s Christian Temperance Union (WCTU) played a significant role in the temperance movement, advocating for the reduction or elimination of the consumption of alcoholic beverages. One of the initiatives taken by the WCTU was the establishment of drinking fountains. These fountains were intended to provide an alternative to alcohol by promoting the consumption of water instead.	4 S Broad St, Cairo, GA 39828
33	Zebulon Theater	Cultural	Historical Building and Movie Theater. The Zebulon Theatre was opened on April 15, 1936, as a 650-seat theater by Ms. Ethel Blanton who named it after her husband Zebulon Blanton.	207 N Broad St, Cairo, GA 39828

5.2.2 Arts and Culture Assets

The arts and culture assets of Cairo, Georgia, are a vibrant tapestry of community engagement, educational initiatives, and individual contributions, reflecting the town's diverse cultural heritage.

Cairo High School is a focal educational institution within the community that cultivates a variety of groups like the band, choir, and sports teams illustrating a strong focus on youth involvement in the arts and sports, fostering a culture of participation and skill development among young people.

Additionally, there are a handful of community events such as the Mistletoe Market and Mule Day that are significant cultural milestones. These events not only celebrate local traditions and history but also serve as platforms for community bonding and cultural expression.

There are also notable contributions from individuals and groups. For instance, the commitment of local teachers and artisans is a testament to the deeply personal and grassroots nature of Cairo's arts and culture scene. These individuals play a crucial role in nurturing and preserving the unique artistic and cultural heritage of the community.

These assets collectively create a dynamic and inclusive cultural environment in Cairo, enhancing the town's identity and enriching the lives of its residents. They signify a harmonious blend of education, tradition, and personal artistic expression, integral to the cultural fabric of Cairo, Georgia.

The arts and culture assets are spatially distributed within the city limits, particularly within the Downtown Development Area (Figures 20 & 21). These are complemented by various other asset categorizations. The outskirts of the city and the broader county have fewer assets, spread out and are largely categorized as cultural and human. This spatial arrangement highlights the city center as a cultural hub, with the periphery supporting this cultural core with more dispersed contributions.

Within the Downtown Development Area, 112 of the 150 are concentrated within this area. These are primarily consisting of institutional and economic assets, accompanied by physical assets. Outside of the city limits, these assets are mainly cultural suggesting that arts and culture extend into Grady County and neighboring cities.

Figure 21. Map of Arts and Cultural Assets throughout the City of Cairo and Grady County

Arts and Culture Assets throughout the City of Cairo and Grady County

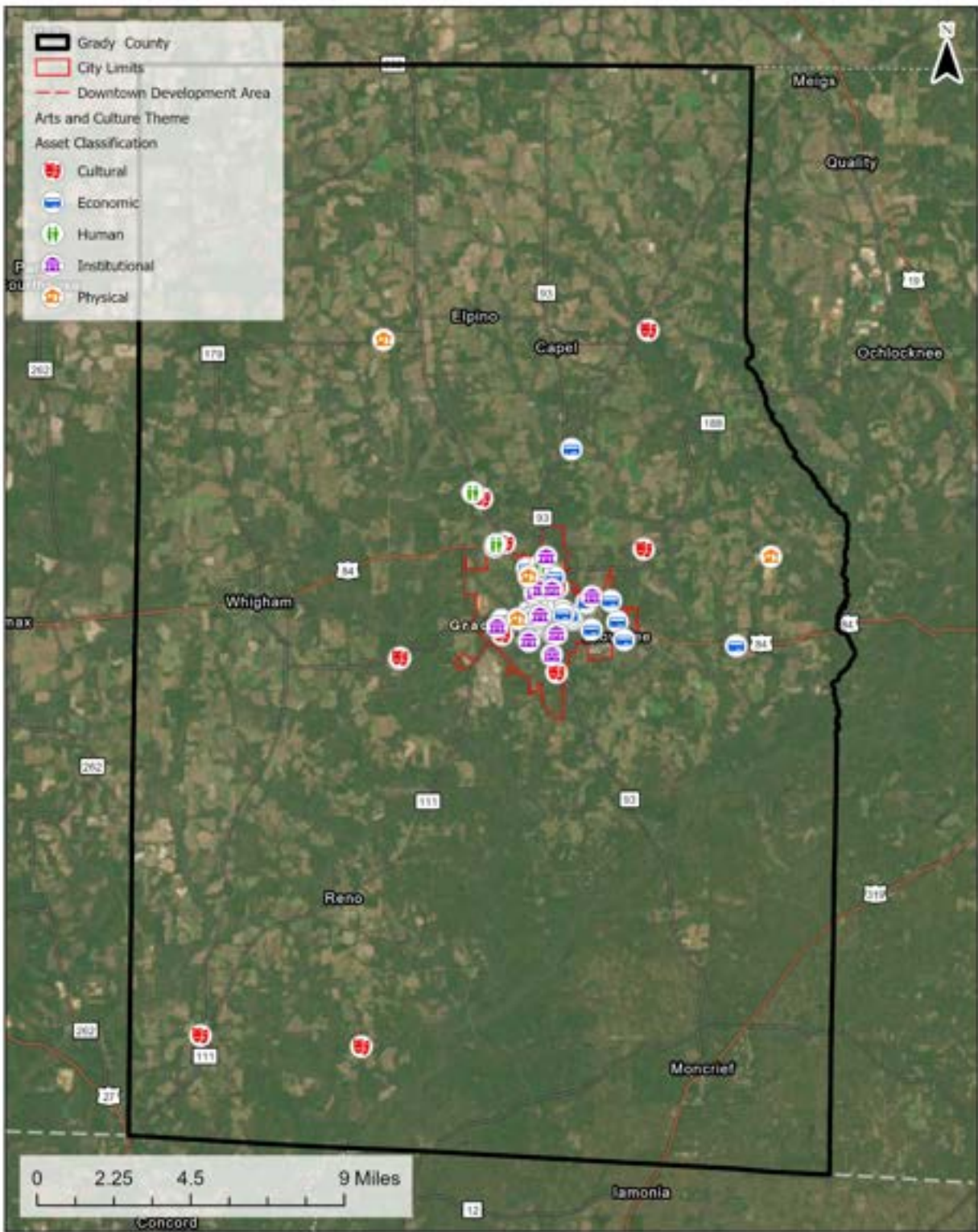


Figure 22. Map of Arts and Cultural Assets within the City of Cairo

Arts and Culture Assets within the City of Cairo (Top) and the Downtown Development Area (Bottom)

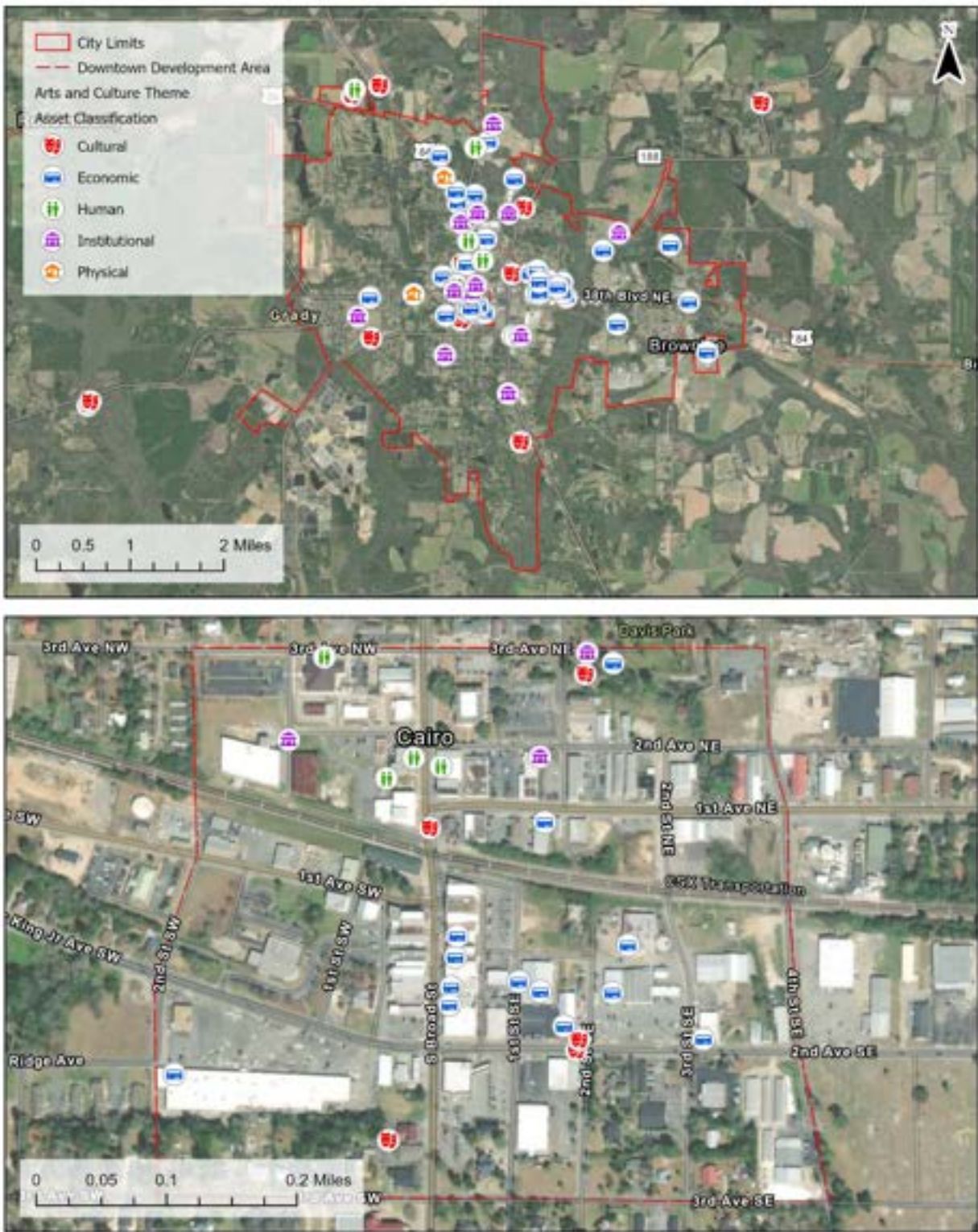


Figure 23. List of Identified Arts and Cultural Assets

Asset Number	Asset Name	Classification per literature	Description	Address
1	Anne Horne	Human	Coordinator for the Kids Against Hunger.	PO Box 188, Cairo, GA, 39827
2	Annelle's Flower Shop	Economic	Local flower shop.	502 N Broad St, Cairo, GA 39828
3	Arthur Anderson	Human	Retired School Administrator at Grady County School District. He was a high school social studies teacher for 16 years, a guidance counselor for 2 years, and a principal for 19 years within Grady County.	122 North Broad Street Cairo, GA 39828
4	Austin Harrell	Human	History and Theater teacher at Cairo High School.	455 5 th Street SE, Cairo, GA 39828
5	Beauty 4U	Economic	Mobile hair salon.	193 Martin Luther King Jr Ave, Cairo, GA 39828
6	Bill Stanfill	Human	Football player for the Georgia Bulldogs from 1966 through 1968.	458 5 th St SE, Cairo, GA 39828
7	Brady Benson	Human	Culinary Arts Instructor at Cairo High School	455 5 th Street SE, Cairo, GA 39828
8	Brantley's Chicken	Economic	Fried chicken restaurant	831 1 st Ave NE, Cairo, GA 39828
9	C.W. Pecan	Economic	Pecan manufacturer: buying, selling, cracking, and shelling	1110 N Broad St, Cairo, GA 39828
10	Cairo Chess Club	Cultural	Held by the Roddenberry Memorial Library	320 N Broad St, Cairo, GA 39828
11	Cairo Christmas Parade	Cultural	"Each year the parade includes marching bands, beauty queens, horses, dozens of decorated floats, honored guests and of course Santa Claus!"	Broad Steet
12	Cairo High School Band	Cultural	High school band.	456 5 th St SE, Cairo, GA 39828
13	Cairo High School Cheer Team	Cultural	High school cheer team.	457 5 th St SE, Cairo, GA 39828
14	Cairo High School Choir	Cultural	High school choir.	458 5 th St SE, Cairo, GA 39828
15	Cairo High School Culinary Arts	Institutional	High school Culinary School.	457 5 th St SE, Cairo, GA 39828
16	Cairo High School Debate Club	Cultural	High school debate club	459 5 th St SE, Cairo, GA 39828
17	Cairo High School Football Field	Cultural	High school football field	460 5 th St SE, Cairo, GA 39828
18	Cairo High School Football Team	Cultural	High school football team, "The Syrupmakers"	461 5 th St SE, Cairo, GA 39828
19	Cairo High School Softball Team	Cultural	High school softball team, "The Syrupmakers"	462 5 th St SE, Cairo, GA 39828
20	Cairo High School Stage Makers	Cultural	High school stage makers club	463 5 th St SE, Cairo, GA 39828
21	Cairo High School Student Government	Cultural	High school Student Government Association	464 5 th St SE, Cairo, GA 39828
22	Cairo High School Varsity Baseball Team	Cultural	High school varsity baseball team, "The Syrupmakers"	465 5 th St SE, Cairo, GA 39828
23	Cairo High School Varsity Soccer Team	Cultural	High school soccer team, "The Syrupmakers"	466 5 th St SE, Cairo, GA 39828
24	Cairo Nutrition	Economic	Cairo Nutrition is a nutrition club in Cairo, Georgia. They offer healthy options, coffee,	135 2 nd Ave SE B, Cairo, GA 39828

