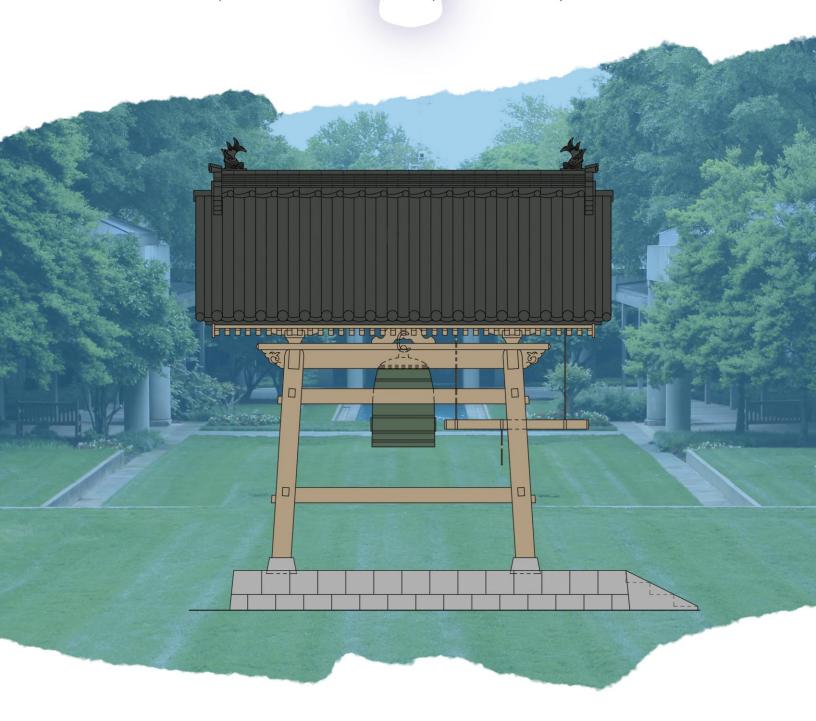
The Carter Center Peace Bell

Help Build the Georgia-Japan Friendship Tower













The Carter Center Peace Bell











Purpose

Japan and Georgia share a long history of friendship, economic ties, cultural, educational, and social exchange. To celebrate this long-lasting connection, the Japan-America Society of Georgia, Japanese Chamber of Commerce of Georgia, Consulate General of Japan in Atlanta, and JETRO Atlanta seek to construct a belltower for the Peace Bell housed at The Carter Center as a symbol of friendship between the people of Japan and Georgia. Through the project, various Japanese-affiliated organizations in Georgia will partner to showcase not only each group's own unique organizational history but also to highlight the cultural, educational, economic, and social impact Japan has had in Georgia, and Georgia on Japan. By raising more awareness this important bilateral relationship, the Japanese community looks forward to leaving a legacy of peace and understanding among people of all backgrounds for future generations to celebrate and enjoy.

Project Concept & Proposal

- Partner with Konu-cho (Miyoshi City, Hiroshima Prefecture) to build a replica Bell Tower for the Peace Bell at The Carter Center in Atlanta, Georgia modeled after the Shoro-Do Bell Tower at Shoganji Temple in Konu-cho, where the Peace Bell originated in Japan
- Construct memorial plaque telling the story of the Peace Bell



- Develop local, regional, and national, and international marketing partnerships to maximize public exposure of the project and the Georgia-Japa connection
- Create additional opportunities for cultural exchange where possible, such as workshops in Atlanta on Japanese carpentry techniques and other topics and themes.
- Publish a illustrated story of the Peace Bell to highlight history of Georgia-Japan relations and unique economic, business, cultural, educational, and social ties between Georgia and Japan
- Project timeline to be determined; possible target completion date is JapanFest in September 2022 or President Carter's birthday on October 1, 2022.

