

GROW OUR ECONOMY

GAINESVILLE! WHO KNEW?, 2026

Inspired by their participation in the 2024 Wisdom Project Program, Lauren Price and Andy Waterman developed a dynamic storytelling platform that shines a spotlight on Gainesville's history, culture, and people. They call it hidden gems, untold stories, and quirky facts about Gainesville. They even have an entire episode focused on the Wisdom Project. Lauren serves as the podcast's host, while Andy brings each episode to life as the producer and engineer. Together, they've published biweekly professional-quality episodes. The podcast is easy to find and simple to subscribe to through their website: <https://gainesvillewhoknew.com/>.



ICF DRAGON BOAT SIGNAGE, 2018

Lake Lanier Olympic Park hosted the International Canoe Federation (ICF) Dragon Boat World Championships in September 2018; the first ever held in the United States. Preparing to welcome thousands of visitors and more than 1,500 competitors to the largest event at the park since the 1996 Summer Olympics meant having to comply with extensive ICF event-hosting guidelines, including a wide range of signs. The local host committee, through the Lake Lanier Convention & Visitors Bureau, asked Wisdom Keepers to develop an operational event signage plan to meet those guidelines. Wisdom Keepers developed requirements matrix which was used to survey the host committee subgroups, define their needs, and develop a signage plan for the host committee working group to implement. Clear signage contributed to the overall success of the event for visitors, competitors, and event organizers. The work on the signage plan was even more satisfying when Team USA won the "Nations Cup" for earning the highest points total during the Championships!

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HARBOR TOWN LAKESIDE DEVELOPMENT, 2017

Excited about the potential benefits for Hall County residents from a major mixed-use lakeside development, Vision 2030, a community project of the Greater Hall County Chamber of Commerce, set a long-term goal of advocating for “HarborTown.” After years of research and site placement, the group was disappointed when the U.S. Army Corps of Engineers, which manages Lake Lanier, denied the planned residential units. With Wisdom Keeper help and research using Freedom of Information Act requests and the Congressional Inquiry process, residential exceptions at other Corps-managed developments were identified, together with the process for seeking an exception. These findings helped Vision 2030 continue to work with the commercial developer on options to move forward with this important economic project for Hall County.

GAINESVILLE AIRPORT, 2015

Gainesville’s Lee Gilmer Memorial Airport management team was looking for ways to increase revenue. Runways constructed in WWII were arbitrarily assigned an aircraft weight limit of 40,000 pounds by the Department of Defense and airport officials asked Wisdom Keepers to help find a way to fund a drill core study to measure actual load capacity. By focusing the attention of Gainesville and Hall County Government officials on data showing how increased air traffic from corporate jets is a positive economic for the community, a job creator and a revenue generator, Wisdom Keepers helped secure joint funding from them for the study. The core study results revealed that the runway could handle aircraft up to 100,000 pounds, which opened the way for all larger corporate jets to land in Gainesville and reach area businesses.