			comfort food, vegan options, and desserts. They also have meal-replacement shakes, treats, and energy teas.	
25	Cairo Physical Therapy	Economic	Cairo Physical Therapy offers Physical, Occupational, and Speech Therapy.	201 2 nd Ave SE, Cairo, GA 39828
26	Cairo Yacht Club	Cultural	Social club in Cairo, Georgia	N/A
27	Calvary Lions Mule Day	Cultural	A big parade with mules, horses, and antique tractors; contests, and all-day entertainment, while remembering Mule Day is to celebrate the mule's significant contribution to the area's agriculture.	4690 Old 179 S, Cairo, GA 39828
28	Calvary-Bethel Charge	Cultural	The Calvary-Bethel Charge is a group of three United Methodist Churches, all of which are in south Grady County, GA. They are members of the Southwest District of the South Georgia Conference of the UMC.	N/A
29	Casa Grande Bar and Grill	Economic	Local restaurant	2800 US-84, Cairo, GA 39828
30	Center Drugs	Economic	Local restaurant	133 2 nd Ave SE, Cairo, GA 39828
31	Christian Women's Center	Cultural	The Christian Women's Center exists to provide refuge to women in crisis, believing they can be restored to physical, emotional, and spiritual wholeness through Christian discipleship.	258 1 st St SE, Cairo, GA 39828
32	Church of Jesus Christ of Latter-Day Saints	Cultural	The Church of Jesus Christ of Latter-day Saints, informally known as the LDS Church or Mormon Church, is a restorationist, nontrinitarian Christian denomination belonging to Mormonism.	435 Maxwell Dr, Cairo, GA 39828
33	Citi Trends	Economic	Apparel store	149 S Broad St, Cairo, GA 39828
34	Collins Place	Physical	Event venue	591 Spring Hill Rd, Cairo, GA 39827
35	Daryle Singletary	Human	Country singer from Cairo, GA	
36	David Cannon	Human	Teacher at CHS	455 5 th St SE, Cairo, GA 39828
37	David Coleman	Human	Head football coach at Cairo High School	
38	Delicious Delights	Economic	Local café and bakery	195 3 rd St SE, Cairo, GA 39828
39	Eastside Baptist Church	Cultural	Local church	404 5 th St NE, Cairo, GA 39828
40	Eastside Elementary School	Institutional	Elementary school	1201 20 th St NE, Cairo, GA 39828
41	Ed Timmerman	Human	Ed Timmerman has an Educational Specialist degree from Georgia Southern University. He was the choral director of Cairo High School for thirty-nine years. He was minister of music and organist of Cairo First Baptist for thirty-five years	2879 Upper Hawthorne Trail, Cairo, GA
42	Elevate Artisan Market	Cultural	Elevate is unique because every item displayed has been made by hand. Elevate was created to showcase the many varied talents of people in the Southeast and will feature painters, potters, woodworkers, jewelry makers, metal workers, sculptures, fiber artists, gourmet food creators and more.	Broad Steet
43	Family Worship Center of Cairo	Cultural	Pentecostal church	1760 US-84, Cairo, GA 39828

44	Feliciano Gonzalez	Human	Teacher at Cairo High School	455 5 th St SE, Cairo, GA 39828
45	First Assembly of God	Cultural	Local church	495 12 th Ave NE, Cairo, GA 39828
46	First Baptist Church	Cultural	Local Baptist church	505 N Broad St, Cairo, GA 39828
47	First United Methodist Church	Cultural	A congregational family with a heritage dating back to 1867. This is one of Cairo's oldest churches.	318 S Broad St, Cairo, GA 39828
48	Fitness Life	Economic	A fitness center with nutritional coaching and personal training.	1022 1 st Ave NE, Cairo, GA 39828
49	Full Gospel Chapel	Institutional	Local church	826 1 st St SW, Cairo, GA 39828
50	Geraldine Faulk	Human	Board of Commissioners for the Cairo Housing Authority	224 6th Ave NE, Cairo, GA 39828
51	Giovanni Santos	Human	Chief of Police	4 S Broad St, Cairo, GA 39828
52	Girl Scouts	Cultural	The Girl Scouts is a global youth organization that empowers girls and fostering skills in leadership and community service.	N/A
53	GPF Georgia Practice Facility	Physical	Off-road motor-cross racetrack	891 Bold Springs Rd, Cairo, GA 39828
54	Grady Baptist Association	Cultural	Local association of Baptist Ministries	227 GA-112, Cairo, GA 39827
55	Grady County Board of Education	Institutional	The local school district	122 N Broad St, Cairo, GA 39828
56	Grady County Cultural Center	Institutional	The local cultural center and event venue	101 1 st St NW, Cairo, GA 39828
57	Grady County Extension Office	Institutional	Local extension of the University of Georgia.	65 11 th Ave NE # 1, Cairo, GA 39828
58	Grady County Recreation Department	Institutional	The Grady County Recreation Department offers programs and activities for citizens of all ages.	1800 N Broad St, Cairo, GA 39827
59	Grady EMC	Economic	Grady EMC is an electrical distribution cooperative located in Southwest Georgia.	1499 US-84, Cairo, GA 39828
60	Grady Get Down	Cultural	Summer Concert Series in Cairo's Downtown	Broad Steet
61	Grits "A Southern Event"	Economic	Southern Restaurant	109 2 nd Ave NE, Cairo, GA 39828
62	Growing Grady Farmers Market	Economic	An outdoor farmers market featuring some of the best handmade/grown products from the region.	1110 N Broad St, Cairo, GA 39828
63	Hayden Register	Human	Teacher at CHS	455 5 th St SE, Cairo, GA 39828
64	Head to Toe Boutique	Economic	Local Boutique	259 2 nd Ave SE, Cairo, GA 39828
65	Help Agency	Human	A non-profit organization supported by the United Way, special grants, and donations from businesses and individuals that aid Grady County residents in need as efficiently and fairly as possible.	1651 N Broad St, Cairo, GA 39828
66	Hispanic Heritage Festival	Cultural	Heritage event hosted by Cairo Main Street.	Broad Street
67	Holdaball Basketball Courts	Physical	Basketball Courts	VQGM+RP4 Holder Park, Cairo, GA 39828
68	Homecoming Parade	Cultural	Annual Homecoming Parade for the Local High School	Broad Street
69	Honey Lush Studio	Economic	Beauty salon	36 1 st Ave NE, Cairo, GA 39828

70	Hot Spot Tanning and Fitness	Economic	Tanning salon and fitness center	429 2 nd Ave SE A, Cairo, GA 39828
71	Ida Curry Goar	Human	Retired Math Teacher	455 5 th St SE, Cairo, GA 39828
72	IKE Veterans Club	Cultural		N/A
73	James Armstrong	Human	Teacher at Cairo High School	455 5 th St SE, Cairo, GA 39828
74	Jarrett Broadie	Human	Teacher at Cairo High School	455 5 th St SE, Cairo, GA 39828
75	Jenny Harrison	Human	Median Specialist at Cairo High School	455 5 th St SE, Cairo, GA 39828
76	Jim Cox	Human	Retired Math Teacher	455 5 th St SE, Cairo, GA 39828
77	John Scanling	Human	Band Director at Cairo High School	455 5 th St SE, Cairo, GA 39828
78	Johnson's Country Meat Market	Economic	Local butcher shop	1480 W Washington St
79	Karen Holder	Human	Owner of First and Broad	4 S Broad St, Cairo, GA 39828
80	Ken Young	Economic	Embroidery and Screen-Printing Company	147 Halls Ct NE, Cairo, GA 39828
81	Key Club	Institutional	Key Club is an international, student-led organization that provides its members with opportunities to provide service, build character and develop leadership.	N/A
82	Kids Against Hunger	Institutional	Kids Against Hunger is a non-profit humanitarian organization with a mission to provide fully nutritious food to impoverished children and families.	N/A
83	Kiwanis International	Institutional	Kiwanis clubs and members conduct service projects, hold fundraisers, and donate to the Kiwanis Children's Fund. They change children's lives in their communities and through international initiatives — helping young people develop mentally, physically, and emotionally	N/A
84	Klassy Klippers	Economic	Beauty salon	807 1 st Ave NE, Cairo, GA 39828
85	Koyo Bearings / JTEKT Corporation	Economic	Local Bearing Manufacturer	2525 Torrington Dr, Cairo, GA 39828
86	Landrie Bock	Human	Teacher at Cairo High School	455 5 th St SE, Cairo, GA 39828
87	Latrena Perry	Human	Counselor at Cairo High School	455 5 th St SE, Cairo, GA 39828
88	Laura Pope Forester Museum	Cultural	Former home of Laura Pope Forester, a self-taught artist, notable not only for creating a large art environment of high artistic quality around her rural residence and store but also as one of the few female artists to do so in the twentieth century.	192 Pope's Store Rd, Ochlocknee, GA 31773
89	Linda Drew Johnson	Human	Business Development Officer at United National Bank	722 N Broad St Cairo, GA
90	Lower Muskogee Creek Tribe	Cultural	The Lower Muskogee Creek Tribe, Georgia State Recognized, as a legal entity that maintains its self-determined government based at Tama Tribal Town. The Lower Muskogee Creek Tribe works with the city, county, state, and federal government to improve and enhance the standard of living,	107 Long Pine Dr, Whigham, GA 39897

			education, and health of the Lower Muskogee Creek people.	
91	Mango Smile Cupcakes & More	Economic	Local Bakery	831 1 st Ave NE, Cairo, GA 39828
92	Maryland Fried Chicken	Economic	Local fried chicken restaurant	748 US-84, Cairo, GA 39828
93	Mi Casita Mexican Restaurant and Grill	Economic	Local Mexican restaurant	718 US-84, Cairo, GA 39828
94	Michael Addison	Human	Teacher at Cairo High School	455 5 th St SE, Cairo, GA 39828
95	Michael Best	Human	Assistant Principal at Cairo High School	
96	Michael Singletary	Human	Teacher at Cairo High School	455 5 th St SE, Cairo, GA 39828
97	Michoacan Mexican Restaurant	Economic	Local Mexican restaurant	1255 US-84, Cairo, GA 39828
98	Mickey Thomas	Human	Singer	N/A
99	Miss Myrt's Cake and Candy Supplies	Economic	Cake decorating equipment store	165 S Broad St, Cairo, GA 39828
100	Modern Nails	Economic	Nail salon	307 8 th Ave NE, Cairo, GA 39828
101	Morgan Henrique	Human	Teacher at Cairo High School	455 5 th St SE, Cairo, GA 39828
102	Mr. Chick	Economic	Local southern food restaurant, established in 1972	1125 US HWY 84 E
103	Northside Elementary School	Physical	Local Elementary School	985 1 st St NW, Cairo, GA 39828
104	Off Broadstreet Centre for The Dance Arts & The F.I.R.M. Dance Co	Cultural	Local Dance School	214 2 nd Ave SE, Cairo, GA 39828
105	Pastor Johnnie Moore	Human	Johnny H. Moore was the Lead Pastor of Family Worship Center, a steadily growing congregation in Cairo, Georgia. Johnny is an Ordained Bishop in the Church of God, Cleveland, Tennessee and received a Master of Arts degree in Ministry Leadership from the Church of God Theological Seminary in Cleveland, TN. He is a former Executive Board Member of The Grady County Chamber of Commerce and serves locally as the Chaplain for the Grady County Sheriff's Office, Cairo Fire Department and Cairo Police Department.	1760 US Highway 84 W, Cairo, GA, United States, Georgia
106	Pediatric Center	Institutional	Pediatric Center providing local comprehensive pediatric care from birth through adolescence and into their 20s for children of Thomas and Grady County since 1964.	980 4 th St SE, Cairo, GA 39828
107	Performance Foodservice – Powell	Economic	Distribution Service	211 Hall Rd, Cairo, GA 39828
108	Pickle Patch Deli	Economic	Local Southern Food Restaurant	150 1 st St, Cairo, GA 39828
109	Pilot Club of Cairo, Georgia	Cultural	The nonprofit focuses on preparing young people for service, encouraging brain health and safety, and supporting caregivers.	
110	Pinchill Baptist Church	Cultural	Local Baptist Church	2678 Lower Hawthorne Trail, Cairo, GA 39828

