

SOUTHERN EXCHANGE NETWORK

City Profile Series

SAVANNAH

GEORGIA

Anchor City | Validation Market | Phase 1

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1. Executive Summary

Savannah, Georgia is the Southern Exchange Network’s anchor city, validation market, and the proving ground for the Digital Passport. This document presents the institutional case for why Savannah was selected, what the measurable economic opportunity is, and how SEN and the Passport can create demonstrable impact for independent small businesses in the Savannah-Chatham County market.

THE SAVANNAH THESIS IN THREE SENTENCES

Savannah welcomes 12.9 million visitors annually who spend \$4.1 billion, yet independent small businesses lack any organized system to convert that tourist attention into lasting relationships. The Digital Passport creates that system through a gratitude economy model that gives businesses dignity and gives travelers authenticity. Savannah’s walkable historic grid, thriving arts scene, and deep institutional support infrastructure make it the ideal validation market for a model designed to replicate across the Southeast corridor.

Key data points: 12.9 million annual visitors (2024). \$4.1 billion in visitor spending. 7.2 million overnight stays averaging 2.9 nights. 17,500+ university students across three major institutions. A 2.2-square-mile walkable historic district with 22 public squares. An active city SBO program with M/WBE certification. A Buy Local organization already aligned with SEN’s mission.

This profile is designed to be academically replicable. Every data point is sourced from verifiable publications dated within five years. The economic impact projections use conservative assumptions that can be validated or adjusted based on real market data gathered during the Savannah validation period beginning March 2026.

2. Why Savannah: The Strategic Case

Savannah was not chosen arbitrarily. It was selected against a set of criteria that every SEN city must meet, and it scored highest among all 15 corridor cities on the dimensions that matter most for validation.

2.1 Selection Criteria & Savannah's Fit

Criterion	Savannah Assessment	Rating
Tourism Volume	12.9M visitors; \$4.1B spending (2024)	Exceptional
Walkable Business Districts	2.2 sq mi historic grid; 22 squares; Walk Score 90+	Exceptional
Independent Business Density	Strong indie ecosystem; Buy Local org active	Strong
University Pipeline (Fellows)	SCAD (17,500), SSU (~3,200), Savannah Tech (2,200)	Exceptional
City Business Support Programs	SBO office; M/WBE; LSBE; SBAC; SBDC	Exceptional
Cultural Fit with Gratitude Economy	Southern hospitality ethos; storytelling tradition	Exceptional
Interstate Accessibility	I-95, I-16; 4 hrs from Atlanta, 2 hrs from Charleston	Strong
Competitive Landscape	No comparable local-first network model exists	Favorable

2.2 The Validation Advantage

Savannah offers something no other SEN city can: the ability to test every component of the model in a single, contained market. The 2.2-square-mile historic district is small enough to walk in a day but dense enough to contain hundreds of independent businesses. The tourism infrastructure is mature, meaning visitor behavior is well-documented. The university ecosystem provides both a Fellow pipeline and a built-in market of young consumers who discover local businesses.

Critically, Savannah has the institutional support infrastructure that SEN needs for the City Resource Bridge. The SBO program, SBDC, SBAC, and M/WBE certification processes are active and accessible. These are the exact resources that SEN Fellows will connect businesses to. If the Resource Bridge works in Savannah, it can work anywhere in the corridor.

3. City Economic Profile

3.1 Population & Demographics

Metric	Value	Source / Year
City Population	149,465	Census / WPR, 2026
County Population (Chatham)	309,915	Census / WPR, 2025
Median Age	34.0 years	ACS 5-Year, 2023
Median Household Income (City)	\$57,137	ACS 5-Year, 2023
Median Household Income (County)	\$69,575	Data USA / ACS, 2023
Per Capita Income	\$32,683	Census Reporter, 2024 ACS
Poverty Rate (City)	19.65%	Census / WPR, 2023
Poverty Rate (County)	14.35%	Census / WPR, 2023
Population – Black/African American	51.76%	ACS 5-Year, 2023
Population – White	36.08%	ACS 5-Year, 2023
Population – Hispanic	7.1%	GA Demographics, 2023
Homeownership Rate (County)	56.3%	Data USA, 2023
Median Property Value (County)	\$273,300	Data USA, 2023
Mean Commute Time	20.2 minutes	Census Reporter, 2024