Estimated Costs

Tentative Construction Materials, Supplies & Preparation in Japan

Item	Amount	Description
(1) Temporary construction	\$3,500	Scaffold, Temporary Sheet, etc.
(2) Stone and foundation work	\$25,000	Materials are secured and processed in Japan, and then shipped to the site (assuming the Carter Center in Atlanta). Foundation is constructed there.
(3) Wood works	\$83,000	Secure materials in Japan, process them, send to the site, and assemble them there Material cost: \$30,000 Processing fee: \$43,000 Assembly work, etc. at the site: \$10,000
(4) Roof tile works	\$23,000	Secure tiles & accessories from Japan and send them to the site to perform installation work at the site.
(5) Hardware works	\$2,000	Manufacture of metal fittings for hanging bells, manufactured in Japan and sent to the site.
(6) Making wooden bell hammer	\$2,000	The bell hammer is a large bar/stick that "strikes" the bell. The material is secured in Japan and processed and sent to the site.
(7) Misc. Expenses	\$21,500	General administrative expenses + consumption tax
TOTAL	<u>\$160,000</u>	

Tentative Equipment, Supplies, Travel & Preparation in U.S.

ltem	Amount	Description		
(1) Shipping	\$15,000	Shipping costs from Konu-cho/Miyoshi-shi		
		(Hiroshima Prefecture) to Atlanta, Georgia		
(2) Travel to Atlanta	\$12,500	Travel for carpenters from Konu-cho to Atlanta		
for JPN carpenters		\$2,500 x 5 carpenters/coordinators		
(3) Hotel in Atlanta for	\$40,000	Housing for carpenters from Konu-cho in Atlanta		
JPN carpenters		\$200 x 40 nights x 5 carpenters/coordinators		
(4) Per Diem in Atlanta	\$20,000	Per Diem for carpenters from Konu-cho in Atlanta		
for JPN carpenters		\$100 x 40 days x 5 carpenters/coordinators		
(3) Equipment	\$12,500	Rental charges for cranes, scaffolding, etc. onsite		
TOTAL	\$100,000			

Groundbreaking & Opening Ceremony

Item	Amount	Description
(1) Groundbreaking Ceremony	\$5,000	Materials, Supplies, Food & Beverage
(2) Opening Ceremony	\$35,000	Materials are secured and processed in Japan, and then shipped to the site (assuming the Carter Center in Atlanta). Foundation is constructed there.
TOTAL	\$40,000	

JPN Costs	US Costs	Event Costs	Total
\$160,000	\$100,000	\$40,000	\$300,000

Project Timeline

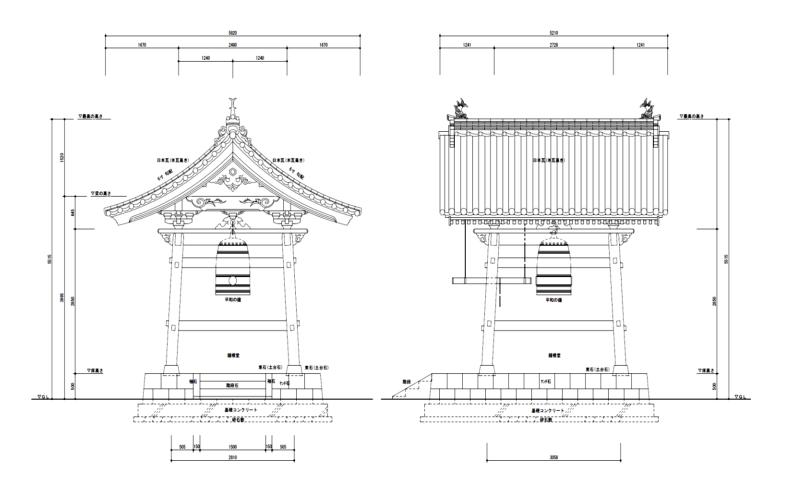
The following are some of the options in the way materials are procured. In Japan, for these types of special buildings, it is common to start by selecting the materials at the standing tree stage. If there is not enough time to do so, commercialized materials are used. Proposal A is preferred to build a fine and "long-lasting" belfry.

Year & Month	Proposal A	
2021 June		
2021 July		
2021 August	Logging and Procurement of Material Trees	
2021 September		
2021 October	Drying of Wood	
2021 November		
2021 December	Logging	
2022 January	Drying after Logging	
2022 February		
2022 March	Material Processing	
2022 April		
2022 May	Equipment Transportation Preparation	
2022 June	Equipment transportation	
2022 July	Onsite work (foundation work)	
2022 August	Onsite work (carpentry & tile construction)	
2022 September	Completion	

* About "Onsite Work"

The following three processes are considered, and each construction period is as follows.