111	Power of Praise	Cultural	Church	1115 Calvary Rd SW, Cairo, GA 39828
112	Punky's	Economic	Local restaurant and pool	141 S Broad St, Cairo, GA 39828
113	Racquel Carter	Human	Teacher at Cairo High School	455 5 th St SE, Cairo, GA 39828
114	Redeeming Life Fellowship Church	Cultural	Local church	2378 State Road 188, Cairo, GA 39827
115	Rhodney Donaldson	Human	Baseball Player	N/A
116	Ridley Law Firm	Institutional	Local Law Firm	401 N Broad St, Cairo, GA 39828
117	Rockbottom Seafood and Grill	Economic	Local Seafood Restaurant	197 Martin Luther King Jr Ave SE, Cairo, GA 39828
118	Rotary Club	Institutional	Rotary International is one of the largest service organizations in the world. The mission of Rotary, as stated on its website, is to 'provide service to others, promote integrity, and advance world understanding, goodwill, and peace through [the] fellowship of business, professional, and community leaders'.	N/A
119	ROTC	Institutional	The Reserve Officer Training Corps is a group of school-based officer-training programs for training commissioned officers of the United States Armed Forces.	N/A
120	Royce's Towing and Recovery	Economic	Local Towing Company	262 Old Egg Rd, Cairo, GA 39827
121	San Marcos Mexican Grill	Economic	Local Mexican restaurant	303 8 th Ave NE, Cairo, GA 39828
122	Scoop Dawgs Snack Shack	Economic	Ice Cream Shop	902 N Broad St, Cairo, GA 39828
123	Scott's Tasty Chicken	Economic	Local fried chicken restaurant	1200 Martin Luther King Jr Ave, Cairo, GA 39828
124	Shelly Searcy	Human	Cairo Main Street Downtown Coordinator	119 N Broad Street, Cairo, GA, United States, Georgia
125	Skate Palace	Economic	Roller Skating Rink	21 20 th St NE, Cairo, GA 39828
126	Softball Regional Tournament	Cultural		N/A
127	Solo Hope	Economic	Non-profit organization and retail store that sells handmade artisanal crafts from rural Honduras to raise money for women in need.	137 S Broad St, Cairo, GA 39828
128	Southern Dance Collective	Cultural	Local Dance School	214 2 nd Ave SE, Cairo, GA 39828
129	Southside Elementary School	Institutional	Local Elementary School	322 4 th Ave SE, Cairo, GA 39828
130	St. Elizabeth Ann Seton Catholic Church	Cultural	Local Catholic Church	1500 11 th Ave NW, Cairo, GA 39828
131	Stallings Motors	Economic	A local car dealership.	1245 38 th Blvd NE, Cairo, GA 39828
132	Cairo High School Student Career Technical Organization	Institutional	SCTO is a vocational organization at Cairo High School.	457 5 th St SE, Cairo, GA 39828

133	Syrup City Donut Shop	Economic	Local Donut Shop.	831 1 st Ave NE, Cairo, GA 39828
134	Syrup City Players	Cultural	High School Drama Club.	455 5 th St SE, Cairo, GA 39828
135	Syrup City Sports	Economic	Local Sporting Goods Store.	133 2 nd Ave SE, Cairo, GA 39828
136	Syrup City Tire and Auto Center	Economic	Local Tire Shop.	290 US-84, Cairo, GA 39828
137	Tama Intertribal Pow Wow	Cultural	Annual Event Hosted by the Lower Muskogee Creek Tribe.	107 Long Pine Dr, Whigham, GA 39897
138	Team 24 Training	Economic	Fitness Facility.	2014 Mac Ivor Dr, Cairo, GA 39828
139	Teresa Gee Hardy	Human	A board member of the Georgia School Board Association.	N/A
140	The Cairo Messenger	Institutional	The Cairo Messenger is a weekly newspaper published in Cairo, Georgia, and Grady County. It has been in publication since 1904.	31 1 st Ave NE, Cairo, GA 39828
141	The Ranchy Peach	Economic	Local Boutique	1190 US-84, Cairo, GA 39828
142	Turner's Tribe	Cultural	Family in Cairo raising awareness of PMS as one of their children has been diagnosed.	N/A
143	Washington Middle School	Institutional	Local Middle School	1277 Martin Luther King Jr Ave, Cairo, GA 39828
144	Wayne Tootle	Human	Former High School Principal	457 5 th St SE, Cairo, GA 39828
145	West 84 Hair Salon	Economic	Beauty Salon	1232 US-84, Cairo, GA 39828
146	Whitney Brown	Human	Owner of First and Broad Pizza Co.	S Broad St, Cairo, GA 39828
147	William Huff	Human	Teacher at Cairo High School	455 5 th St SE, Cairo, GA 39828
148	Woman's Club of Cairo	Institutional	Social Club	258 1 st St SE, Cairo, GA 39828
149	Works by Caprice	Economic	Local Artist	N/A
150	Cairo High School Wrestling Team	Cultural	Wrestling Team at Cairo High School	457 5 th St SE, Cairo, GA 39828

5.2.3 Natural and Environmental Assets

These natural and environmental assets are predominantly physical in nature, offering recreational, educational, and conservation value. They contribute to the community's well-being by providing spaces for outdoor activities, leisure, and environmental education, enhancing the quality of life, and underlining the importance of natural environments in the community's lifestyle.

As multiple parks were identified within the community, they offer accessible recreational spaces to residents, promote physical activity, and serve as community gathering spots including the Growing Grady Farmers Market held at Davis Park for instance. Additionally, Nature centers and preserves provide educational opportunities about local flora and fauna, fostering environmental awareness as well as protecting biodiversity and supporting conservation efforts.

Both traditional walking trails as well as water trails support eco-tourism and outdoor activities like kayaking and fishing, enhancing the community's connection with nature. Ecotourism refers to responsible travel to natural areas, focusing on conserving the environment and improving the well-being of local people. Ecotourism fosters a deeper understanding and appreciation of nature through conservation, cultural respect, community involvement, and environmental education. It creates an avenue to promote environmental stewardship and can generate economic benefits for local communities while minimizing ecological impacts.

Individuals like Becky Bracewell and Margaret Tyson demonstrate the immense role that people have in contributing to not only their environment but therefore their community. Their extensive knowledge of the area has led to organizational involvement, conservation easements, and public service initiatives.

When looking at the spatial distribution of the identified nature and environmental assets, 7 of 15 are within the city limits of Cairo, while the remaining are distributed throughout Grady County (Figures 23 & 24). In the broader county context, these assets are scattered, with a concentration around the city's periphery, suggesting that natural assets are primarily located on the outskirts, likely to take advantage of open spaces and less urban development. In the close-up of the city, the assets are again on the edges, indicating green spaces and environmental resources are situated away from the denser downtown core, aligning with urban planning that often allocates peripheral spaces for such assets.

Figure 24. Map of Nature and Environmental Assets throughout the City of Cairo and Grady County

Nature and Environmental Assets throughout the City of Cairo and Grady County

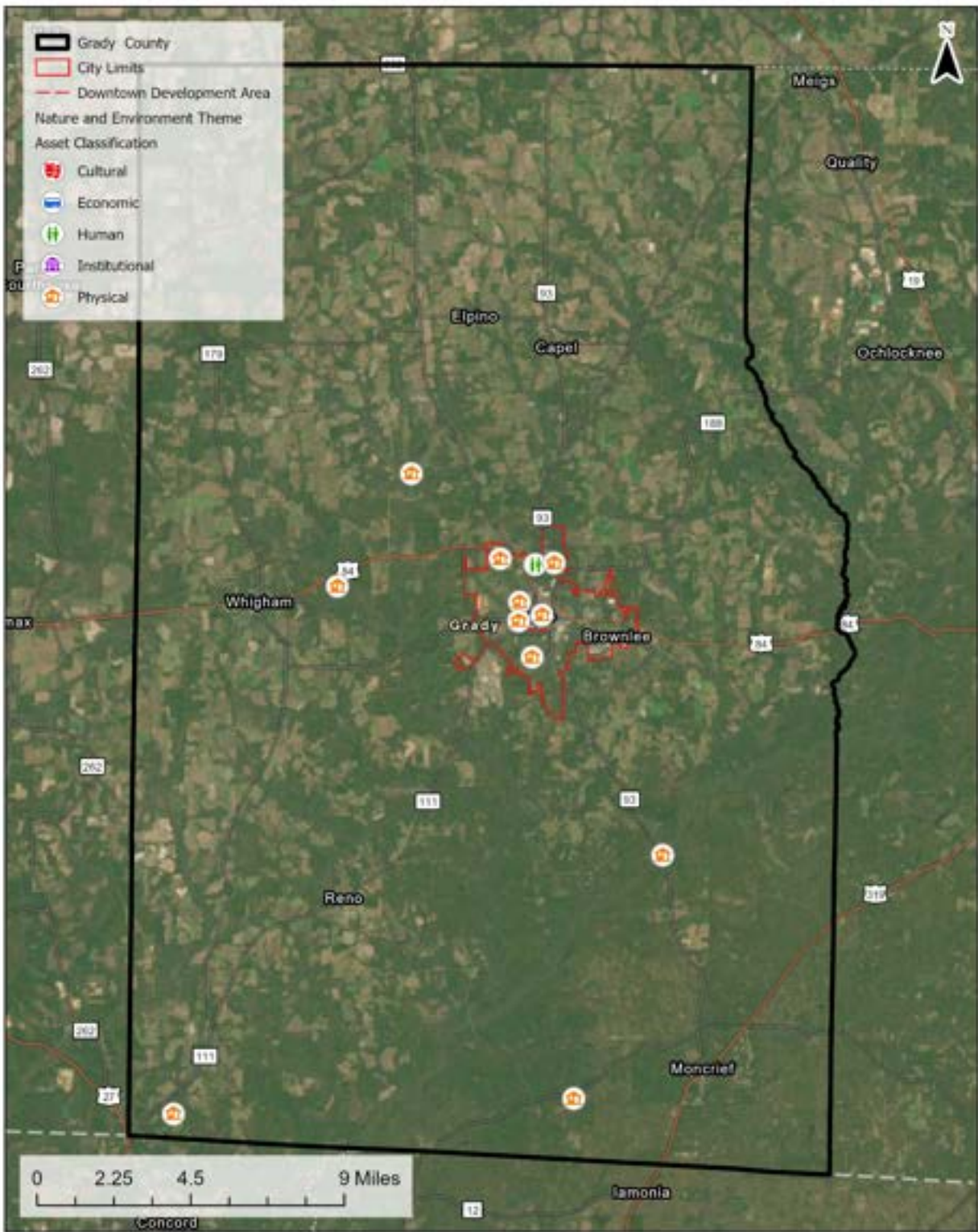


Figure 25. Map of Nature and Environmental Assets within the City of Cairo

Nature and Environmental Assets within the City of Cairo



Figure 26. List of Identified Nature and Environmental Assets

Asset Number	Asset Name	Classification per literature	Description	Address
1	Azalea Park	Physical	A neighborhood park with a playground, picnic tables, a multi-purpose ball field and off-street parking.	Between 7 th & 8 th Avenues, Cairo
2	Barber Park	Physical	A 15-acre multi-use recreational park with a playground, picnic tables, eight baseball and softball fields, soccer, and football fields, six tennis courts, and off-street parking. The parkland was donated by Mr. W.T. Barber and Miss Ruth Barber.	N Broad Street & 17 th Avenue, Cairo
3	Becky Bracewell	Human	Director of Grady County Recreation Department.	33 17 th Ave NW Cairo, GA 39827
4	Birdsong Nature Center	Physical	Founded as a nature preserve and educational center in 1986, Birdsong boasts 565 acres and 12 miles of nature trails and is on the National Register of Historic Places. With both woodland and wetlands supporting birds and other wildlife, as well as a butterfly garden, you are bound to have a relaxing time while exploring nature.	2106 Meridian Road, Grady County
5	Davis Park	Physical	The three-acre tract in downtown Cairo was donated and has been recently renovated with new landscaping, picnic tables, benches, a covered pavilion, a paved walking trail, and a playground. The park is open to the public and great for open space recreation!	3 rd Avenue NE, Cairo
6	Flying Pig Animal Sanctuary	Physical	Small, grassroots, family-run vegan sanctuary housing over 100 animal residents.	197 Darsey Rd, Cairo, GA 39828
7	Holder Park	Physical	Local Park in Cairo, Georgia.	VQGM+RP4, Cairo, GA 39828
8	Margaret Tyson	Human	A lifetime resident of Cairo with significant public service commitments and natural land expertise.	2106 Meridian Road, Grady County
9	Ochlocknee River Water Trail	Physical	The Ochlocknee River begins in Worth County, Georgia and flows approximately 150 miles towards the Gulf of Mexico. The river crosses the Georgia/Florida line in Grady County. There are two boat ramps on the river in Grady County south of Cairo at GA Highway 93 S and Hadley Ferry Road.	At GA Hwy 93, near Cairo (USGS- 02327810)
10	Southern Terrace Park	Physical	Local Park that received grant money to be renovated and expanded upon	1007 1 St SW
11	The Red Hills	Physical	Topographical feature of the region.	
12	Tired Creek Golf Course	Physical	Tired Creek Golf Course is an 18-hole semi-private golf course. The course was originally designed by Roy Albert Anderson and opened in 1960 as Cairo Country Club.	1701 US Highway 84 W, Cairo
13	Tired Creek Lake	Physical	A 960-acre lake for recreation and fishing that opened on Memorial Day weekend in 2018, located between Cairo and Whigham and only 30 miles north of Tallahassee. A great place to catch not only fish but also family memories!	693 State Park Rd, Cairo, GA

14	Wolf Creek Trout Lily Preserve	Physical	The 140-acre nature preserve is home to the greatest expanse of trout lilies known to exist and is open for hiking every day of the year, though the blooming season is typically in late February. The trout lily is a rare flower, but an estimated 30-50 million can be found on the property, along with rare spotted trilliums, bloodroot, green fly orchids, violets, and magnificent oak.	Wolf Creek Rd, Whigham, GA 39897
15	Margaret Tyson	Person	A lifetime resident of Cairo with significant public service commitments and natural land expertise.	2106 Meridian Road, Grady County

6.0 Discussion and Conclusion

6.1 Interconnectedness of the Assets

A significant portion of the identified assets are located within the city limits of Cairo, with a notable concentration in the Downtown Development Area. This clustering of assets in the downtown area suggests a centralized hub of cultural, institutional, and social activities, which can be vital for community engagement and development. For example, of the 25 assets within the city, 13 are in the Downtown Development Area, and of the 150 art and culture assets identified, 112 are within the city limits, with 27 in the Downtown Development Area. This centralization likely facilitates easier access for residents and fosters a sense of community by creating shared spaces for cultural and social interaction.