What This Means for SEN

Savannah’s demographic profile reveals a city with significant economic stratification. The median household income of \$57,137 sits well below both the county (\$69,575) and state (\$77,353) figures. The poverty rate of nearly 20% is notably higher than state and national averages. This is precisely the environment where SEN’s economic development layer matters most. The Passport is not just a tourism tool; it is an economic bridge that directs consumer spending toward independently owned businesses, many of which are owned by members of Savannah’s majority-minority population.

The young median age (34) and large university student population create a built-in consumer base that discovers businesses organically. These are the early adopters who will validate or challenge the Passport’s consumer value proposition.

4. Tourism Economy Deep Dive

Metric	Value	Source / Year
Total Annual Visitors	12.9 million	Visit Savannah / Travel & Tour World, 2024
Overnight Visitors	7.2 million	Visit Savannah / Hotel Dive, 2024
Average Stay Length	2.9 nights	Visit Savannah / Hotel Dive, 2024
Total Visitor Spending	\$4.1 billion	Visit Savannah / Travel & Tour World, 2024
Year-over-Year Visitor Growth	2.3%	Visit Savannah, 2024 vs 2023
YoY Spending Growth	4.5%	Visit Savannah / Hotel Dive, 2024
Convention Center Investment	\$276 million expansion	Hotel Dive / GDEcD, 2024
Convention Center Exhibit Space	200,000 sq ft (doubled)	Hotel Dive, 2024
Convention Center Year 1 Revenue	\$15 million+	GA Dept of Economic Dev, 2024
Business/Convention Visitors (State)	17+ million	Gov. Kemp / GDEcD, 2024

4.1 The \$4.1 Billion Question

Savannah's visitor economy generated \$4.1 billion in spending in 2024 alone. This is a staggering number for a city of 149,000 residents. It means roughly \$27,500 in visitor spending per resident, creating one of the highest tourism-to-population ratios in the Southeast.

Yet the question SEN asks is different from the one Visit Savannah asks. Visit Savannah's job is to attract visitors. SEN's job is to ensure that once visitors arrive, they find, support, and return to independently owned businesses rather than defaulting to chains and algorithmically promoted options.

THE SEN OPPORTUNITY CALCULATION

If SEN captures just 0.1% of Savannah's \$4.1 billion in visitor spending and redirects it toward independent small businesses, that represents \$4.1 million in additional or retained local revenue. At 0.5%, the figure rises to \$20.5 million. These are not projections; they are the mathematical scale of the opportunity. The actual capture rate will be determined by Passport adoption and validated through real data during the Savannah trial.

4.2 Tourism Seasonality & Mix

Savannah's tourism economy benefits from relative year-round strength compared to purely seasonal destinations. The city draws leisure travelers primarily in spring (March–May) and fall

(September–November), convention and group travelers year-round thanks to the expanded convention center, and student-related visitors during SCAD events, graduation periods, and campus visit seasons. The 2024 convention center expansion, funded through a \$276 million state and local investment, doubled exhibit hall capacity and added a 40,000-square-foot ballroom with 15 meeting rooms, significantly boosting the business traveler segment.

Implication for Passport Design

The Passport's perk and content strategy must account for this mix. A business traveler attending a three-day convention has different discovery needs than a family on a long weekend. The Personal Introduction feature, where a real human sends a 50-word welcome note with insider recommendations, can be segmented by traveler type once Fellowship data supports it.

