



THE COMMUNITY REBOOT SERIES | A FREE, ADAPTABLE EXECUTIVE BLUEPRINT

HubCity

How a small town can use AI, local pride, and a \$10,000 pilot to create opportunity

“Cordele’s railroad helped build its past. Its young people can help build its future.”

A concept inspired by Cordele, Georgia — the Watermelon Capital of the World — and designed to help any community imagine its own next chapter.

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Important: HubCity is a proposed community concept, not a launched app, an official city program, or a commitment from any partner. Its ownership, governance, branding, and implementation should be determined by Cordele residents and participating organizations.

1 | Executive summary

HubCity is a proposed mobile-friendly community platform paired with real-world activities, youth entrepreneurship, tourism, and a two-way idea exchange. The goal is not to create another government-style information app. It is to give residents a reason to participate, celebrate their hometown, invite visitors, and earn income.

The Cordele concept brings together its watermelon identity, railroad heritage, local businesses, community assets, and I-75 traveler traffic. Residents could play local challenges, explore railroad stories, discover shops, create products, attend events, and propose ideas for community action.

The model in one sentence

Celebrate what makes a town distinctive, use AI to make creation easier, and turn attention into learning, participation, and locally retained revenue.

What success looks like

- Young people help design the experience and earn through products, services, and paid project roles.
- Busy adults can create low-maintenance digital products that may generate repeat sales.
- Local merchants gain discoverability and a measurable way to reach residents and travelers.
- Residents submit ideas and receive visible follow-up from participating community partners.
- The community tests a 90-day pilot before committing to a larger investment.

2 | The Cordele opportunity

Watermelons: Transform a celebrated identity into year-round games, stories, souvenirs, recipes, and shareable digital challenges. Railroads: Use Hub City heritage to frame the experience and build an educational railroad passport. Energy and innovation: Explore local power history through youth-created STEM content. I-75: Invite travelers already stopping nearby to discover local experiences and businesses.

These are opportunities to investigate with local residents and organizations, not proof of unmet demand. Validate the availability of attractions, site permissions, transportation, accessibility, and visitor behavior before launch.

3 | What the HubCity app could include

Experience	What residents and visitors do
Melon Mania	Weekly watermelon trivia, family challenges, rewards and shareable achievements.
Hub Express	Railroad history stories, safe QR-code stops, virtual passport and local discovery.
What’s Poppin’	Family events, youth showcases, movie nights, markets and community calendar.
Hub Buzz	Youth-produced interviews, hometown heroes, videos, podcasts and local stories.
HubCity Mall	Local business discovery, creator storefront links, digital products and specials.
Creator Station	AI skills, entrepreneurship projects, paid services and digital-product workshops.
Make It Happen	Submit ideas, vote on priorities and track “You Said, We Did” responses.

4 | How AI helps everyday people

AI is the productivity layer, not the decision-maker. It can help residents turn a rough idea into a first draft without requiring programming or a large agency budget. Human review remains essential.

Need	Practical AI-assisted workflow
Brand and storytelling	Generate names, campaign concepts, visitor copy, social posts and story outlines.
Youth media	Draft interview questions, scripts, captions, storyboards and editing plans.
Local tourism	Research candidate attractions; draft trivia, route descriptions and multilingual guides.
Commerce	Brainstorm digital products, write listings and draft promotional campaigns.
Community input	Summarize anonymized themes and prepare readable reports for human review.
No-code app	Prototype pages, forms, listings and basic workflows using a no-code platform.

Sample prompt: “Act as a rural community innovation coach. Our town is known for [three local assets]. We have \$10,000 and want to engage teenagers, attract customers, and involve residents. Propose three safe, realistic 90-day pilot activities, a simple budget, possible revenue, partners to approach, and questions we must validate before launching.”

5 | How people can earn

Youth: learn, create, get paid

Students could make printable railroad games, watermelon-themed activity books, short business videos, social-media graphics, visitor guides, and original merchandise designs. They can earn from digital sales, client projects, and budgeted stipends for app content and community events.

Busy adults: create once, sell repeatedly

A parent working multiple jobs might create a \$9 road-trip activity pack, a local recipe ebook, printable party games, or a beginner guide based on skills they already have. Automated checkout and delivery can reduce fulfillment work. This is repeat-sale income, not guaranteed passive income; marketing, updates, fees, taxes, and support still require time.

Illustrative scenario	Gross receipts (before costs)
30 sales of a \$9 downloadable pack	\$270
50 sales of an \$8 activity book	\$400
Four \$75 business videos	\$300

The examples are arithmetic illustrations, not income forecasts. Teens may require parental consent, adult-managed accounts, age-appropriate contracts, and compliance with applicable work and platform rules.

6 | HubCity Mall and Creator Station

HubCity Mall can launch inexpensively as a curated directory with links to sellers' existing checkouts. Sections might include Shop Local, Made in HubCity, and Hire a HubCity Creator. Creator Station can provide short workshops in AI, product design, digital publishing, media, marketing, and customer service, with accessible options for adults and youth.

7 | The I-75 visitor conversion idea

A traveler stops near Cordele and sees an approved sign: “Charging your car? Charge up your adventure. You’re in the Watermelon Capital of the World.” A QR code opens a lightweight HubCity web experience, with no app-store installation required.

Visitors choose a short on-site game, a nearby food or shopping offer, or a longer town experience. The app can feature digital products and sponsored business offers. QR scans, merchant coupon redemptions, and optional visitor surveys can help test whether this drives real spending.