The various assets play specific roles in the community that contribute to its overall functioning and development. For instance, institutional assets like the 4-H educational program and Archbold Grady Hospital provide essential services in education and healthcare, which are fundamental to community well-being. Cultural assets such as the African Methodist Episcopal Church not only serve religious needs but also contribute to the community’s cultural and historical identity.

The presence of natural and recreational spaces, such as the 18-hole championship golf course and the 960-acre lake for recreation and fishing, indicates an emphasis on outdoor activities and the importance of natural environments in the community’s lifestyle. These spaces offer opportunities for leisure, physical activity, and family bonding, contributing to the community’s quality of life and attracting visitors.

These assets play a significant role in enhancing community life in Cairo and the broader Grady County. They provide spaces for physical activity, relaxation, and family recreation, which are essential for the well-being of residents. The involvement of community members, as seen in the donation of parkland and the development of recreational areas, indicates a strong sense of community ownership and pride.

Education and preservation intertwine seamlessly within the institutions dotting the town. The library, museum, and hospital stand not just as repositories of knowledge but also as vibrant educational hubs. They engage students and adults alike, offering insights into Cairo’s heritage, fostering understanding, and serving as pillars of learning. The intermingling of these asset themes provides support to each other by involving multiple generations.

These assets transcend their historical roles, embracing the present and engaging the community in multifaceted ways. They nurture a sense of belonging through events like the Mistletoe Market, Hispanic Heritage Festival, and Boo on Broad, uniting residents and instilling a shared identity.

Amidst the physical structures, symbolic gems like the courthouse and the Woman's Christian Temperance Union Drinking Fountains reflect the ideals and movements that shaped earlier times. They stand as silent witnesses to the societal values prevalent in history, encapsulating the essence of their eras.

Additionally, beyond their historical significance, these assets are integral to the local economy, providing essential services and contributing to the town's prosperity. Through local businesses, hospitals, and libraries, they continue to enrich the community's present-day tapestry.

Together, these assets form an intricate tapestry interwoven with historical, cultural, educational, and societal threads. They serve as the soul of Cairo, Georgia, defining its identity and preserving its heritage for generations to come. The interconnectedness of these assets illustrates a multifaceted community structure where educational, cultural, healthcare, and natural recreational assets collectively contribute to the community's vibrancy and resilience. This interconnectedness not only supports the daily needs and activities of residents but also enhances Cairo's appeal as a cohesive and dynamic community.

6.2 Limitations of the Asset Collection Process

ABCD emphasizes the importance of using community engagement methods like surveys, interviews, and educational outreach to understand community assets. These methods are powerful in capturing qualitative data, revealing personal experiences, perceptions, and the community's cultural and social dynamics. However, they might not capture the complete picture due to their dependence on the participants' responses and perceptions. There might be biases or omissions in the data collected, and certain aspects of the community's assets could be underrepresented or overlooked.

These methods depend heavily on the participants' responses and perceptions, which can introduce biases. People's views are influenced by their personal experiences, cultural background, and current circumstances, which may not accurately reflect the broader community's situation. Additionally, certain community groups or viewpoints may be underrepresented in these engagement processes. For instance, marginalized or less vocal community members might not participate as actively in surveys or interviews, leading to an incomplete understanding of the community's assets.

According to data from the 2022 American Community Survey, 5-Year Estimates show that 11.9% of the population of Cairo over the age of five speak a language other than English. In retrospect, not having a Spanish version of the survey resulted in a significant loss of data. Accessibility is an important aspect to consider, especially in qualitative data collection as ensuring that all possible demographics are reached is key to being able to see the bigger picture.

6.3 Potential for Positive Change to Cairo’s Community

The development of the following goals based on the asset inventory in Cairo aims to align with the community's identity and promote sustainable economic and community development. These goals reflect Cairo's commitment to both short-term improvements and long-term sustainability, with a focus on enhancing community assets, fostering engagement, and supporting local businesses to unlock its positive potential.

Figure 27. Proposed Goals and Respective Timelines.

Duration	Goals
Short-Term	Enhancing Community Assets through Wayfinding and Signage
Medium-Term	Enhancing Community Engagement through Local High School Involvement
	Fostering Collaboration for Updating the Comprehensive Plan
Long-Term	Creating Long-term Frameworks for Community Assets
	Supporting Small Businesses

6.3.1 Short-term Goals

6.3.1.a Enhancing Community Assets through Wayfinding and Signage

Wayfinding systems and strategically placed signage can play a pivotal role in enhancing community assets, fostering economic development, and nurturing community growth. Well-designed wayfinding systems and signage help visitors navigate smoothly through an area, encouraging longer stays and increased exploration of local businesses. When visitors can easily locate points of interest or businesses, it enhances their overall experience and boosts economic activity.

Signage acts as a silent yet impactful marketing tool for local businesses. Clear and attractive signage not only helps them stand out but also contributes to foot traffic and increased visibility, which can lead to higher sales and revenue generation. Wayfinding signs directing visitors from historic sites to nearby local businesses like First and Broad Pizza Company or Cox Pharmacy can boost economic activity in the area.

Effective way finding and signage systems can contribute to tourism development to even create designated routes or tours that guide visitors through historic sites, nature paths, or other attractions. This signage at key locations can provide historical context or interesting facts to spark conversation and fun with residents or visitors. Besides having signage indicating historic buildings and sites, signage can also be included to indicate significant people that have significantly contributed to Cairo’s identity or have come from Cairo. A potential for the city is to physicalize the Cairo Sport’s Hall of Fame into a walking tour throughout their community.

Consistent and well-designed signage contributes to a sense of place and community identity. A unified visual language in signage and wayfinding elements can strengthen a community's identity, further fostering a sense of pride among Cairo residents.

It is important to consider the need for accessible and inclusive signage including but not limited to braille, larger print, and universal symbols, promotes inclusivity, and ensures that everyone, regardless of abilities, can navigate and engage with community assets. This inclusivity fosters a

sense of belonging for all residents. Wayfinding and signage serve as integral tools for both economic and community development. By strategically implementing wayfinding systems and signage across Cairo, both historic landmarks and natural attractions can be better appreciated, leading to increased tourism, community engagement, and ideally economic growth.

6.3.2 Medium-term Goals

6.3.2.a Enhancing Community Engagement through Local High School Involvement

One way to foster community development within Cairo involves a strategic approach that maximizes the potential of Cairo High School and its students. Through encouraging active participation, volunteering, and organizing events centered around identified assets, the community can instill a sense of ownership and pride among the students. This, in turn, may lead to an increase in the retention of young adults in the community, as they learn to recognize the value of investing in and contributing to their hometown.

Initiating more volunteer programs with the community can be a mutually beneficial project. Students who engage in volunteering become equipped with diverse skills and new perspectives while also contributing to various community projects or events; these can include but are not limited to environmental management and cultural preservation projects. By tailoring volunteer opportunities to align with the assets we have identified in this paper, the community can ensure that students are interacting with opportunities that resonate with the community's unique strengths that the students themselves have helped identify.

For example, students with an interest in agriculture can participate in learning traditional sustainable farming skills from local farmers who incorporate the practice into their work; this can form a symbiotic relationship where the students aid the farmers with laborious tasks and in return, the farmers pass on invaluable knowledge to the younger generation and preserves a traditional skill that has become rare in modern practice. Another example would be students with an interest in arts and culture, these students could contribute to the various stages of event planning for the various programs that the community offers throughout the year. Empowering students to participate in the organization of local events that celebrate their community's assets can not only allow them to showcase their creativity and talents but also foster a sense of pride and responsibility for the maintenance and preservation of the highlighted asset.

Furthermore, the community should better utilize Cairo High School as a location for the showcasing of local talents and achievements. Regular exhibitions of local artists such as Works by Caprice, performances by the several dance schools in town, and various cultural events can be held at the school's campus. These events would not only recognize the community's assets but also reinforce the positive impacts that Cairo High School can make in supporting them. The school's campus can serve as a versatile venue for community events until a dedicated cultural center is established. Local art exhibitions, historical presentations, and cultural gatherings can be hosted in collaboration with the school bridging these asset themes. Local businesses should also collaborate with the high school to create mentorship programs and internships that go beyond after-school jobs. These programs should expose students to new skills and potential career paths within the community.

An alumni network would also increase the opportunities of current students by connecting them with past students who have succeeded in starting their businesses or have made a significant contribution to the community. These success stories can inspire current students and demonstrate the endless possibilities of building a fulfilling life within the Cairo community. Connecting students with accomplished alumni who work in artistic fields can ensure the continued growth of local artists in the community. Collaborating with alumni engaged in environmental professions can instill a stronger sense of environmental responsibility in students. Student members in clubs such as 4H can benefit from workshops, tree-planting initiatives, and nature excursions led by leaders managing the community's natural assets and ensuring that the history of these places is orally passed down to these younger residents.

All these programs should implement a feedback mechanism to successfully assess the impacts of these initiatives. Regular surveys and community meetings can provide insights into the effectiveness of student involvement and its correlation with increased community pride and retention. High school students offer the community endless future growth opportunities if they are actively engaged and take partial ownership of the City's success. Through the cultivation of community responsibility and pride, the younger generation can easily become the future leaders of Cairo.

6.3.2.b Fostering Collaboration for Updating the Comprehensive Plan

Grady County is a community with endless potential, rich in natural assets, and diverse human talents. As the city and county consider their journeys of growth and development, it is important to unite the voices of residents, bridge divides, and update the existing county comprehensive plan to steer the community towards a future that is not only prosperous but also sustainable to change and inclusive to the diverse residents in the county.

The first step towards establishing an updated comprehensive plan involves creating a vision that is shared by the entire community. Achieving this involves reaching agreements and compromises as to what the community wishes to be in the future; this can be done through town hall meetings, workshops, and open community discussions that provide a platform for residents to express their hopes, concerns, and aspirations for the future. By actively engaging community members in these discussions, common ground can be created along with a sense of shared responsibility for the growth of the community.

One of the core challenges identified by the community members we interacted with is the contention surrounding growth in Cairo and Grady County. To effectively address this, it is crucial to emphasize sustainable development practices that balance economic progress and environmental stewardship. A comprehensive plan such as this one should incorporate strategies for smart growth, preserving valued green spaces such as Birdsong Nature Center, Tired Creek Lake, and Wolf Creek Trout Lily Preserve, and mitigate any negative impacts on these environments that may be caused by any future expansion.

Sustainable development not only ensures the long-term health of natural resources, but it can also promote a resilient and thriving community. By acknowledging and addressing the diverse needs and wants of the community, the City can foster equitable development. As we learned through our community engagement, many individuals in the community value the City's parks; this updated comprehensive plan should prioritize infrastructure and economic development projects

that can benefit all residents; one of the ways that this can be done is by ensuring the inclusion of ADA-compliant structures in these natural environments and increasing their accessibility for residents of all ages and abilities. This action not only aligns with the principles of inclusivity but also opens access to the beauty of Grady County's natural resources to more members of the community.

The preservation of Cairo's pristine nature is at the forefront of many community members' minds as 12 out of the 15 Nature and Environment assets were physical spaces. By making this theme one of the areas of focus in the City's development agenda a compromise can be reached between preservationists and those who wish to see continued growth in the city. Through the establishment of clear guidelines for sustainable land use, responsible agricultural activities, and conservation efforts, balances can be made between the growth of the city and the preservation of natural resources.

However, collaborations must be made between environmental experts and local conservationists for their valuable insights to be implemented into the development of an updated comprehensive plan, therefore ensuring the longevity of the existing natural treasures. Furthermore, engagement with these groups can be essential to reach support and participation in the implementation of this comprehensive plan. Through the development of educational outreach programs residents can be informed about the benefits of planned growth, sustainable practices, and the goal of preserving the region's natural heritage.