5. Small Business Landscape

Over 99.6% of Georgia's businesses qualify as small businesses according to the U.S. Small Business Administration. Savannah's small business ecosystem is particularly vibrant, anchored by a strong independent retail and dining culture, an arts community driven by SCAD alumni entrepreneurship, and a growing service economy.

5.1 Key Small Business Support Organizations

Organization	Type	Services / Relevance	Contact
Savannah Business Opportunity (SBO)	City of Savannah	M/WBE certification; LSBE registration; SAVANNAH FIRST procurement	(912) 652-3582
UGA Small Business Development Center	University of Georgia / SBA	Free consulting, training, business planning	(912) 651-6510
Small Business Assistance Corp (SBAC)	501(c)(3) Nonprofit	SBA-licensed lending; loans up to \$150K for Savannah businesses	(912) 232-4700
SCORE Savannah	Federal / Volunteer	20+ executive consultants; free business mentoring	score.org/savannah
Buy Local Savannah	Nonprofit	Independent business directory; monthly networking; advocacy	(912) 208-0006
Savannah Entrepreneurial Center	City of Savannah	Incubator; startup support; workspace	(912) 651-6450
The Creative Coast	Nonprofit	Tech/creative community hub; startup ecosystem	thecreativecoast.org
Savannah Downtown Business Assoc.	Member Association	Downtown business promotion; shopdowntownsavannah.com	savannahdba.com
Savannah Chamber of Commerce	Member Association	Business resources; networking; member directory	savannahchamber.com

5.2 City Resource Bridge Opportunity

Savannah's small business support infrastructure is robust but fragmented. The SBO office manages M/WBE and LSBE certifications. The SBDC provides consulting. The SBAC provides lending. SCORE provides mentoring. Buy Local provides advocacy. None of these organizations share a unified intake process, and most small business owners do not know which programs they qualify for or how to access them.

This is precisely what the City Resource Bridge solves. SEN Fellows send a 60-second intake questionnaire to city and county agencies, maintain a curated resource directory inside the Passport, push notifications for application deadlines, and personally introduce business owners

to agency staff when needed. In Savannah, the Resource Bridge could connect businesses to M/WBE certification they may not know exists, SBAC lending they may not have applied for, or SBDC consulting they may not have sought.

CITY RESOURCE BRIDGE – SAVANNAH IMPACT SCENARIO

If SEN onboards 35 businesses in Savannah and the City Resource Bridge successfully connects even 10 of them to city resources they were not previously accessing (M/WBE certification, SBAC loans, SBO procurement opportunities), the resulting economic impact per business could range from \$10,000 to \$150,000 depending on the resource. At 10 businesses averaging \$25,000 in newly accessed resources, the Resource Bridge alone generates \$250,000 in small business economic impact. This is measurable, attributable, and replicable.

6. Walkable Business Districts

Savannah's urban grid is one of its greatest assets for SEN. The city was founded in 1733 by James Oglethorpe with a deliberate grid pattern organized around public squares. This 290-year-old design creates a naturally walkable, discoverable environment that is ideal for Passport-driven exploration.

6.1 Historic Landmark District (Primary SEN Zone)

The National Historic Landmark District covers 2.2 square miles and contains 22 of the original 24 planned squares. It is the densest concentration of independently owned businesses in the Savannah market and the primary area where Passport holders will discover and visit businesses.

Key corridors: Broughton Street (primary retail; named a USA Today Top 10 American Shopping Street), Bull Street (galleries, bookstores, restaurants), Whitaker Street (boutiques, dining), Congress Street (nightlife, bars), River Street (tourism-heavy waterfront), and Jones Street (often called the most beautiful street in America).

Commercial rents on Broughton Street average \$49 per square foot as of 2023, reflecting both the district's desirability and the economic pressure independent businesses face from rising costs. Recent national retail tenants like Warby Parker and Faherty have entered the street, but the dominant trend favors unique, locally owned concepts that tourists specifically seek out over mall-available brands.