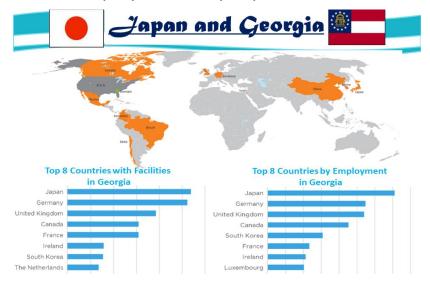
Item	Headcount	Period
(1) Stone and foundation work	Three	10-15 days
(2) Wood works	Three to four	10 days
(3) Roof tile works	Three	10 days



Georgia-Japan History & Connections

- ❖ 1966 Governor Carl Sanders helped establish a Sister State/Prefecture relationship between Georgia and Kagoshima, Japan
- ❖ 1937 Governor Jimmy Carter opened Georgia's first international Trade and Tourism Office in 1973 in Tokyo, Japan
- ❖ 1974 Japan established a Consulate General of Japan in Atlanta to oversee 5 Southeastern States (AL, GA, NC, SC, and VA)
- ❖ 1976 Governor George Busbee helps Georgia become a charter member of the Southeastern United States (SEUS) Japan Alliance
- ❖ 9,000+ Japanese people (18,000+ people with Japanese ancestry) live in Georgia
- ❖ Japan and Georgia share 11 Sister City Relationships with Japan...
 - Elberton Mure
 - Americus Miyoshi
 - Gainesville-Izunokuni
 - Atlanta Fukuoka
- LaGrange Aso
- Augusta- Takarazuka
- Macon Kurobe
- Savannah Shimizu
- Columbus Kiryu
- Rome Kumamoto
- Dublin Osaki

❖ 650+ Japanese Affiliated Companies in Georgia who have invested \$10.5 billion and employ 30,000+ people in the state



- Georgia's imports from Japan in 2019 was \$6.5 billion
- Georgia's exports to Japan in 2019 amounted to \$1.4 billion
- Over 50 Georgia companies have operations in Japan
- 31,300 Japanese tourists visited Georgia spending over \$74.4 million in 2018
- ❖ 2019 Georgia-Japan Legislative Caucus formed to sustain and enhance economic and cultural relationships between Japan and the state of Georgia



Georgia-Japan Community & Promotional Outreach Opportunities





280

Corporate Members



1,200

Business Contact Reps



400+

Ind. & Family Members

EVENTS



150+

Japanese Events Each Year



25,000+

Annual Attendance at Events

DIGITAL REACH \rightarrow 100,000+



35+

USG Study Abroad JPN Programs



100+

US-Japan Exchanges each Year



50+

Classrooms Visited each Year

Sponsorship & Donation Packages

www.bit.ly/GA-JPN-Peace-Bell-Donate

TITLE Sponsor /Donor - \$150,000 x 1

- Name on foundation/platform of Peace Bell Tower
- Naming rights as presenting company of Georgia-Japan Peace Bell Project
- Invitation to VIP reception at Georgia-Japan Peace Bell Groundbreaking, Opening Ceremony, and other special events at The Carter Center in Atlanta, Georgia
- 3 tables of 10 (30 total guests) at Peace Bell Groundbreaking and Opening Ceremony
- Two 30 second company commercials presented at Opening Ceremony
- Company logo projected at Opening Ceremony
- 2 Full-page color advertisements in Peace Bell Project Program Book
- Company logo & link placed on homepage of the JASG/JCCG website
- Company logo & link prominently placed on project landing page and sponsor page of website
- Logo prominently placed in signage at Groundbreaking/Opening Ceremonies & other events
- Recognition as Title Sponsor in all project news, press releases and promotional materials
- Announcements as Title Sponsor during JASG/JCCG programming

DIAMOND Sponsor /Donor - \$50,000 x 2

- Name on foundation/platform of Peace Bell Tower
- Invitation to VIP reception at Georgia-Japan Peace Bell Groundbreaking, Opening Ceremony, and other special events at The Carter Center in Atlanta, Georgia
- 2 tables of 10 (20 total guests) at Peace Bell Groundbreaking and Opening Ceremony
- 30 second company commercial presented at Opening Ceremony
- Company logo projected at Opening Ceremony
- 1 Full-page color advertisement in Peace Bell Project Program Book
- Company logo & link placed on home page of the JASG/JCCG website
- Company logo & link prominently placed on project landing page and sponsor page of website
- Logo prominently placed in signage at Groundbreaking/Opening Ceremonies & other events
- Recognition as Diamond Sponsor in project news, press releases & promotional materials
- Announcements as Diamond Sponsor during JASG/JCCG programming