These tactics also foster the ongoing development of shared responsibility within the community that ensures contributions from all residents and returned benefits. Therefore, collaboration for the new comprehensive plan's development requires community members from various sectors such as local businesses, educational institutions, government agencies, and non-profit organizations; the pooling of resources, expertise and perspectives enhances the effectiveness of the developed initiatives, promotes innovation, and ensures that various demographic groups and their needs are addressed.

Once the comprehensive plan is developed, the City and County need to establish reasonable and realistic mechanisms for its implementation and continued evaluation. Periodic reviews will allow for new adjustments to be made based on new community feedback, changing circumstances, and emerging opportunities. This adaptive approach ensures that the new comprehensive plan remains relevant and responsive to the needs and aspirations of the community.

6.3.3 Long-term Goals

6.3.3.a Creating Long-term Frameworks for Community Assets

Through the creation of long-term frameworks for the identified community assets, resiliency can be built, particularly in the face of potential changes in leadership due to relocation, retirement, or other circumstances. These frameworks, which would be unique for each asset, are crucial to ensuring their sustained impact on the local community fabric. To establish enduring structures, that the community can focus on when institutionalizing their asset management practices and fostering a culture of collective responsibility and ownership.

It is evident through interview discussions that the residents of Cairo are driving forces for many initiatives that encourage community development. Yet, there are few, if any, plans in place to continue these efforts as they are reliant on the primary person. The community can develop formal documentation and protocols detailing the management, maintenance, and utilization of identified assets. This includes creating manuals or guidelines that capture the knowledge and strategies employed by the current individual managing the asset. These documents may serve as valuable resources for future community leaders, offering clear instructions and insights into what effectively stewards the benefits of the said asset. Additionally, the community should consider dedicated committees or task forces responsible for overseeing specific assets within the identified themes to consolidate efforts and expand community ownership of assets. By decentralizing responsibility and involving multiple community members in the leadership roles of these assets, the risk of over-reliance on a single individual is mitigated. These committees can serve as prudent experts on the institutional memories of the city, ensuring smooth transitions of knowledge and responsibilities when the current management steps down. The establishment of long-term frameworks requires a multi-faceted approach that includes documentation, decentralization of responsibilities, and capacity building; by incorporating these strategies, the community can safeguard its assets and ensure their resilience over time, transcending individual contributions.

6.3.3.b Supporting Small Businesses

In the pursuit of fostering sustainable and resilient growth within Cairo, one of the important aspects lies in the support and encouragement of local small businesses. These businesses contribute not only to the economic development of the city but also play a significant role in shaping the community's identity and fostering a sense of connection among residents.

The 50-year legacy of Mr. Chick stands as a valued symbol of community unity. Beyond serving “the best chicken tenders in town”, the restaurant also serves as a hub for employment opportunities for high school students, playing a crucial role in shaping the professional experiences of the younger generation. Mr. Chick has been described to us during our data collection as not just a place to eat, but it is a place that encapsulates the essence of Cairo living. The restaurant's longstanding presence has woven a fabric of tradition and shared experiences among residents, further creating a sense of belonging in the community. Through the encouragement of the preservation and growth of such establishments, cohesive community is built. Mr. Chick also serves as a catalyst for broader community development. By providing employment to locals and acting as a community hub, the restaurant becomes an instrument for economic stability and social cohesion.

The adaptive reuse of the old train depot into a beloved pizza restaurant stands as a testament to the benefits of the city fostering entrepreneurial ventures. The city offered the owners, Karen and Jamie Holder, support in obtaining and renovating the depot. The Holders, particularly Karen, has emerged as valued community leader. Beyond serving delicious pizzas, Karen actively engages with the community by hosting weekly events at the depot such as a cornhole toss. The restaurant, First and Broad, has become one of shared experiences and cultural exchange. Karen has successfully bridged gaps within the community by forging ties with the Motorcross community. This initiative not only brings in more business, but it also brings together seasonal residents and long-term community members, further diversifying the local economy by attracting more visitors to the area. While also recognizing the importance of convenience, the

restaurant is one of the few local establishments open on Sunday nights. This not only provides additional opportunities for residents to dine locally but also supports the idea of a vibrant and active community throughout the week. Similarly, to Mr. Chick, First and Broad hires a significant number of high school students most of which she loves as “[her] own children (Holder, 2023).”

To truly embrace sustainable and resilient growth, the city should continue their efforts in promoting and sustaining local businesses. Initiatives such as streamlined permitting, financial incentives, and marketing campaigns can strengthen the local business community. Local businesses, such as Mr. Chick and First and Broad, are not just economic entities, they are also investments in the community’s wellbeing. Through continued acknowledgements of their significance and active encouragement of their growth, the city can ensure economic prosperity is tied to the vibrancy of Cairo’s community.

6.4 Next Steps for the City of Cairo

The revitalization of downtown Cairo, Georgia, through the activation of its diverse assets, is a multifaceted strategy aimed at fostering a vibrant community hub. This initiative leverages the town's natural beauty, rich cultural heritage, and historical significance to enhance its appeal and strengthen community bonds. By integrating Cairo's scenic landscapes with cultural festivals and art exhibits, the town encourages outdoor activities that combine environmental appreciation with cultural expression, enriching the community's experience and engagement with its natural surroundings.

Efforts to promote downtown Cairo as a historical tour destination involve linking historical sites with cultural venues, cafes, and shops, thereby offering an immersive narrative that spans the town's past and present. This integration not only attracts visitors but also educates and engages the local population, fostering a deeper connection to Cairo's heritage. Community engagement is a pillar of Cairo's revitalization strategy, with local artists, historians, and naturalists playing key roles in creating interactive experiences. Workshops, exhibitions, and storytelling events are designed to narrate Cairo's story, instilling a sense of pride and ownership among residents. This collaborative approach ensures that the community is actively involved in preserving and celebrating its heritage.

Economic development initiatives focus on encouraging businesses that capitalize on Cairo's unique assets. By promoting eco-tourism, arts and crafts markets, and historical bed-and-breakfasts, the town aims to stimulate local economic growth while preserving its character. These endeavors not only provide employment opportunities but also ensure that the economic benefits of tourism and cultural appreciation are felt throughout the community.

Building social networks through the creation of communal spaces and events is crucial for enhancing social cohesion. Farmers' markets, outdoor concerts, and community gardens are examples of how Cairo fosters environments that encourage interaction and community building. These gatherings serve as platforms for residents to connect, share experiences, and collaborate on future community projects.

Conducting a visioning session with either the Downtown Development Board, City and County Commissioners, and the public should be top priority. These key stakeholders, including local

businesses, cultural and historical societies, city government, educational institutions, and environmental groups, form the backbone of Cairo's revitalization efforts. Their collaboration is essential for the successful implementation of projects that enhance downtown Cairo's attractiveness and livability. Through these collective efforts, Cairo is transforming into a dynamic community that celebrates its unique assets while looking forward to a vibrant future.

Furthermore, by using the StoryMap as a visualization tool of the many assets throughout the city and county, gaining the support of citizens, decision-makers and institutions should in theory be easier. Through the utilization of the maps created through this analysis, they can serve as valuable resources for leveraging community resources, aiding in securing grants for downtown redevelopment, cultural connections, and conservation efforts. This effort ensures grant proposals are rooted in community-specific data and engagement, enhancing their quality and effectiveness.

6.5 Application and Further Research

The asset mapping process within Cairo, Georgia provides a versatile framework that can be applied to other rural communities. The methodology of combining surveys, interviews, and public engagement to identify assets can be adapted to other rural communities, taking into consideration their unique cultural, historical, and environmental contexts. Asset mapping can uncover local strengths and resources, facilitating a deeper understanding of community dynamics and potential areas for development. It can also highlight underutilized spaces, community initiatives, or cultural heritage sites that might otherwise be overlooked.

The key lies in customizing the process to fit the local context by understanding the unique challenges and opportunities that each community presents. The customization process for Cairo revolved around its small-town, rural, Southern character. As found in our results and throughout our engagement sessions, community members are a driving force for many changes within Cairo. Further research opportunities would include methodological enhancements. Conducting this study could be more engaging and technical over a longer period. Taking advantage of different digital mapping tools, community engagement platforms, and/or data analysis techniques could give greater insight to more intensely identify and leverage assets.

Digital maps with identified assets are great data sets to leverage community resources. A rich foundation has been provided to potentially use this information for local, state, and federal grant opportunities that support downtown redevelopment, cultural connections, or conservation efforts. This effort can enhance the quality and effectiveness of grant proposals as they are grounded in community-specific data and engagement.

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8.0 Appendices

8.1 Appendix A: Methodology

8.1.1 Surveys

8.1.1.a Final Draft of Survey

What Assets are in Your Community? Unveiling Cairo's Hidden Treasures

Welcome to the Cairo, Georgia, Community Asset Mapping Survey!

The purpose of this survey is to identify community assets contributing to Cairo's character and charm. This survey is part of a Multi-Student Profession Project led by graduate students at Florida State University's Department of Urban and Regional Planning who are working with the city's Tourism Director.

The goal of this project is to identify existing community assets and develop connections between those assets to promote economic development in Cairo through small businesses, local tourism, and community involvement and engagement. Assets can be defined as a useful or valuable thing, person, or quality. Assets can be categorized into four general areas:

1. Human: The people across a community who possess skills, knowledge, networks, passions, and/or time that they may offer to their neighborhood and community.
2. Institutional/Civic: Whether nonprofit, for-profit, or governmental, institutional, and civic assets are entities, enterprises, associations, or groups in a community that provide programs, services, commerce, or affiliation.
3. Physical: Physical assets in a community can take shape as a place, a space, or a structure.
4. Cultural: Cultural assets are the arts, music, language, traditions, stories, and histories that make up a community's identity, character, and customs.

This survey is completely voluntary and is anonymous. We appreciate your input and honesty as you complete this survey. This process will only succeed with you in the driver's seat. Thus, you are invited to share your knowledge and expertise about your community. Your perspective is critical to understanding what makes Cairo home.

Survey Questions:

Part 1: Community Assets

Which individuals or groups are Cairo's greatest human assets?

Which organizations are Cairo's greatest institutional/civic assets?

What are Cairo's greatest physical assets?

What are Cairo's greatest cultural assets?

Are there local organizations, community events, people, or places that you would consider to be a hidden gem in Cairo? If so, please list them below.

Part 2: Getting to Know You

How long have you been a resident in Cairo, Georgia?

- A year or less
- 1-5 years
- 5-10 years
- 10-20 years
- 20+ years

What is your age?

- 18 years old and younger
- 18-25 years old
- 25-35 years old
- 35-45 years old
- 45-55 years old
- 55 years old and older

What do you do for employment?

What is your race and ethnicity?

- Asian/Pacific Islander
- Black/African American
- Hispanic/Latinx
- Native American
- White, non-Hispanic
- Other

8.1.1.b Advertisement of Survey Published in the Cairo Messenger

WE WANT TO KNOW

CAIRO'S ASSETS

Do you know of a business,
person, group or place in
Cairo that deserves more
recognition?

Take our survey _____



SCAN ME

8.1.1.c Advertisement of Survey Posted to Social Media



8.1.1.d Poster for Community Engagement and Surveying

UNVEILING CAIRO'S HIDDEN GEMS
WHAT ASSETS ARE IN YOUR COMMUNITY?

What is an Asset?
Any part of your community that improves your quality of life!

Diagram illustrating the components of Community Assets:

- PEOPLE
- PHYSICAL SPACE
- LOCAL BUSINESSES
- CULTURE AND TRADITION
- INSTITUTIONS
- RELATIONSHIPS

Tell us what makes Cairo home!
Scan this QR Code and take our Survey!
<https://forms.gle/BVvsrF3wrNfb6cT79>

*8.1.2 Interviews**8.1.2.a Interview Question Guide*

Interview Question Guide

1. How long have you been a resident of Cairo, or Grady County?
 - a. What makes this area home for you?
 - b. What has been your experience here? (What brought you here, what keeps you here, etc.)
 - c. What is your position at this {organization}? And what does it entail?
 - d. How would you describe the role of this organization in the community?
2. What are some of the strengths of Cairo as a community?
3. What would you deem assets within your community? (People, places, areas, groups)
4. We understand that Cairo's History is one of its core assets. What comes to mind when you think about history as an asset for Cairo, GA? (People, places, areas, groups)
5. We understand that Cairo's Arts & Culture is one of its core assets. What comes to mind when you think about arts & culture as an asset for Cairo, GA? (People, places, areas, groups)
6. We understand that Cairo's Nature & the Environment is one of its core assets. What comes to mind when you think about nature and the environment as an asset for Cairo, GA? (People, places, areas, groups)
7. How do you interact with the public? (With family, alone, religious institutions, events, private settings, via online mediums)
8. Are there people, businesses, or events that are not currently recognized as assets that you think could be transformed into assets? What would be needed for this transformation (funding, collaboration/partnerships, time investments, other resources?)
9. What are some possible connections between assets that can be built or should be fostered within your community? This can include but is not limited to partnerships and relationship building between businesses, community groups, schools, people, etc. What do you think would need to happen to build/foster these connections?

