

# *SOUTHEASTERN RAILWAY MUSEUM*



**FAST TRACK**

**TO THE FUTURE**

**TRANSFORMING A LOCAL TREASURE, TOGETHER!**



Dear Friend,

I am excited to present an important initiative to expand and enhance the Southeastern Railway Museum (SRM). Established in 1955 by a group of railroad veterans, SRM was officially opened to the public in 1970. In 2000, the Georgia Legislature designated SRM as "Georgia's Official Transportation History Museum," with the responsibility of educating our citizens statewide and telling our story of the importance of the railroad to the quality of life in Georgia and beyond. **Fast Track to the Future** is a bold effort to bring our region's corporate and community leadership together with our elected officials for the good of all who live and work in our area.

While the mission of the SRM is to "provide an educational atmosphere that will vividly bring to life the cultural, technological, and historical importance of railroads and land transportation to our region," SRM remains dedicated to improving the quality of life for all who live and work in our state. Through its award-winning exhibits, its extraordinary education resources, and its hands-on and visitor-friendly atmosphere, the SRM has become a significant education and tourist destination.

To be successful, the SRM Board of Trustees needs the input, energy, ideas, and financial support from our corporate and community leaders in Gwinnett County and North Metro Atlanta. In the pages that follow, you will learn about this exciting project and how your support of SRM through the **Fast Track to the Future** initiative will be carefully invested to inform, educate, inspire, and showcase this one-of-a-kind museum.

I consider this initiative vitally important to all who live and work in our area. If you share my concern for the future of our community, and if you agree that the SRM will provide a dynamic and carefully focused program of education and community development for our region and across our state, please join me and other leaders in pledging your support to this important program.

With hope and excitement for the future,

A handwritten signature in black ink that reads "Brooks P. Coleman, Jr." The signature is written in a cursive style.

Campaign Leadership Council

# SOUTHEASTERN RAILWAY MUSEUM



## STRATEGIC PLAN 2021-2025

### ENHANCE THE EDUCATIONAL EXPERIENCE

Education is a key component of the quality of life in every community. The vitality of the Museum depends on how our visitors can engage with our exhibits and become better informed and educated about transportation history. Hands-on experiences increase learning opportunities ten-fold and give children, youth, and adults the opportunity to see, feel, and hear what it was like to live and work in years past. They will also appreciate how our country was developed by understanding the evolution of transportation throughout the last century. To enhance its educational experience, the Museum will:

#### Develop the Museum's new education facility

- + The Museum will renovate the modular buildings currently on-site to provide classroom space for visiting school groups as well as offices for the Museum education staff.
- + The Museum will also use this space to host meetings and other events.

Five-Year Cost:  
**\$275,000**





## IMPROVE & EXPAND MUSEUM EXHIBITS

Museum visitors want to learn through engaging and immersing themselves completely in the subject matter. A superlative museum offers visitors the opportunity to hear, understand, and absorb historical stories. The Museum has an abundance of stories to tell about how various modes of transportation molded our country, its economy, and national prosperity. Museum visitors will enjoy a hands-on experience of what their ancestors felt before them. Restoring locomotives and railroad cars is critical to this experience. Preservation provides visitors with a realistic view and understanding of the role transportation played in growing our strong nation. Through this extraordinary initiative, the Museum will:

4

### Redevelop the Museum's collection to better tell the story of transportation

- + Commission a redesign of exhibits in the main exhibit room to better convey the history of transportation in regional development.
- + Expand the Museum's scope to better represent all forms of transportation.
- + Expand the history of transportation from the Atlanta area to share the overall region and how all forms of transportation have contributed to our growth.

### Revitalize and expand the Museum's current exhibits

- + Continue improvements to the "Superb," President Warren G. Harding's personal railway passenger car.
- + Rehabilitate and enhance a select group of locomotives and railroad cars that are both exhibits and operational.
- + Provide ongoing maintenance and care of the needs of the Duluth railroad depot.

### Enhance the overall visitor's experience at the Museum

- + Develop innovative ways to better "tell the story" at each Museum exhibit. This would include using such items as uniform signage to integrate with smart phones or tablets.
- + Develop volunteer docent training and standardization of general exhibit information to better educate our visitors.