6.2 Starland District (Emerging SEN Zone)

The Starland District, centered on Bull Street south of the Victorian District, has emerged as Savannah's indie arts and culture hub. Named for the historic Starland Dairy building, this neighborhood is home to galleries (Sulfur Studios), breweries (Two Tides, Service Brewing), coffee roasters (Perc Coffee), cafes (Foxy Loxy, Fox & Fig), vintage shops (Civvies), and art supply stores (Starlandia). It represents the creative entrepreneurial energy that SCAD alumni have brought to Savannah's commercial landscape.

For SEN purposes, Starland is arguably more important than the Historic District because its businesses are more likely to be truly independent, owner-operated, and representative of the gratitude economy ethos. These are the businesses that have a story to tell, that opened because someone believed in something, and that benefit most from intentional consumer discovery.

6.3 City Market

The open-air City Market, anchored on Bryan and St. Julian Streets, has been a commercial center for over 200 years. Today it houses galleries, restaurants, nightlife venues, and artisan shops. For Passport design, City Market functions as a discovery zone where evening and nightlife perks can drive foot traffic to independent establishments that compete with higher-profile chains nearby.

6.4 Tybee Island

Tybee Island, a 20-minute drive east of downtown, is Savannah's beach community and a secondary SEN zone. It offers a distinct seasonal tourism economy with its own independent

restaurant, retail, and recreation ecosystem. Tybee represents an opportunity to test whether the Passport model works in a beach/resort context, expanding the model beyond urban walkable districts.

7. Institutional Partnership Map

SEN's model depends on institutional partnerships at the city level. Unlike a pure consumer app that can launch without local buy-in, SEN's value proposition for businesses includes the City Resource Bridge, which requires active relationships with city agencies, chambers, and support organizations. The following map identifies every potential institutional partner in Savannah and their relevance to SEN.

7.1 Tier 1: Mission-Critical Partners

Savannah Business Opportunity Program (SBO)

The SBO is a City of Savannah program that manages M/WBE certification, the Local Small Business Enterprise (LSBE) program, and the SAVANNAH FIRST purchasing initiative which reserves contracts under \$100,000 for qualified local small businesses. The SBO office conducts monthly certification workshops and is actively seeking to increase participation among eligible businesses.

SEN Alignment: The SBO is the anchor of the City Resource Bridge in Savannah. SEN Fellows can become the bridge between business owners who are eligible for certification but have not applied, and the SBO office that needs more certified businesses in its pipeline. This is a measurable, trackable outcome.

Buy Local Savannah

Buy Local Savannah is a nonprofit organization whose explicit mission is to support and empower independent, locally owned and operated businesses in Chatham County. They maintain a business directory, host monthly networking events, and advocate for independent businesses.

SEN Alignment: Buy Local Savannah is the most naturally aligned organization in the city. Their mission overlaps significantly with SEN's. A partnership could include cross-referencing their business directory, co-hosting events, and positioning SEN as the technology layer that amplifies Buy Local's advocacy with consumer-facing tools.

7.2 Tier 2: Strategic Partners

Savannah Chamber of Commerce

The Savannah Chamber maintains a large member directory, hosts business events, and provides the credibility infrastructure that SEN needs for business-to-business legitimacy. A Chamber endorsement or partnership signals to business owners that SEN is vetted and serious.

Visit Savannah

Visit Savannah is the destination marketing organization responsible for the tourism data cited throughout this report. They manage visitor marketing, the convention calendar, and tourism-related programming. SEN's value to Visit Savannah is clear: the Passport drives visitors to independently owned businesses, diversifying the visitor experience beyond the most heavily marketed attractions and creating repeat visitation incentives.

SBAC (Small Business Assistance Corporation)

The SBAC is a 501(c)(3) nonprofit licensed by the SBA to provide loans up to \$150,000 to businesses within Savannah city limits. For many SEN businesses, access to capital is the primary constraint on growth. The Resource Bridge can connect eligible businesses directly to SBAC's application process.