8.1.3 Educational Workshop

8.1.3.a Lesson Plan from Educational Workshop

Lesson Plan for 10/26/23

Introductions

- Who we are?
- Why are we here today?
- What do you get out of this?

Brainstorming Session

- Begin the class by asking students to brainstorm what they think of when they hear the term “urban planning.”
- Ask students to share their thoughts and discuss as a class.

Overview of Urban Planning

- Provide a brief overview of what urban planning is and why it is important. Urban planning is the process of designing and managing the physical, social, and economic development of cities, towns, and other urban areas. It involves creating plans and policies that guide the use of land, transportation systems, public spaces, and other resources in order to create safe, healthy, and sustainable communities.
- Discuss the different fields within urban planning, such as transportation planning, land use planning, environmental planning, and community development.

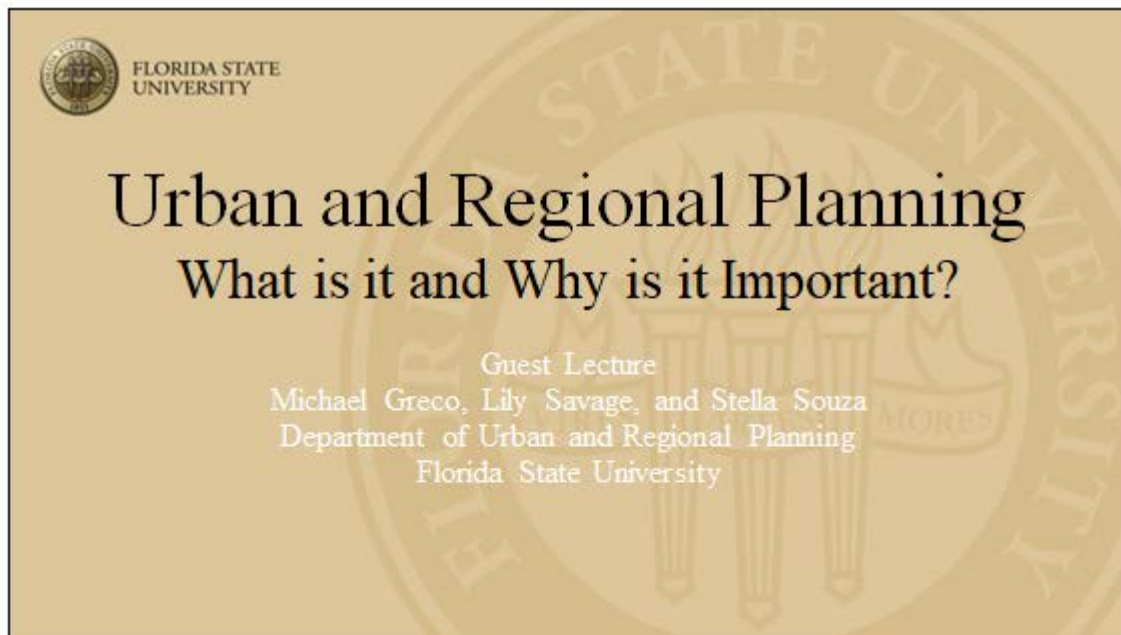
Urban Planning and Local Government

- Explain how urban planning relates to local government. Urban planners work with local government officials to make decisions about community development. They help to create plans that guide the use of land, transportation systems, public spaces, and other resources in order to create safe, healthy, and sustainable communities.

Community Assets and Development

- Explain how community assets are important in urban planning. Community assets are the resources that make a community unique and valuable. They can include natural resources like parks and open spaces, cultural resources like museums and historic sites, or economic resources like businesses and industries.
- Discuss how urban planners work with community members to identify assets and develop plans that meet the needs of the community. This can involve conducting surveys or focus groups to gather input from residents about what they want to see in their community.
- Provide a worksheet activity at the end where students will be identifying community assets in their community. The worksheet should include questions that help students identify different types of assets in their community, such as parks, schools, businesses, or cultural institutions.

8.1.3.b Presentation Slide Deck from Educational Workshop



1



2

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Who are we?



Michael Greco
(he/they)

*Graduate Student pursuing a
Masters of Science in Planning*

*B.S. Environment and Society
at Florida State University*



Lily Savage
(she/her)

*Graduate Student pursuing a
Masters of Science in Planning*

*B.S. Public Health and Political Science
at Florida State University*



Stella Souza
(she/her)

*Graduate Student pursuing a
Masters of Science in Planning*

*B.S. Environmental Science and Policy
at Florida State University*

3

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Why are we here?

- Currently working on our graduate program's capstone project
 - Working with the City of Cairo's Tourism Director
 - Identifying assets within the community that make Cairo unique
 - Community engagement to hear from the residents of Cairo themselves
- We want to hear from you on what makes Cairo special to you
 - You are the people we want to hear from!




4




5

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Brainstorming Session

- *What is Planning?*
 - *What do you plan for?*
 - *When do you plan?*
 - *What happens when you don't plan?*
- *What is Urban Planning?*
 - *What is the difference between planning and urban planning?*




6

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What is Urban and Regional Planning?

- Aims to enhance our towns and cities for everyone, today and tomorrow
- Brings together design, engineering, nature, and how we live
- Crucial for creating sustainable, adaptable, and pleasant places for all
- *So, who is involved in the planning process?*



7

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Who Else is Involved?



8


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Planning in Practice


Important Issues:

- Resource management
- Addresses socio-economic issues
 - Think about housing, employment, and equity
- Protects the environment and promotes sustainable growth
- How people move from one place to another




9

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Planning is Everywhere!



T1 NATURAL ZONE **T2** RURAL ZONE **T3** SUB-URBAN ZONE **T4** GENERAL URBAN ZONE **T5** URBAN CENTER ZONE **T6** URBAN CORE ZONE **SD** SPECIAL DISTRICT

10

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What types of planning can you see in this picture?



11

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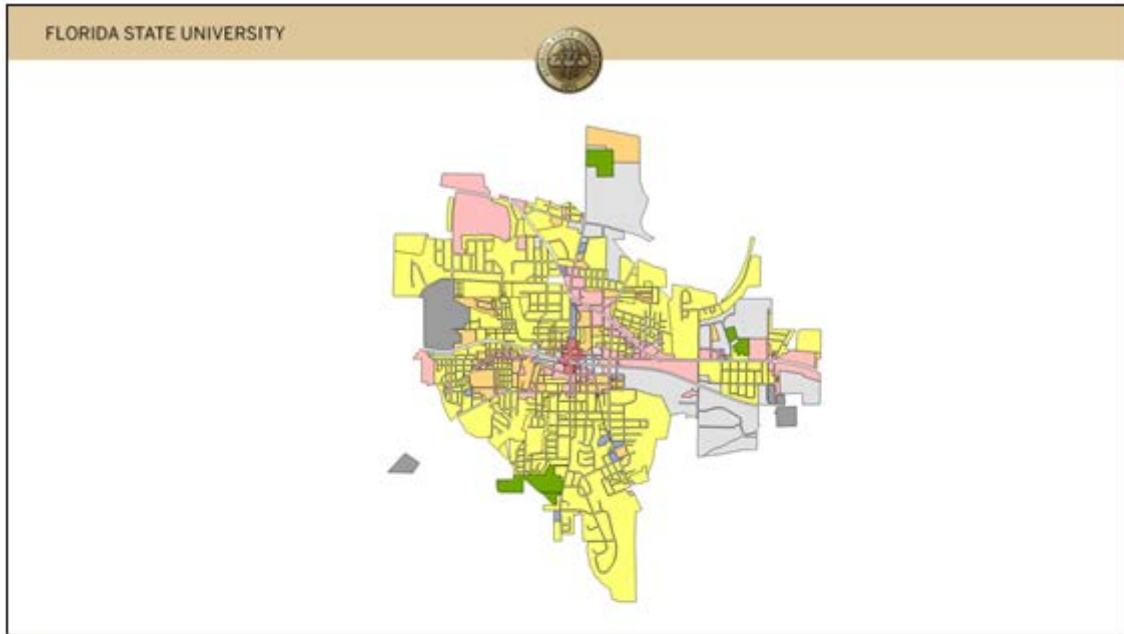
Planning and Local Government

Types of Action

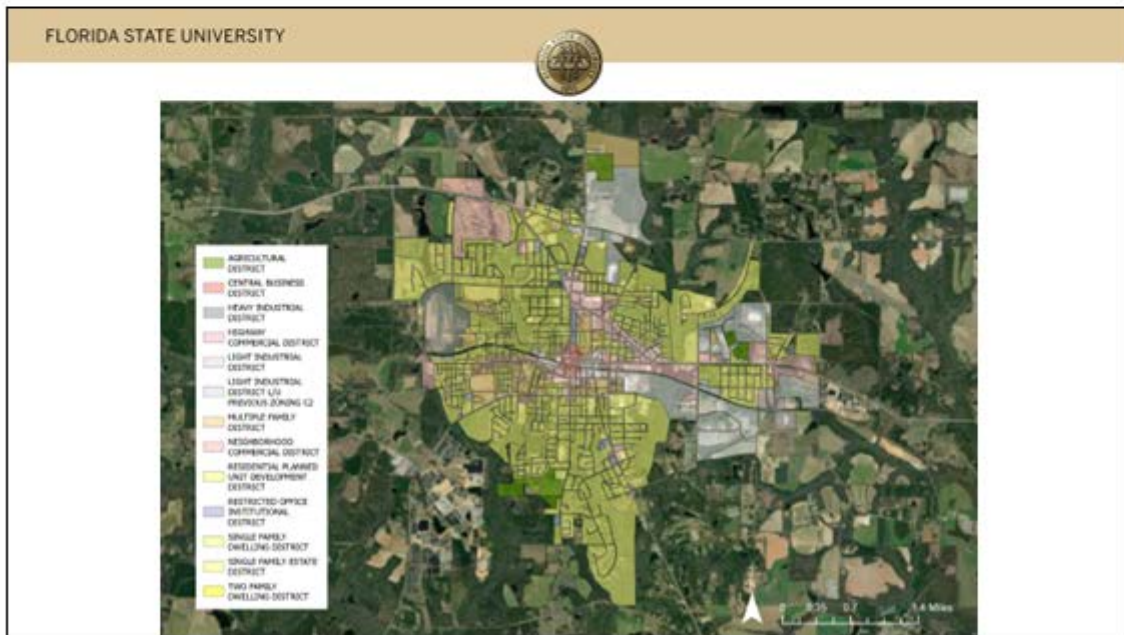
- **Legislative:** make laws and set policies
 - Elected officials
- **Executive:** implement policies
 - Mayor or Council
- **Quasi-judicial:** interprets and applies the laws
 - Local Zoning Board
- **Administrative:** ensure laws are being followed
 - DMV and Law Enforcement
- **Advisory:** provide recommendations
 - Local Committees

Type of Government	Powers of the Mayor	Powers of the Council
Weak Mayor Council	<ul style="list-style-type: none"> • Mayor may share duties with council • Often "figure head" role 	<ul style="list-style-type: none"> • Day to day operations • Appoint council committees • Develop cities budget • Confirm and fire department heads
Strong Mayor Council	<ul style="list-style-type: none"> • CEO • Day to Day operations • Hiring and firing • Administer city's budget • Make appointments • Veto legislation passed by the city council 	<ul style="list-style-type: none"> • Adopt ordinances and resolutions • Override Mayor's Veto
Council Manager	<ul style="list-style-type: none"> • Ceremonial • Day to day operations 	<ul style="list-style-type: none"> • Set city's policy • Hires city manager

12



13



14

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Community Development

- Community members come together to take collective action and generate solutions to common problems
- Seeks to build stronger and more resilient communities by leveraging local resources (doesn't necessarily physical)
- There are two main approaches to community development:
 - Needs-based
 - Assets-based
- *What comes to mind when you think of need-based and asset-based?*



15

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Community Development

Needs-Based

- What's missing or going wrong in the community
- External experts identify problems & solutions
- Issues:
 - Can create dependency on outsiders
 - Might not be tailored for local needs




Assets-Based

- Using what the community already has
- Locals use existing strengths to address concerns
- Benefits:
 - Empowers community members
 - Promotes a positive, proactive approach




16

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ABCD Perspective Matters

EMPTY GLASS: Communities are full of people with different needs and deficiencies.		FULL GLASS: Communities are full of people with ideas, skills, and capacities.
--	---	--

Where you **look** drives what you **see**.

17

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Asset-Based Community Development

Assets can be anything that can improve your quality of life!