Five-Year Cost:  
**\$240,000**





**Fast Track to  
the Future** is a  
sound investment  
in the future of  
Gwinnett County.

**Rob Marbury**  
Marbury Creative Group





## MODERNIZE THE MUSEUM FOR GROWTH

The Museum, as it showcases the past, must also prepare for the future. The Museum's staff and leadership will continue their role as good stewards of this priceless collection of transportation artifacts and memorabilia. At the same time, the Museum will carefully redevelop and enhance its campus to deliver a journey through time that is more meaningful, easier to understand, and more compelling. The Museum will also update and modernize its grounds and facilities to make the Museum more efficient, effective, and "visitor friendly." Over the next five years, the Museum will:

### Develop a new, visionary Museum Master Site Plan

- + The new Master Site Plan will create a new vision for future growth of the site, locate future amenities, and ensure that growth is orderly and planned.

### Make the Museum and grounds more "visitor friendly"

- + Develop a network of handicap accessible walkways throughout the campus.
- + Install a public address system and Wi-Fi throughout museum grounds.
- + Expand and enhance all public restroom facilities.
- + Install new wayfinding signage throughout the museum venue.

### Improve Museum safety and security

- + Install an electrical network and lighting in the RTE building.
- + Improve the electrical network and lighting in Exhibit Building #2.

Five-Year Cost:  
**\$235,000**





*An enhanced Southeastern Railway Museum will add immeasurably to our community's quality of life.*