PLATINUM Sponsor /Donor - \$25,000

- Invitation to VIP reception at Georgia-Japan Peace Bell Groundbreaking, Opening Ceremony, and other special events at The Carter Center in Atlanta, Georgia
- 1 table of 10 (10 total guests) at Peace Bell Groundbreaking and Opening Ceremony
- Company logo projected at Opening Ceremony
- Half-page color advertisement in Peace Bell Project Program Book
- Company logo & link placed on homepage of the JASG/JCCG website
- Company logo & link prominently placed on project landing page and sponsor page of website
- Logo prominently placed in signage at Groundbreaking/Opening Ceremonies & other events
- Recognition as Platinum Sponsor in project news, press releases & promotional materials
- Announcements as Platinum Sponsor during JASG/JCCG programming

GOLD Sponsor /Donor - \$10,000

- 5 guests invited to at Peace Bell Groundbreaking and Opening Ceremony
- Company logo projected at Opening Ceremony
- Quarter-page color advertisement in Peace Bell Project Program Book
- Company Logo placement on Peace Bell Project T-Shirt
- Company logo & link placed on homepage of the JASG/JCCG website
- Logo placed in all signage displayed at Groundbreaking/Opening Ceremonies & other events
- Recognition as Gold Sponsor in all project news, press releases and promotional materials
- Announcements as Gold Sponsor during JASG/JCCG programming

SILVER Sponsor /Donor – \$5,000

- 2 guests invited to the Peace Bell Groundbreaking and Opening Ceremony
- Company name recognition in Peace Bell Project Program Book
- Company name placement on Peace Bell Project T-Shirt
- Company name & link placed on homepage of the JASG/JCCG website
- Name placed in all signage displayed at Groundbreaking/Opening Ceremonies & other events
- Recognition as Silver Sponsor in project news, press releases & promotional materials
- Announcements as Silver Sponsor during JASG/JCCG programming

BRONZE Sponsor /Donor - \$2,500

- 2 guests invited to Peace Bell Groundbreaking and Opening Ceremony
- Company name recognition in Peace Bell Project Program Book
- Company name placement on Peace Bell Project T-Shirt
- Company name & link placed on homepage of the JASG/JCCG website
- Name placed in all signage displayed at Groundbreaking/Opening Ceremonies & other events
- Recognition as a Bronze Sponsor in all project news, press releases and promotional materials
- Announcements as a Bronze Sponsor during JASG/JCCG programming

PEACH Sponsor /Donor - \$1,000

- 2 guests invited to Peace Bell Groundbreaking and Opening Ceremony
- Company name recognition Peace Bell Project Program Book
- Company name placement on Peace Bell Project T-Shirt
- Company name & link placed on homepage of the JASG/JCCG website
- Name placed in all signage displayed at Groundbreaking/Opening Ceremonies & other events
- Recognition as Peach Sponsor in all project news, press releases and promotional materials
- Announcements as Peach Sponsor during JASG/JCCG programming

Please consider making a tax-deductible contribution to help us promote peace & friendship if you are not able to sponsor (donors over \$100 receive a T-Shirt | over \$500 will be included in the program book)

Please join us in making a financial contribution to help fund the construction of the Peace Belltower and help promote friendship, respect and peaceful understanding between the people of Japan and the United States No contribution is too small and you are welcome making your donation recurring on monthly basis to lighten the amount you would contribute at one time. Your **tax-deductible donation** will be put to good use in the coming year and beyond. If you would like to designate a gift in honor of a friend, client or family member, we would be happy to acknowledge your gift in honor of your kindness. You may wish to check to see if your employer matches your charitable contributions.