8. University Ecosystem & Fellow Pipeline

Institution	Students	Type	SEN Relevance
Savannah College of Art & Design (SCAD)	17,500+	Private, Nonprofit Art/Design	\$1B Savannah economic impact; 233+ alumni businesses; creative talent; Fellow pipeline for design, marketing, arts students
Savannah State University (SSU)	~3,200	Public HBCU	Business program students; HBCU community connection; diversity pipeline for Fellows; community economic impact
Savannah Technical College	~2,200 degrees/yr	Public Technical	Workforce development pipeline; hospitality/culinary programs; connections to trade-focused SMBs
South University – Savannah	~1,700 degrees/yr	Private, For-Profit	Business and healthcare programs; adult learner population; limited Fellow fit but consumer market

8.1 SCAD as SEN's Anchor University

SCAD's presence in Savannah is transformative. The university generated \$1.3 billion in economic impact for Georgia in FY2023, with \$1 billion of that concentrated in the Savannah area. SCAD has restored and repurposed over 70 historic buildings, directly shaping the physical landscape of the city. More importantly for SEN, 233+ SCAD alumni have established businesses in Savannah, and 39% of all SCAD alumni remain in Georgia after graduation.

For the Fellow pipeline specifically, SCAD offers programs in business innovation, service design, marketing, and community engagement that align directly with Fellow responsibilities. A SCAD Fellow could bring design thinking to the Resource Bridge intake process, visual storytelling to business profiles, and marketing acumen to Passport consumer acquisition.

8.2 Savannah State University

Savannah State University, Georgia's oldest public HBCU, represents a critical partnership for SEN's commitment to serving the full breadth of Savannah's business community. SSU's enrollment has declined from over 4,000 students in 2016 to approximately 3,200 in 2024, but the university is actively rebuilding and targeting 3,200+ for the coming academic year. SSU's business program students could serve as Fellows with deep community connections in neighborhoods and business corridors that SCAD students may not naturally access.

9. The SEN Economic Case for Savannah

This section presents the economic case for SEN's presence in Savannah using conservative assumptions and verifiable starting points. All projections are designed to be validated or adjusted through real data collected during the Savannah trial period.

9.1 Revenue Opportunity (Consumer Subscriptions)

Metric	Projection	Assumptions
Savannah Passport Downloads (Year 1)	1,000–2,500	Conservative: 0.008–0.019% of 12.9M visitors
Single-City Pass Revenue (\$4.99)	\$4,990 – \$12,475	Tourists visiting Savannah only
Full Corridor Pass Revenue (\$14.99)	\$7,495 – \$18,738	Travelers visiting multiple SEN cities
Founding Member Lifetime (\$49.99)	\$12,498 – \$24,995	First 250–500 members
Year 1 Consumer Revenue Range	\$25,000 – \$56,000	Blended; conservative capture rate

9.2 Economic Impact on Businesses

The more significant economic case is not subscription revenue but the impact on participating businesses. SEN creates value for independent businesses through three mechanisms:

Mechanism 1: Foot Traffic Redirection

When a Passport holder discovers a business through the app, visits it, and leaves a Traveler Mark, that visit represents redirected spending that might otherwise have gone to a chain or algorithmically promoted alternative. If 1,000 Passport holders each make 5 visits to SEN businesses during their Savannah trip and spend an average of \$25 per visit, that represents \$125,000 in directed local spending.

Mechanism 2: City Resource Bridge Economic Access

As described in Section 5, the Resource Bridge connects businesses to city programs they may not be accessing. At an average of \$25,000 in newly accessed resources per connected business, 10 successful connections generate \$250,000 in economic impact.

Mechanism 3: Cross-City Business Connection (Year 2+)

Once SEN operates in multiple cities, the B2B introduction layer connects businesses across the corridor. A Savannah coffee roaster introduced to a Charleston cafe creates a wholesale relationship that benefits both businesses. These connections are measurable through SEN's facilitation data and trackable as revenue generated through the network.