Physical spaces



People and groups



Businesses



Civic Institutions



Culture and traditions

18



19

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Activity: Identifying Assets

- Goal: identify assets you find significant in your community
- Instructions:
 - Each person will receive a worksheet
 - Each slice of the wheel is a different type of asset
 - Break up into groups
 - Share ideas as you fill out your worksheet

ASSETS

- INDIVIDUALS/GROUPS**: Estery Club, The Women's Club of Carr, Tired Creek Lake, Cairo High School, Bird Song Nature Center
- CIVIC INSTITUTIONS**: First United Methodist Church, Archibald Grady
- BUSINESSES**: First and Broad, Mc Crick's, Syrup City Sports
- OTHER**: Laura Pope Forester Museum, Motorcross
- CULTURE/TRADITION**: Grady County History Museum, Mistletoe Market
- PHYSICAL SPACES**: (No specific assets listed)


20

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Template

Physical Spaces	Individuals and Groups	Businesses	Civic Institutions	Culture and Tradition

21

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Recap

- *What is planning? What is urban planning?*
- *Why is urban planning a thing? Why is it important?*
- *How does planning tie to local government?*
- *What is community development? What are assets?*
- *Identified assets that are important to you in Cairo!*

26

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Questions?

Thank you for having us!

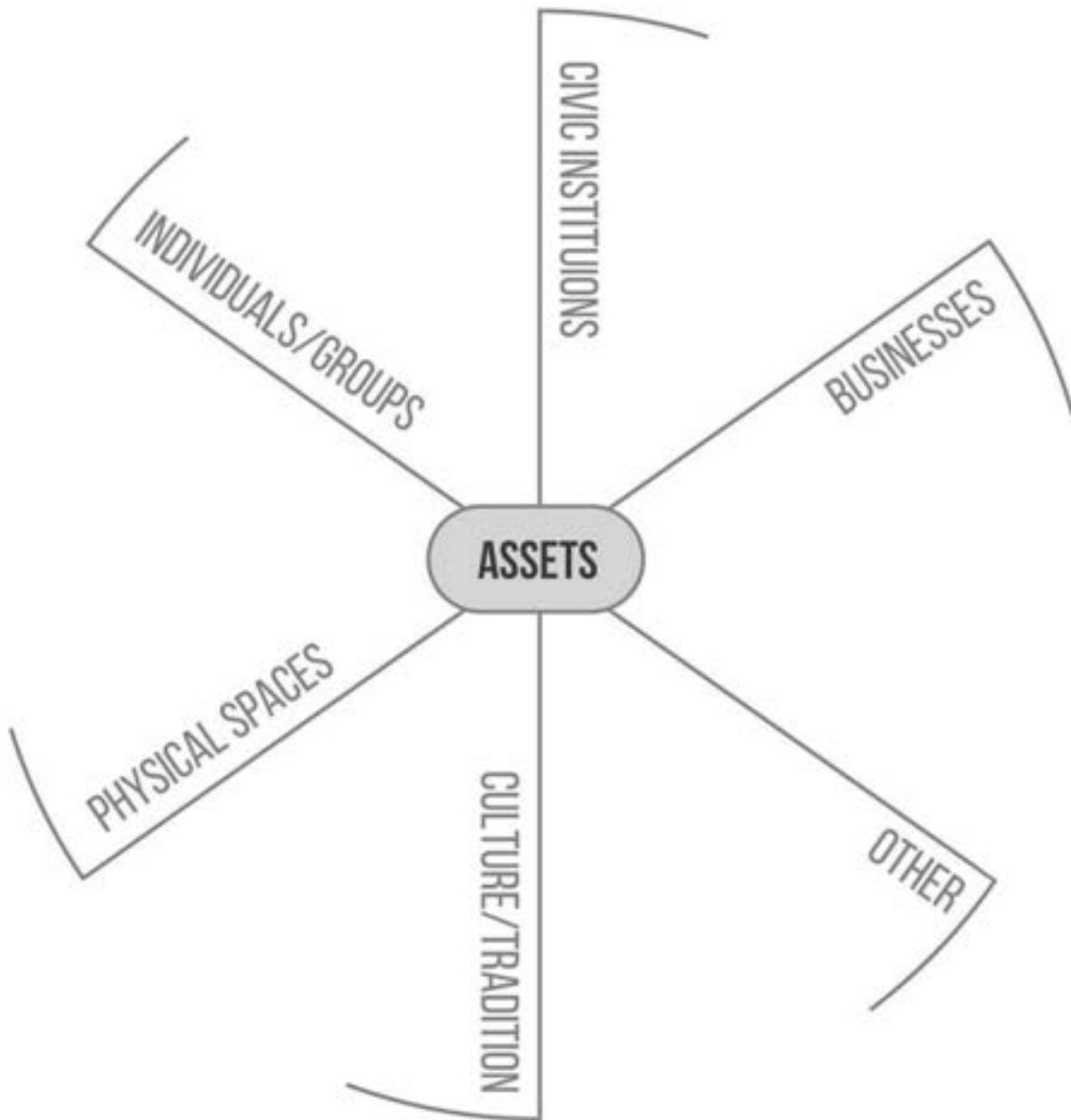
Contact us if you have any questions!

mgreco@fsu.edu | los19@fsu.edu | ses18d@fsu.edu

8.1.3.c Worksheet Activity from the Educational Workshop

ASSET MAPPING: CAIRO, GA

In the spaces below, write down what assets currently exist within these categories that you believe help make Cairo unique.



8.2 Appendix B: Data and Results

8.2.1 Surveys

8.2.1.a Length of Time Survey Respondents have been Living in Cairo, Georgia

Length of Time Survey Respondents have been Living in Cairo, Georgia	Count	Percent
1 year or less	1	2.50%
1-5 years	2	5.00%
5-10 years	2	5.00%
10-20 years	9	22.50%
20+ years	26	65.00%
Grand Total	40	100.00%

8.2.1.b Age of Survey Respondents

Age of Survey Respondents	Count	Percent
18 years old and younger	7	17.50%
18-25 years old	1	2.50%
25-35 years old	6	15.00%
35-45 years old	2	5.00%
45-55 years old	7	17.50%
55 years old and older	17	42.50%
Grand Total	40	100.00%

8.2.1.c Race and Ethnicity of Survey Respondents

Race and Ethnicity of Survey Respondents	Count	Percent
White, non-Hispanic	32	80.00%
Black/African American	7	17.50%
Other	1	2.50%
Grand Total	40	100.00%

8.2.1.d Count of Responses per Asset Theme from Survey Responses

Asset Themes from Survey Responses	Count	Percent
Arts and Culture	61	58.10%
History	27	25.71%
Nature and Environment	17	16.19%
Grand Total	105	100.00%

8.2.1.e Count of Responses per Asset Classification from Survey Responses

Asset Classification from Survey Responses	Count	Percent
Cultural	11	10.48%
Economic	5	4.76%
Human	47	44.76%
Institutional	21	20.00%
Physical	21	20.00%
Grand Total	105	100.00%

8.2.1.f List of Assets Identified in Surveys by Theme and Classification

Asset Inventory for Surveys	Theme	Asset Type
Anne Horne	Arts and Culture	Human
Archbold Grady Hospital	History	Institutional
Arthur Anderson	Arts and Culture	Human
Austin Harrell	Arts and Culture	Human
Barber Park	Nature and Environment	Physical
Becky Bracewell	Nature and Environment	Human
Bill Stanfill	History	Human
Bird Song Nature Center	Nature and Environment	Physical
C.W. Pecan	Arts and Culture	Institutional
Cairo Fire Department	Arts and Culture	Human
Cairo High School	History	Institutional
Cairo High School Band	Arts and Culture	Institutional
Cairo High School Baseball Team	Arts and Culture	Human
Cairo High School Cheer Team	Arts and Culture	Human
Cairo High School Choir	Arts and Culture	Human
Cairo High School Drama Club	Arts and Culture	Human
Cairo High School Football Team	Arts and Culture	Human
Cairo High School ROTC	Arts and Culture	Human
Cairo High School Stage Makers	Arts and Culture	Institutional
Cairo Main Street	Arts and Culture	Human
Cairo Nutrition	History	Physical
Cairo Police Department	Arts and Culture	Physical
Calvary Lions Mule Day	History	Institutional
Casa Grande Bar and Grill	Arts and Culture	Physical
Chamber of Commerce	Arts and Culture	Institutional
Christian Women's Center	Arts and Culture	Physical
Chuck Thomas	History	Institutional
David Coleman	History	Institutional
Daylin Singthawn	Arts and Culture	Human
Debbie Miller	Arts and Culture	Human
Downtown Getdown	Arts and Culture	Human
Ed Timmerman	Arts and Culture	Human
Emily Cernel	History	Cultural
Ernest Cloud	History	Human
Family Worship Center	History	Human
Farmer's Daughter Vineyard	Arts and Culture	Human
Fast and Furious	Arts and Culture	Institutional
FIRM Dance Company	Arts and Culture	Physical
First and Broad Pizza Company	Arts and Culture	Cultural

Full Gospel Chapel	History	Physical
Geraldine Faulk	Arts and Culture	Physical
Giovanni Santos	Arts and Culture	Institutional
GPF Georgia Practice Facility	Arts and Culture	Human
Grady Baptist Association	Nature and Environment	Human
Grady County Museum	Arts and Culture	Physical
Grady County Recreation Department	Nature and Environment	Human
Grady County School District	Nature and Environment	Physical
Grady Cultural Center	History	Institutional
Grits "A Southern Event"	Nature and Environment	Institutional
Growing Grady Farmers Market	History	Institutional
Halloween on Broad	Arts and Culture	Cultural
Help Agency	Arts and Culture	Physical
Hispanic Heritage Festival	Nature and Environment	Cultural
Holder Park	History	Institutional
Ida Curry Goar	Nature and Environment	Cultural
IKE Veterans Club	History	Physical
Jackie Robinson	History	Human
Jackie Robinson Boys and Girls Club of Cairo-Grady County	History	Institutional
Jim Cox	Arts and Culture	Cultural
Johnnie Moore	Arts and Culture	Human
Key Club	History	Human
Kids Against Hunger	Arts and Culture	Institutional
Kiwanis International	Arts and Culture	Institutional
Laura Pope Forester Museum	Arts and Culture	Institutional
Lewis Oliver	History	Physical
Linda Drew Johnson	Arts and Culture	Human
Lovett Family	Arts and Culture	Human
Lower Muskogee Creek Tribe	Arts and Culture	Institutional
Margaret Tyson	Nature and Environment	Human
Methodist Men's Group	Nature and Environment	Human
Michael Best	Arts and Culture	Human
Mistle Toe Market	Arts and Culture	Cultural
Motorcross	Arts and Culture	Cultural
Mr. Chicks	Arts and Culture	Economic
Nancy Clark	History	Human
Ochlocknee River	History	Physical
Off Broadstreet Dance	Nature and Environment	Economic
Old Hadley Ferry Bridge	Arts and Culture	Physical
Pat Orr	Nature and Environment	Human

Pilot Club	Arts and Culture	Human
Pinkie Simmons	Arts and Culture	Human
Rebecca Cline	Arts and Culture	Human
Renaud Family	Arts and Culture	Human
Roddenbery Memorial Library	History	Physical
Rondley Donaldson	History	Human
Rotary Club	Arts and Culture	Human
Shelly Searcy	Arts and Culture	Human
Solo Hope	History	Cultural
Southern Dance Collective	Arts and Culture	Economic
Sports Hall of Fame	History	Cultural
Syrup City Donut Shop	Arts and Culture	Economic
Syrup City Players	Arts and Culture	Cultural
Teresa Edwards	History	Human
Teresa Gee Hardy	History	Human
Tired Creek Lake	Nature and Environment	Physical
Tired Creek Lake	Nature and Environment	Physical
Turner's Tribe	Nature and Environment	Institutional
Twila Bearden	Arts and Culture	Human
Wayne Tootle	Arts and Culture	Human
Whitney Brown	Arts and Culture	Human
Wolf Creek Trout Lily Preserve	Nature and Environment	Physical
Women's Club	Arts and Culture	Human
Woodmen Life	Arts and Culture	Human
Works by Caprice	Arts and Culture	Economic
Zebulon Theater	Arts and Culture	Physical

8.2.2 Interviews

8.2.2.a Count of Responses per Asset Theme from Interviews

Asset Themes of Survey Responses	Count	Percent
Arts and Culture	30	58.82%
History	6	11.76%
Nature	15	29.41%
Grand Total	51	100.00%

8.2.2.b Count of Responses per Asset Classification from Interviews

Asset Classification of Interviews	Count	Percent
Human	6	11.32%
Institutional	17	32.08%
Physical	30	56.60%
Grand Total	53	100.00%


8.2.2.c List of Assets Identified in Surveys by Theme and Classification

Asset Inventory for Surveys	Theme	Asset Type
African American Churches	Arts and Culture	Physical
Agricultural Environment	Nature and Environment	Physical
Archbold Grady Hospital	History	Physical
Archbold Living Center	History	Physical
Beachton Estate Wineries	Arts and Culture	Physical
Birdsong Nature Center	Nature and Environment	Physical
Black Churches	Arts and Culture	Physical
Boys and Girls Club	Arts and Culture	Institutional
Cairo Chamber of Commerce	Arts and Culture	Institutional
Cairo High School Clubs	Arts and Culture	Institutional
City Leaders	Arts and Culture	Institutional
Daryle Singletary	Arts and Culture	Human
Downtown Redesign	Arts and Culture	Institutional
Festivals	Arts and Culture	Institutional
First and Broad	Arts and Culture	Physical
Gholson Nature Center	Nature and Environment	Physical
Grady County Extension Office	Arts and Culture	Institutional
Hispanic Churches	Arts and Culture	Physical
Jackie Robinson	History	Institutional
Karen (First and Broad Owner)	Arts and Culture	Human
Landscape	Nature and Environment	Physical
Laura Pope Forester Museum	History	Physical
library	Arts and Culture	Institutional
Local Churches	Arts and Culture	Physical
Local Farming Community	Nature and Environment	Institutional
Main St.	Arts and Culture	Physical
Michelle Dean	Nature and Environment	Human