Peace Bell Sponsorship-Donation www.bit.ly/GA-JPN-Peace-Bell-Donate

<u>Sponsorship Packages – www.bit.ly/GA-JPN-Peace-Bell-Donate</u>

	<u>Title</u>	<u>Diamond</u>	<u>Platinum</u>	<u>Gold</u>	<u>Silver</u>	<u>Bronze</u>	<u>Peach</u>
Price	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Presenting Sponsor	•	-	-	-	-	-	-
VIP Invitation	•	•	•	-	-	-	-
Opening Ceremony & Events	30 Guests	20 Guests	10 Guests	5 Guests	2 Guests	2 Guests	2 Guests
Opening Commercial	2 x 30 second	30 second	-	-	-	-	-
Logo/Name Projection at Event(s)	Company Logo	Company Logo	Company Logo	Company Logo	Company Name	Company Name	Company Name
Program Ads	Full Page Color	Full Page Color	½ Page Color	¼ Page Color	-	-	-
Bell Project Merch	Logo	Logo	Logo	Logo	Name	Name	Name
Website	Logo & Link on website	Logo & Link on website	Logo & Link on website	Logo & Link on website	Name & Link on website	Name & Link on website	Name & Link on website
Signage	Logo	Logo	Logo	Name	Name	Name	Name
Recognition in all PR materials	•	•	•	•	•	•	•

Georgia-Japan Peace Bell Sponsorship & Donationhttps://bit.ly/GA-JPN-Peace-Bell-Donate

Background of the Peace Bell at The Carter Center



Kazuhisa Konoma, Chairman of Georgia Nihonjin Shokokai (left), and the Honorable Takayuki Kimura, Consul General of Japan, greet President Carter on the occasion of the dedication of the Peace Bell.

During World War II, a large temple bell from Shoganji Temple in Konu, Hiroshima was confiscated by the Japanese navy as a source of metal to make ammunition. The bell had been cast in 1820 for the 350-year-old Shoganji Temple. However, before the bell could be turned into bullets, the war ended.

The story of how the bell made its way to England is unknown, but it resided for a time with an Englishman, James Taylor. His son, Milos Taylor, discovered the bell in 1958 while sorting through the belongings of his father in England. In 1982, Milos moved to East Orange Park, Florida with the bell. In 1985, before returning England, Milos put the bell up for sale. The Japanese Chamber of Commerce in Atlanta and the Consulate General of Japan in Atlanta solicited donations and purchased the bell.

On July 24, 1985, Consul General of Japan in Atlanta Tadayuki Nonoyama and Hiromitsu Araki, Chairman of the Japanese Chamber of Commerce presented the bell on behalf of the Japanese

community to President and Mrs. Carter to commemorate the construction of The Carter Center and the groundbreaking of the Japanese Garden, and in appreciation for President Carter's work promoting world peace. Kazuhisa Konoma, Chairman of the Japanese Chamber of Commerce and Consul General Takayuki Kimura dedicated the Peace Bell in April 1989.

When Hajime Akiyama, a member of the Japanese Diet, visited the Carter Center after the bell was donated, he confirmed that the bell was inscribed with "Entsusan Shoganji, Kodomura, Bingo Province." On September 26, 1987, Mr. Akiyama, together with Noriyuki Oku, former Consul General of Japan in Atlanta, visited Shoganji Temple and met with the temple's priest, Tomoo Terashi, and representatives of the temple's parishioners. They reported that Shoganji's temple bell had been donated to President Carter. When Shoganji learned that the former temple bell was being stored at the Carter Center as the "Peace Bell," it welcomed the fact that the Carter Center is an organization that pursues peace and agreed to have it remain at The Carter Center.

On October 21, 1990, President Carter visited Konu-cho with Amy. His visit consisted of the unveiling of a monument featuring President



Carter's handwritten message at Shoganji Temple and his expectations for world peace and mutual exchange through the "Bell of Friendship." In the same year the people of Konu made a replica of the bell and gave the original back to the Carter Center.





In 1994 President Carter visited Konu once again for the Civic Center's opening and ribbon cutting ceremony. Now, Konu's main street is named Carter Avenue. There is a Carter Station on that same street. If you follow Carter Avenue out of town and turn right, you enter Carter Hills, pass the Carter Baseball Stadium and finally come to the Civic Center and four houses built to look like they came from Plains, Georgia. Two of the houses are for visitors to stay in, one holds an art collection, and the last is a restaurant called Amin. Many of Konu's farmers took to growing "Carter Peanuts," and there is a Carter Peanut Festival each year in November.

Ever since President Carter's visit, many of the ninth graders graduating from Konu Jr. High School go to Atlanta, Americus, and Plains, Georgia each year to visit, do homestays, and meet President Carter. And, in return, the people of Konu have hosted delegations from Americus. The two municipalities concluded a friendship city agreement in 1995.