Guardrails: Obtain written permission before placing signage at charging sites or businesses; do not assume exclusivity for the Tesla charging location; avoid sending drivers on unsafe detours; verify travel times, hours and accessibility. Do not imply any official partnership without approval.

8 | The \$10,000 / 90-day pilot budget

Pilot investment	Allocation
No-code web app, domain and setup	\$1,500
Railroad and watermelon quests, QR design and testing	\$800
Creator Station tools, equipment and learning materials	\$1,500
Youth stipends and project awards	\$2,000
Community events and launch activities	\$1,000
Outreach, marketing and approved visitor signage	\$700
Part-time coordination and moderation	\$1,500
Safety, accessibility, insurance and contingency	\$1,000
TOTAL	\$10,000

Budget is illustrative and assumes donated or low-cost space, existing devices where possible, and some partner support. Secure quotes and confirm insurance, accessibility, and youth-safety requirements before committing funds. The \$10,000 covers a pilot, not ongoing full-scale operations.

9 | Revenue that could sustain the initiative

Possible streams include voluntary business sponsorships, featured directory placements, sponsored game stops, ticketed activities, vendor fees, creator services, and merchandise. Basic civic information and resident feedback should remain free. A community-approved policy should define who receives proceeds, how youth are paid, and how much is reinvested.

Illustrative monthly gross scenario: 10 sponsors at \$100 (\$1,000), five sponsored stops at \$75 (\$375), four creator service packages at \$150 (\$600), and \$300 in merchandise sales = \$2,275 gross before costs.

Validate willingness to pay; do not treat this as a forecast.

10 | The 90-day launch roadmap

When	Actions	Evidence to collect
Days 1–30	Listen to teens, parents and businesses; identify host and coordinator; recruit partners; test branding.	Resident priorities, partners, constraints and baseline measures.
Days 31–60	Build PWA prototype; train first creators; pilot digital products and two quest routes; test accessibility.	Usability, creator readiness, merchant interest and permissions.
Days 61–90	Launch public challenge and event; publish stories and marketplace; test visitor QR placements.	Active users, repeat visits, sales, redemptions, feedback and response times.

11 | Make community voice meaningful

HubCity should feel like a clubhouse, not a city-hall form. The “Make It Happen” feature can invite ideas and community voting while giving residents a public status tracker: received, reviewing, planned, underway, completed, or not proceeding—with an explanation. A local moderator should remove personal information and inappropriate submissions. Any official government response depends on a formal participating-agency agreement.

12 | Who owns HubCity? The community decides

The Cordele proposal is a conversation starter. Residents and partners should choose whether to organize the effort as a nonprofit, business, cooperative, community partnership, or another structure. Before collecting money or user data, define stewardship, privacy, youth protection, decision rights, content ownership, merchant terms, and transparent financial reporting.

13 | A four-person launch team

Invite four people to form a team after the workshop: (1) a community listener and organizer, (2) a youth or creator representative, (3) a business and revenue connector, and (4) a technology and operations lead. One person can bring multiple skills, but youth should have a genuine voice in decisions.

14 | Adapt the blueprint to your hometown

Use these questions as a worksheet for your first team meeting:

- What three things make our community distinctive?
- What are residents and teenagers asking for—and how will we verify it?
- What existing places, events or traveler flows could become discovery opportunities?
- What one activity would people eagerly share with friends?
- What can residents create and sell without expensive inventory?

- Who will host, moderate, protect data and account for money?
- Which four features can we test within \$10,000 and 90 days?
- What outcomes would convince residents to continue, change or stop the pilot?

First action: Recruit your four-person team, hold a listening session, and draft a one-page pilot proposal before buying software.

15 | A reusable 30-minute community workshop

Minutes 0–5: Ask: “What makes our town special? What do our young people wish existed? Where does money pass through without stopping?”

Minutes 5–12: Gather three hometown assets and two challenges from residents, not assumptions.

Minutes 12–20: Use AI to generate a brand, one playful challenge, one earning opportunity and a \$10,000 pilot budget. Ask AI to critique feasibility.

Minutes 20–25: Identify what needs human validation: permissions, safety, demand, costs and ownership.

Minutes 25–30: Commit to a four-person team, a listening date, and one measurable 30-day action.

A note on responsible implementation

Never publish minors’ personal data or photos without appropriate consent. Provide non-digital ways to participate. Check AI-generated history and factual claims against local sources. Respect trademarks, copyrights and community culture. Obtain permission for QR placements and business listings. Do not promise passive income or public-agency participation without evidence.

The next step is opportunity

HubCity begins with one town’s identity: watermelons, railroads, community pride, and the possibility of turning passing traffic into local opportunity. Your hometown has its own story. The blueprint is not a mandate to build an app; it is an invitation to listen, experiment, create, and measure what works.

“We do not have to wait for someone else to put our towns on the map. We can give our people the tools to put them on the map themselves.”

About the creator

Audrey Bell-Kearney is an entrepreneur, author, media creator, founder of Noise Media Network, and founder of the Gwinnett Women’s Chamber of Commerce. Her work focuses on entrepreneurship, AI, media, and helping people turn ideas into practical opportunities.

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Share this blueprint: You are welcome to use it as a discussion and planning resource for your own community. Adapt the concept to local needs, and credit “HubCity Community Reboot Blueprint — Noise Media Network” when sharing this document.