10. Measurable Impact Framework

Every claim SEN makes about its impact must be provable. This framework establishes what will be measured, how it will be measured, and what constitutes success. This is designed for academic rigor and institutional reporting from day one.

Metric	Definition	Data Source	Frequency	Year 1 Target
Businesses Onboarded	Count of businesses with active SEN profiles	App database	Monthly	35 by Month 6
Consumer Passport Downloads	Total downloads / active users	App analytics	Weekly	1,000 by Month 12
Foot Traffic (Bookmarks)	Number of businesses bookmarked for visits	App database	Weekly	3 bookmarks per user avg
Traveler Marks Left	10-word reviews per business	App database	Weekly	50% of users leave 1+ Mark
Perk Redemptions	Total perks redeemed at businesses	App database	Weekly	2 redemptions per user avg
Resource Bridge Connections	Businesses connected to city programs	Fellow reports	Monthly	10 in Year 1
M/WBE Certifications Initiated	Cert applications started via SEN	SBO office verification	Quarterly	5 in Year 1
B2B Introductions Made	Cross-city business connections	Fellow/admin tracking	Quarterly	N/A until Year 2
Business Retention Rate	% of Year 1 businesses renewing	App database	Annually	80%+ retention
Consumer Renewal Rate	% of subscribers renewing	App database	Annually	60%+ renewal
Revenue per Business	Avg economic impact per SEN business	Survey + app data	Annually	Baseline established Year 1

This framework is designed so that every metric can be reported to city agencies, presented to academic reviewers, and shared with potential investors. No vanity metrics. Every number represents either real economic activity or a leading indicator of economic activity.

11. Competitive Landscape

Understanding what already exists in Savannah is essential for positioning SEN correctly. The following assessment identifies platforms and organizations that overlap with some aspect of SEN's value proposition.

Competitor/Platform	Category	What They Do	What They Don't Do	Relationship
Visit Savannah	Destination marketing	Drives tourists TO Savannah	Does not promote specific independent businesses; no consumer relationship after trip	Complementary
Buy Local Savannah	Independent business advocacy	Business directory; networking; advocacy	No consumer-facing app; no perk system; no cross-city network	Partnership target
Yelp / Google Maps	Business discovery	Reviews; search; maps	Algorithm-driven; pay-to-play; no curation; negative review culture	Indirect competitor
Groupon / discount apps	Deal promotion	Consumer discounts	Acquisition voice; devalues businesses; race to the bottom pricing	Philosophical opposite
Savannah DBA	Downtown promotion	Downtown business directory	Downtown only; no app; no traveler relationship	Complementary
Chamber of Commerce directory	Business listing	Member-based directory	Not consumer-facing; no discovery or engagement features	Complementary

The critical finding is that no existing platform in Savannah combines curated business discovery, a gratitude-based consumer relationship, cross-city networking, and city resource bridging into a single system. Each existing organization addresses one slice. SEN integrates them through the Passport and the Fellowship.

12. Savannah Validation Plan

The Savannah validation follows a phased approach with explicit decision gates between each phase. Nothing advances until the prior phase's criteria are met.

12.1 Trip 1: Exploratory (March 1–6, 2026)

Objective: Meet SBO staff, walk commercial districts, have 10+ business owner conversations, document findings, and assess competitive landscape.

Success criteria: At least 3 business owners express interest in SEN concept. Clear understanding of city resource infrastructure. Documented assessment of which districts and business types are strongest fits.

12.2 Trip 2: Relationship Building (~Q2 2026)

Objective: Deepen relationships from Trip 1. Meet specific business owners. Sit with SBO staff for detailed program understanding. Identify first 15 businesses for onboarding. Explore SCAD partnership for Fellow recruitment.

12.3 Trip 3: Activation (~Q3 2026)

Objective: Onboard first 15–20 businesses. Activate Fellow. Launch Passport MVP in Savannah. Begin consumer marketing.