Belltower at Shoganji Temple in Konu, Miyoshi, Hiroshima, Japan



Similar Bell & Belltower at Birmingham Botanical Garden





A Graphic Manga & Illustrated Story



Page 1



Page 2



Jimmy Carter 1980s portrait

STEERING COMMITTEE

JPN Consulate CG K. Takeuchi DCG M. Fukunaga Consul K. Inoue Consul A. Yasuda Carter Center Phil Wise Meagan Martz

AmericusGayla Braziel

JASG
Al Hodge
Jessica Cork
Yoshi Domoto
Tom Harrold
Ben Greer

JCCG Nagachika Kikuno Yuichi Arai **JETRO**Takuya Takahashi

Government
Affairs Committee

Consulate Staff Yumi Yamazaki Colwell

PR & Marketing Committee

Jessica Cork
Takuya Takahashi
Meagan Martz
James Hoadley
Martin Long
Yuichi Arai
Sophie Monsibais

Fundraising Committee

Tom Harrold Ben Greer Nozomi Morgan Yoshi Domoto

Design & Build Committee

Naoki Noda Robert Marsh Jim Whitcomb

Opening Ceremony Committee

TBD

Steering Committee

The steering committee is the main planning body of the project and oversees the various sub-committee and project action plans. Its main concern is making strategic decisions concerning the final realization of the Peace Bell Shoro-do Belltower. It makes decisions about which of the presented planning processes will be achieved, and which will not. It is responsible for the management of the long-term project, monitors the planning activities at the strategic level, verifies the project's coherence with established aims, and keeps determined structures in place including costs and deadlines. The Steering Committee will consider any proposed changes and accept and necessary modifications to the plan to ensure the success of the project. The committee shall create working groups and sub-committee, with whom the committee will work to realize the project.



Government Affairs Committee

The Government Affairs Committee will be responsible for the development and maintenance of healthy and favorable public image of the Peace Bell Project and the people of Japan within the State of Georgia and within the U.S. The Committee will coordinate communication among government officials in Atlanta, Americus, Georgia and Konu-cho/Miyosh-shi, Hiroshima Prefecture, and Japan. It shall actively promote efforts to build connections with community, civic, and governmental organizations at the local, regional, national, and international level and other centers of influence.



PR & Marketing Committee

The Government Affairs Committee will be responsible for the development and maintenance of the Peace Bell Project's PR & marketing materials and efforts to ensure high visibility of the project at the local, regional, national, and international level. The purpose of the Marketing Committee shall be to ensure ongoing, high-quality promotion of the project and develop media relations and cultivate useful relationships among key groups of stakeholders, including to provide sufficient value to – and get sufficient value from – each group.

Form PR & Marketing Sub-Committee

Create Media/Marketing Plan, Release, & Form Media/Marketing Partners

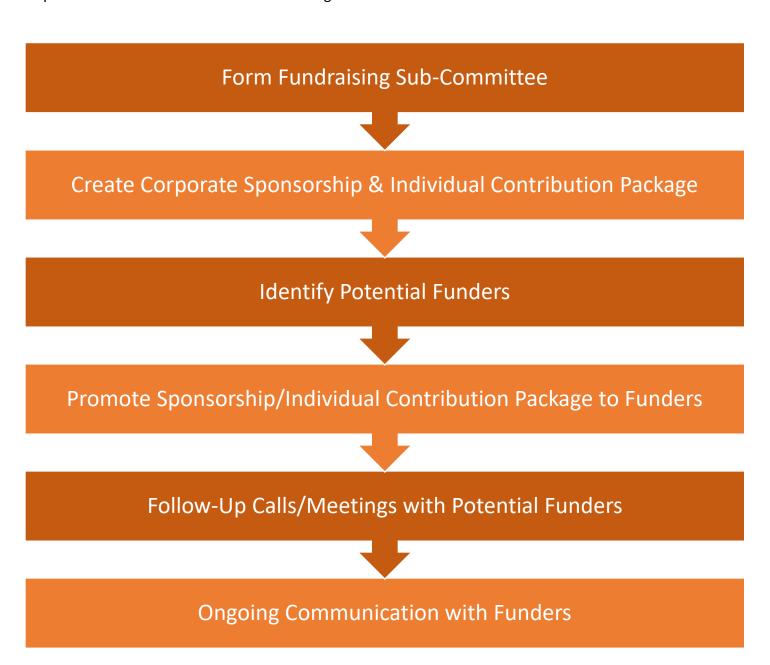


Public Announcement of Project & Design Unveiling



Fundraising Committee

The Fundraising Committee will be responsible for the development of the Peace Bell Project's various fundraising efforts, including sponsorship recruitment, individual donation requests, crowd funding, foundation support, and other gift-giving ventures, and oversees the preparation of grant proposals and other projects required for the solicitation of external funding.