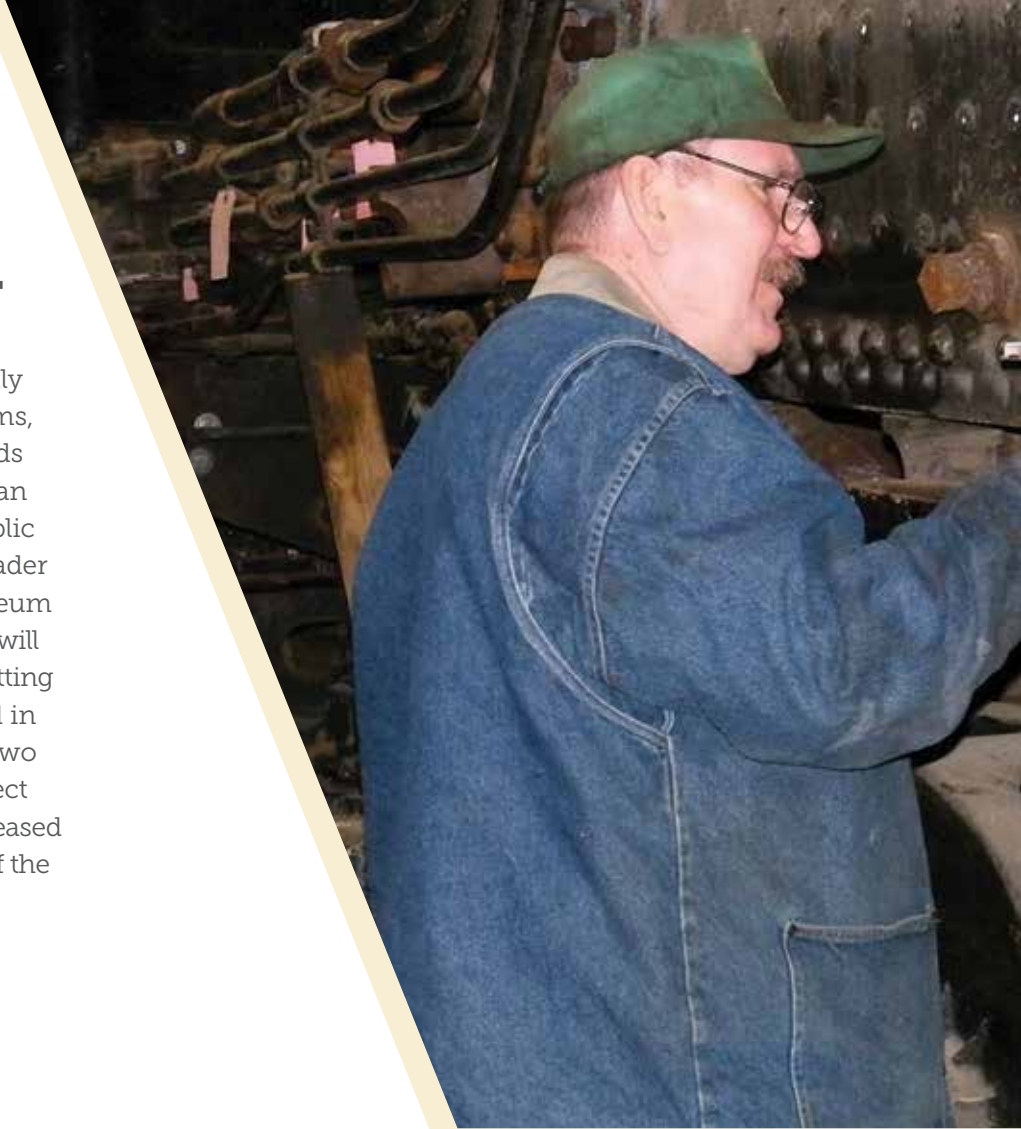
**Lisa Anders**  
*Explore Gwinnett*



## PROFESSIONAL STAFF

The Feasibility Analysis that the Museum recently completed, included feedback about several items, but a repeated theme was that the Museum needs professional full-time leadership in the form of an Executive Director. This person would be the public face of the Museum and be the administrative leader who would report directly to the Board. The Museum is aware that many foundations and other donors will require or may prefer full-time staff before committing to support an institution. The funding identified in this section is seed funding to support the first two years along with funds already in hand. We expect that efforts by professional staff will result in increased revenue and donations that will exceed the cost of the position beginning in Year Three.

Five-Year Cost: **\$250,000**



Total 5-Year Cost:  
**\$1,000,000**





Let's all give our best and push **Fast Track to the Future** over the top!

**Brooks Coleman**  
Community Leader

# TESTIMONIALS



*It's a new day in Gwinnett County! Strongly committed city and county officials working closely with dedicated corporate and community leaders to realize this unique opportunity for all who live and work in the greater Gwinnett County area. Now let's all give our best and climb aboard the **Fast Track to the Future** initiative!*

**Brooks Coleman**  
Community Leader



*We all have a stake in the Southeastern Railway Museum and we want it to grow and prosper so it will benefit our children and grandchildren. SRM is a solid investment in the future of our community. I urge every business and community leader to join us in this extraordinary **Fast Track to the Future** campaign.*

**Nancy Harris**  
Mayor, City of Duluth



*We don't have the luxury of standing still. At this point, we either go forward or we fall behind. I've lived most of my life in Gwinnett County...attended school here, raised my children here, live here, and work here. The Southeastern Railway Museum through **Fast Track to the Future** moves all of us forward and benefits our entire community!*

**Rob Marbury,**  
President and Creative Director  
Marbury Creative Group



*A thriving and vibrant community provides many of the elements that are critical to economic development success. The Southeastern Railway Museum promotes tourism, provides educational opportunities, enhances our area's quality of life, and demonstrates forward progress that new companies want to see when considering their next investment in Gwinnett County and North Metro Atlanta.*

**John Pollock**  
President - Atlanta Chapter  
National Railway Historical Society



*I am excited about the Fast Track to the Future initiative and what this visionary SRM program will mean to our community. Providing education and recreation programs for our children, youth, adults and senior citizens, offering "hands on" education opportunities and establishing a safe and welcoming venue for everyone in our area... our Gwinnett County community will benefit significantly from this new public-private partnership that goes well beyond just improving our county...it improves the very fabric of our lives!*

**Mary Kay Murphy, Ph.D.**  
District 3 Board Member  
Gwinnett Board of Education



*If our community is to grow and prosper, business and community leaders must play a significant role. Over the years, the Southeastern Railway Museum has added immeasurably to our quality of life in the Gwinnett County area. Now is the time for all of us to join in this important effort.*

**Lisa Anders,** Executive Director  
Explore Gwinnett



*Norfolk Southern is deeply committed not only to preserving our industry's heritage but also to building a positive and sustainable sense of community and place. We consider the Southeastern Railway Museum to be an invaluable asset to both Georgia and in particular Gwinnett County. We look forward to continuing our partnership with the museum as we watch this community around it continue to be an exciting destination where folks will want to visit, dine, shop, and play.*

**Connor Poe,** Regional Vice President  
Government Relations  
Norfolk Southern Corporation



*If Gwinnett County is to continue to grow and prosper, there must be unity among our residents, elected officials, small businesses, and large corporations – all working together for a common goal. The **Fast Track to the Future** campaign provides a compelling initiative around which all of our community leaders can rally. This wonderful Museum will take our community to the next level. We urge all our citizens to join in this important initiative.*

**Kay Montgomery,** Chair  
Duluth Fall Festival





**Southeastern  
Railway Museum**  
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Duluth, GA 30096  
770.476.2013

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