12.4 Decision Gates

Phase 1 to Phase 2: 1,000+ Passport downloads in Savannah AND 80%+ business retention after 3 months. Phase 2 expansion to Charleston/Nashville begins only after these gates are met. If gates are not met within 12 months of Savannah activation, conduct full reassessment before investing in additional cities.

13. Honest Unknowns

Academic integrity requires acknowledging what we do not yet know. The following questions can only be answered through execution in the Savannah market:

1. Will business owners respond to the gratitude economy concept as articulated, or does it need simplification to practical language like 'free marketing' or 'more foot traffic'?
2. What perk level is the sweet spot? Do businesses prefer offering a free item, a small discount, or an experience-based perk? Does this vary by business type?
3. What does consumer adoption actually look like in a single city? Is 1,000 downloads in 12 months realistic, ambitious, or conservative?
4. How do city agencies respond to the Resource Bridge intake questionnaire? Is the SBO office welcoming of an outside partner facilitating access to their programs?
5. Does the Personal Introduction feature create measurable consumer engagement, or is it perceived as marketing noise?
6. What is the real conversion rate from Passport holder to in-store visitor? From visitor to Traveler Mark author?
7. How does seasonality affect Passport engagement in a market like Savannah with year-round but variable tourism?
8. Can Fellows be recruited through university partnerships, or does the unpaid/low-paid model fail to attract quality candidates?
9. What happens when a beloved SEN business closes? What is the off-boarding protocol, and how does it affect consumer trust?
10. What does the competitive response look like if SEN gains traction? Can the gratitude economy model be copied by a well-funded competitor?

These unknowns are not weaknesses. They are the reason Savannah is a validation market, not a launch market. Every question on this list has a measurable answer that will be discovered through execution.

14. Sources & Citations

All data points in this report are sourced from publications dated within five years (2020–2026). Sources are organized by section.

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Appendix A: Business Directory Summary

The accompanying Excel file (SEN-City-Profile-SAVANNAH.xlsx) contains 150 independently owned businesses across 22 categories, organized by district and sub-category. This represents Phase 1 of the directory; the target is 300–400 businesses by Savannah activation.

Categories include: Dining (restaurants, cafes, bakeries), Coffee & Beverages, Breweries & Bars, Retail (boutiques, books, specialty food, gifts, jewelry, florists), Arts & Culture (galleries, museums, studios), Wellness & Fitness, Beauty & Grooming, Home & Garden, Tours & Experiences, Professional Services, Lodging (boutique hotels, B&Bs), Entertainment, Outdoor & Recreation, Markets & Events, Pet Services, Health & Wellness, Creative Services, and Automotive.

Each entry includes: business name, category, sub-category, district/neighborhood, street address, website, phone, owner-operated status, estimated years in business, perk potential, SEN fit score (1–5), notes, Passport status, and source.

Appendix B: City Launch Checklist

The accompanying Excel file includes a complete launch checklist covering Pre-Trip Research, Trip 1 (Exploratory), Post-Trip 1, Trip 2 (Relationship Building), and Trip 3 (Activation) phases, with status tracking, ownership, and timeline fields.

Appendix C: Replication Framework

This Savannah city profile establishes the template for all 15 SEN corridor cities. Each subsequent city profile will include the same core components adapted to reflect that city's specific character, economy, and institutional landscape:

1. Executive Summary with city-specific thesis statement
2. Strategic case for inclusion in SEN corridor
3. City economic profile with sourced demographic data
4. Tourism economy analysis
5. Small business landscape and support infrastructure
6. Walkable business district mapping
7. Institutional partnership identification
8. University ecosystem and Fellow pipeline assessment
9. SEN economic case with conservative projections
10. Measurable impact framework with city-specific targets
11. Competitive landscape assessment
12. City-specific launch plan
13. Honest unknowns
14. Verified sources
15. Business directory (300–400 businesses across all sectors)

The standard is consistent. The content is not cookie-cutter. Each city profile reflects the city, not the template.