Mickey Thomas	Arts and Culture	Human
Motorcross	Nature and Environment	Physical
Natural Environment	Nature and Environment	Physical
Ochlocknee River	Nature and Environment	Physical
Post Office	Arts and Culture	Physical
Radio Station that Broadcasts Sports Games	Arts and Culture	Physical
Regional Community Center	Arts and Culture	Physical
Restaurants	Arts and Culture	Physical
Safety	Arts and Culture	Institutional
Sports	Arts and Culture	Institutional
Terra State Park	Nature and Environment	Physical
The Golf Course	Nature and Environment	Physical
The Help Agency	Arts and Culture	Physical
The newspaper	History	Institutional
The Red Hills	Nature and Environment	Physical
The Southern Antique Car Rally	Arts and Culture	Physical
The Syrup Makers	Arts and Culture	Institutional
Tired Creek Lake	Nature and Environment	Physical
Trout Lily Preserve	Nature and Environment	Physical
Wolf Creek	Nature and Environment	Physical
Women's Club	History	Institutional
Women's Club of Cairo	Arts and Culture	Institutional
Youth Groups	Arts and Culture	Institutional
Zebulon Theater	Arts and Culture	Physical

8.2.3 Educational Workshop


8.2.3.a Tables Completed During the Final Discussion of each Workshop

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Class 1				
Physical Spaces	Individuals and Groups	Businesses	Civic Institutions	Culture and Tradition
<ul style="list-style-type: none"> • Holder Park • Davis Park • Washington Middle School • Azalea Park • Grady Cultural Center • Barber Park • Stores • Zebulon Theater • Library • Gritz 	<ul style="list-style-type: none"> • Judges • Teachers • Police • Students • Yourself! • Doctors • Nurses • Mayor • Firefighters • Citizens! • Principal • Line cooks 	<ul style="list-style-type: none"> • Banks • Fast Food (Zaxby's) • Walmart • IGA • Softball Regional Tournament 	<ul style="list-style-type: none"> • Hospitals • Pediatric Center • Dentist • Physical Therapy 	<ul style="list-style-type: none"> • Churches • Golf • Baseball • Sports! • Jackie Robinson


22

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Class 2				
Physical Spaces	Individuals and Groups	Businesses	Civic Institutions	Culture and Tradition
<ul style="list-style-type: none"> • Nature Trail • Southern Terrace Park • Davis Park 	<ul style="list-style-type: none"> • Wrestling Club • Boys and Girls Club • Basketball Team • Football Team • Syrup Maker Band • ROTC 	<ul style="list-style-type: none"> • Syrup City Donut Shop • First and Broad • Mr. Chick • Skate Palace • Maryland's • South Georgia Outdoors • Walmart • Dollar General • La Michoacan 	<ul style="list-style-type: none"> • Pediatric Center • Zebulon Theater • Grady County School District 	<ul style="list-style-type: none"> • Motorcross • Hispanic Heritage Festival • Barber Park

23

FLORIDA STATE UNIVERSITY 				
Class 3				
Physical Spaces	Individuals and Groups	Businesses	Civic Institutions	Culture and Tradition
<ul style="list-style-type: none"> Walmart Parking Lot Recreational Park Barber Park Skate Rink Davis Park Cairo Pawn Shop Pickle Patch Cairo Nutrition Grady County History Museum Center Drugs Motor Park Walgreens 	<ul style="list-style-type: none"> Mr. Addison Mr. Cannon Mr. G Mr. Register Ms. Harroll Dr. Register Dr. Huff Football Team Chess Club ROTC Band 4h 	<ul style="list-style-type: none"> Farmers Market Mr. Chicks Stones First and Broad City Trends Ms. Merks John Deere 	<ul style="list-style-type: none"> First Bapeist Church -Family Worship Center CHS Library Hospital Courts Cogg's Pharmacy Assisted Living Home 	<ul style="list-style-type: none"> Downtown Parades Street Dance Pow Wow History Museum Homecoming Parada Jackie Robinson Hispanic Heritage Festival Black History Month

24

FLORIDA STATE UNIVERSITY 				
Class 4				
Physical Spaces	Individuals and Groups	Businesses	Civic Institutions	Culture and Tradition
<ul style="list-style-type: none"> Barber Park Southern Terrace Valero Parking Lot Northside Elementary Walmart Parking Lot Kirby Creek Parking Lot Skating Rink Public Library 	<ul style="list-style-type: none"> Girl Scouts Boy and Girls Club Football Team Cooks Ms. Harrel Mr. Cannon Ms. Davis Ms. Morgan Ms. Broome Ms. Carter 	<ul style="list-style-type: none"> Walmart Delicious Delight Mr. Chicks McDonalds Cairo Nutrition Head to Toe Mango Smiles Skate Palace Dairy Queen Zaxby's Scoop Dawgs Syrup City Donuts Burger King 	<ul style="list-style-type: none"> Courthouse Library Chamber of Commerce Grady EMC Fire Department 4H Hospital Grady Cultural Center 	<ul style="list-style-type: none"> Zebulon Theater Grady Get Down History Museum Bethlehem AME Church Jackie Robinson 1929 Theresa Edwards Boo on Broad

25

8.2.3.b Count of Responses per Asset Categories from the Activity Worksheet

Asset Categories from Worksheet	Count	Percent
Individuals and Groups	79	19.55%
Civic Institutions	61	15.10%
Businesses	87	21.53%
Physical Spaces	82	20.30%
Culture and Traditions	48	11.88%
Other	47	11.63%
Grand Total	404	100.00%

8.2.3.c List of Assets Identified in Worksheets by Theme and Classification

Asset Inventory for Worksheet	Theme	Asset Type
4H Club	History	Institutional
Archbold Grady Hospital and Living Center	History	Institutional
Austin Harrell	Arts and Culture	Human
Azalea Park	Nature and Environment	Physical
Barber Park	Nature and Environment	Physical
Beauty 4U	Arts and Culture	Economic
Birdsong Nature Center	Nature and Environment	Physical
Black History Month	History	Cultural
Boo on Broad	History	Cultural
Boys and Girls Club	History	Cultural
Brady Benson	Arts and Culture	Human
Brantley's Chicken	Arts and Culture	Economic
Cairo Chamber of Commerce	History	Institutional
Cairo Chess Club	Arts and Culture	Cultural
Cairo Christmas Parade	Arts and Culture	Cultural
Cairo City Hall	History	Institutional
Cairo Fire Department	History	Institutional
Cairo High School	History	Institutional
Cairo High School Band	Arts and Culture	Cultural
Cairo High School Basketball Team	Arts and Culture	Cultural
Cairo High School Cheer Team	Arts and Culture	Cultural
Cairo High School Culinary Arts	Arts and Culture	Cultural
Cairo High School Debate Club	Arts and Culture	Cultural
Cairo High School Football Field	Arts and Culture	Cultural
Cairo High School Football Team	Arts and Culture	Cultural
Cairo High School Softball Field	Arts and Culture	Cultural
Cairo High School Stage Makers	Arts and Culture	Cultural
Cairo High School Student Government	Arts and Culture	Cultural
Cairo High School Varsity Baseball Team	Arts and Culture	Cultural

Cairo High School Varsity Soccer Team	Arts and Culture	Cultural
Cairo High School Wrestling Team	Arts and Culture	Cultural
Cairo Main Street	History	Economic
Cairo Nutrition	Arts and Culture	Economic
Cairo Physical Therapy	Arts and Culture	Economic
Cairo Police Department	History	Institutional
Cairo Yacht Club	Arts and Culture	Cultural
Calvary Lions Mule Day	Arts and Culture	Cultural
Casa Grande Bar and Grill	Arts and Culture	Economic
Center Drugs	Arts and Culture	Economic
Church of Jesus Christ of Latter-Day Saints	Arts and Culture	Cultural
Collins Place	Arts and Culture	Economic
Cox Pharmacy	History	Economic
David Cannon	Arts and Culture	Human
Davis Park	Nature and Environment	Physical
Delicious Delights	Arts and Culture	Economic
Eastside Baptist Church	Arts and Culture	Cultural
Eastside Elementary School	Arts and Culture	Institutional
Elevate Artisan Market	Arts and Culture	Cultural
Family Worship Center	Arts and Culture	Cultural
Feliciano Gonzalez	Arts and Culture	Human
First and Broad Pizza Company	History	Economic
First Assembly of God	Arts and Culture	Cultural
First Baptist Church	Arts and Culture	Cultural
First United Methodist Church	Arts and Culture	Cultural
Fitness Life	Arts and Culture	Cultural
Girl Scouts	Arts and Culture	Cultural
Grady County Board of Education	Arts and Culture	Institutional
Grady County Courthouse	History	Institutional
Grady County Cultural Center	Arts and Culture	Institutional
Grady County History Museum	History	Institutional
Grady County Recreation Department	Arts and Culture	Institutional
Grady EMC	Arts and Culture	Economic
Grady Get Down	Arts and Culture	Cultural
Great Southern Antique Car Rally	History	Cultural
Grits "A Southern Event"	Arts and Culture	Economic
Growing Grady Farmers Market	Arts and Culture	Economic
Hayden Register	Arts and Culture	Human
Head to Toe Boutique	Arts and Culture	Economic

Hispanic Heritage Festival	Arts and Culture	Cultural
Holdaball Basketball Courts	Arts and Culture	Physical
Holder Park	Nature and Environment	Physical
Homecoming Parade	Arts and Culture	Cultural
Hot Spot Tanning and Fitness	Arts and Culture	Economic
Jackie Robinson	History	Human
James Armstrong	Arts and Culture	Human
Jenny Harrison	Arts and Culture	Human
Ken Young	Arts and Culture	Human
Kiwanis International	Arts and Culture	Institutional
Koyo Bearings / JTEKT Corporation	Arts and Culture	Economic
Latrena Perry	Arts and Culture	Human
Laura Pope Forester Museum	Arts and Culture	Cultural
Martin Luther King Jr. Day Parade	History	Cultural
Maryland Fried Chicken	Arts and Culture	Economic
Mi Casita Mexican Restaurant and Grill	Arts and Culture	Economic
Michael Addison	Arts and Culture	Human
Michael Singletary	Arts and Culture	Human
Michoacan Mexican Restaurant	Arts and Culture	Economic
Miss Myrts Cake and Candy Supplies	Arts and Culture	Economic
Mistletoe Market	Arts and Culture	Cultural
Morgan Henrique	Arts and Culture	Human
Motorcross	Arts and Culture	Cultural
Mr. Chick	Arts and Culture	Economic
Northside Elementary School	Arts and Culture	Institutional
Pediatric Center	Arts and Culture	Institutional
Performance Foodservice - Powell	Arts and Culture	Economic
Pickle Patch Deli	Arts and Culture	Economic
Pinehill Baptist Church	Arts and Culture	Cultural
Power of Praise	Arts and Culture	Cultural
Punky's	Arts and Culture	Economic
Racquel Carter	Arts and Culture	Human
Redeeming Life Fellowship Church	Arts and Culture	Cultural
Rockbottom Seafood and Grill	Arts and Culture	Economic
Roddenbery Memorial Library	History	Institutional
Rotary Club	Arts and Culture	Institutional
ROTC	Arts and Culture	Institutional
Royce's Towing and Recovery	Arts and Culture	Economic
San Marcos Mexican Grill	Arts and Culture	Economic
Scoop Dawgs Snack Shack	Arts and Culture	Economic

Scott's Tasty Chicken	Arts and Culture	Economic
Skate Palace	Arts and Culture	Economic
Softball Regional Tournament	Arts and Culture	Cultural
Southern Terrace Park	Nature and Environment	Physical
Southside Elementary School	Arts and Culture	Institutional
St. Elizabeth Ann Seton Catholic Church	Arts and Culture	Cultural
Stallings Motors	Arts and Culture	Economic
Syrup City Donut Shop	Arts and Culture	Economic
Syrup City Sports	Arts and Culture	Economic
Syrup City Tire and Auto	Arts and Culture	Economic
Tama Intertribal Pow Wow	Arts and Culture	Cultural
The Ranchy Peach	Arts and Culture	Economic
Tired Creek Golf Course	Nature and Environment	Physical
Tired Creek Lake	Nature and Environment	Physical
United National Bank	History	Institutional
Washington Middle School	Arts and Culture	Institutional
West 84 Hair Salon	Arts and Culture	Economic
William Huff	Arts and Culture	Human
Wolf Creek Trout Lily Preserve	Nature and Environment	Physical
Woman's Club of Cairo	Arts and Culture	Institutional
Zebulon Theater	History	Cultural