



## City of Jonesboro Proposal

**Event Dates:** October 17–19, 2025

**Primary Locations:** Tara Theatre (Atlanta) & Downtown Jonesboro

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### Overview

The *Trans Am Takeover – Georgia* is a three-day celebration of **Smokey and the Bandit**, highlighting **Jonesboro's role in the iconic 1977 film**. This event will attract car enthusiasts, fans, and national attention, while delivering a **direct economic boost** to local businesses and reinforcing Jonesboro's place in film history.

### Key Features:

- Recreation of the original 1977 red carpet premiere at **Tara Theatre**
  - **100–200 Trans Ams and replica movie vehicles** displayed in **Downtown Jonesboro**
  - **Movie memorabilia** and historic displays at **Arts Clayton Gallery**
  - **Cast, crew, and local witnesses** sharing behind-the-scenes stories
  - **Live music** from original members of Jerry Reed's touring band
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## Event Schedule

### Friday, October 17, 2025 – Tara Theatre, Atlanta

**Time:** 2:00 PM – 10:00 PM

- Red carpet recreation and VIP arrivals
- Fan photo opportunities with cars and movie replicas
- Exclusive *Making of Smokey and the Bandit* feature presentation

**Community Benefit:** Launches the weekend with high media visibility, drawing attention to Jonesboro's connection to the film.

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### Saturday, October 18, 2025 – Downtown Jonesboro

**Features:**

- **100–200 Trans Ams and replica cars**, including the *Snowman* semi-truck & trailer
- **Local vendors and food trucks** (priority for Jonesboro-based businesses)
- **Filming location tours** highlighting Jonesboro's movie heritage
- **Arts Clayton Gallery** display of original memorabilia and estate items
- Live performance by **The Bandits**, performing Jerry Reed's music from the film
- **Family-friendly activities, and fan meet & greets**

**Community Benefit:** Brings thousands of visitors to Downtown Jonesboro, driving local restaurant, retail, and vendor sales.

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### Sunday, October 19, 2025 – Car Cruise

Cruise to Stone Mountain with stops at several filming locations along the way

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## Special Guests

### Cast & Extras

- **Linda McClure** – “Wynette Snow,” firsthand stories from filming and working with Hal Needham and Jerry Reed
- **Mark Myers** – “Car Vandal,” local business owner and on-set witness to Hal Needham & Burt Reynolds
- **Caye Jones Barnett** – “Girl at Semi Door,” Jonesboro resident and fan-favorite storyteller
- **Silas Laubmann** – “Boy Jumping on Bandit’s Back,” lifelong Atlanta resident with behind-the-scenes photos

### Crew & Stunt Guests

- **Gary Oldknow** – Original filming grip
- **PJ Maloney** – Original filming security with exclusive stories
- **Justin DeRosa** – Stunt professional sharing Hal Needham stories
- **Victoria Bolt** - Stuntwoman and former assistant to Burt Reynolds

### Musical Guests

- **The Bandits** – Featuring original Jerry Reed touring members

### Estate & Historical Representatives

- **TBA – Burt Reynolds Estate** – Display items and Q&A
- **TBA – Mike Henry Estate** – Display items and stories about Jonesboro’s impact on his career

### Local Photographers & Witnesses

- **Carla Jones Guildry** – Photos
  - **Curtis Lanclose** – Photos
  - **Karrie Cromer** – Photos
  - **Lori Mosley** – Photos
  - **Joey Perry** – Photos
  - **Camile Jones Morgan** – Stories
  - **Andy Evans** – Stories
  - **Kevin Moon** – Stories
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## Economic & Tourism Impact

Hosting *Trans Am Takeover – Georgia* provides **direct and indirect benefits** for Jonesboro and Clayton County:

### Attendance Estimates

- **1,000–3,000 visitors** over the 3-day weekend
- **50% out-of-town visitors** traveling specifically for the event

### Lodging & Visitor Accommodations

- Jonesboro has **limited hotel capacity**, so most guests will stay in **Morrow, College Park, Forest Park, and Stockbridge**
- Estimated **200–400 room-nights** booked in surrounding areas
- **\$22,000–\$54,000** in regional lodging revenue

### Restaurant & Retail Impact

- Visitors spend **\$60–90 per person, per day** on food, shopping, and gas
- **\$60,000–\$200,000** estimated direct spending over the weekend

### Local Vendor Opportunities

- Food trucks, local shops, and pop-up vendors in Downtown Jonesboro
- **\$20,000–\$40,000** estimated local vendor revenue

### Tourism & Cultural Exposure

- Media coverage will **promote Jonesboro as a filming destination**
  - Post-event photography and video content continue to **drive tourism**
  - Supports the **long-term cultural identity** of Jonesboro
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## Opportunities for City Support

To maximize the event's success and local impact, we are seeking **partnership with the City of Jonesboro** in the following areas:

### 1. Logistical Support:

- Temporary Main Street closures
- Directional signage and traffic assistance
- Police presence for event safety

### 2. Tourism & Marketing Partnership:

- Event inclusion on the city website and social media
- Promotion through local tourism networks

### 3. Vendor Coordination:

- Streamlined permits for Jonesboro-based vendors and food trucks
- Priority placement for local businesses

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## Projected Benefits to Jonesboro

- Positive **regional and national recognition** as a film heritage destination
- Potentially **hundreds of thousands in visitor spending** across the region
- **Direct support of local businesses** through vendor opportunities
- Strengthening **Jonesboro's cultural and tourism footprint**