Design & Build Committee

The Design & Build Committee will be responsible for overseeing the designing of the Peace Bell shoro-do belltower and manage the construction process of the structure at The Carter Center. The Committee shall review architectural drawings, collaborate with carpenters in Japan to communicate necessary preparations for traditional Japanese building techniques, development of a build schedule, and implementation of safety plan. Permitting and other necessary licenses and inspection approvals will also be coordinated by committee.

Confirm Tentative Cost of Belltower Structure



Form Bell Peacetower Design & Build Sub-Committee



Request for Proposal + Confirm Design & Build Partners

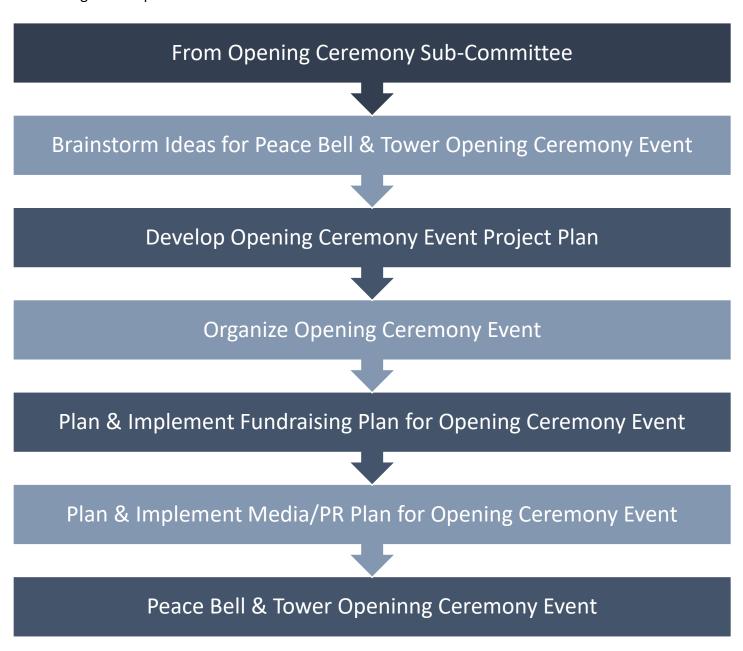


Start Design & Build Project with Contractors/Vendors



Opening Ceremony Committee

The Opening Ceremony Committee will be responsible for development and management of the Peace Bell Project events, meetings and activities. Programs, including Groundbreaking Ceremony and Opening Ceremony, will be planned to attract business, cultural, educational, political, and other community leaders from Georgia and Japan.



Partner Organizations

- Japan-America Society of Georgia
 - Al Hodge ahodge@hodgeconsultingservices.com
 - Jessica Cork jessicacork@ykk.com
 - Yoshi Domoto yoshi@jasgeorgia.org
 - o Tom Harrold <u>Tom.Harrold@millermartin.com</u>
 - o Ben Greer Ben.Greer@alston.com
- Japanese Chamber of Commerce of Georgia
 - o Nagachika Kikuno <u>nagachika.kikuno@dexerials.com</u>
 - Yuichi Arai arai@jccg.org
- Consulate General of Japan in Atlanta
 - Kazuyuki Takeuchi kazuyuki.takeuchi@mofa.go.jp
 - o Mamoru Fukunaga mamoru.fukunaga@mofa.go.jp
 - o Ayako Yasuda ayako.yasuda@mofa.go.jp
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- JETRO Atlanta
 - Takuya_Takahashi <u>Takuya Takahashi@jetro.go.jp</u>
- City of Americus
 - o Gayla Braziel gbraziel@sumterschools.org
- City of Atlanta
- Georgia Department of Economic Development
- Konu-cho
 - o Sugihara
 - Steve Leeper <u>steve@peaceculturevillage.org</u>
 - o Kazuki Minami minami.kazemachi@gmail.com
 - o Warren Tang theoretique@gmail.com
- The Carter Center
 - o Phil Wise phil.wise@cartercenter.org
 - Meagan Martz <u>meagan.martz@cartercenter.org</u>