



HISTORIC HEARTLAND TRAVEL REGION

Regional Tourism Representative
June 2011 Report

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GEORGIA TOURISM DIVISION NEWS

- **Save The Date- Georgia Governor's Tourism Conference Set For Sept 11-14 in Macon**-Make plans now to attend Georgia's premiere tourism conference at the Marriott Macon City Center in Macon. Build professional relationships, discover tools and practical solutions, analyze new trends, innovations and technologies, gain the necessary tools to manage today's challenges and learn from powerful Keynote and Breakout Speakers. Visit www.georgiagtcc.com to learn more.

- **Smackdown**-Georgia Tourism will set aside \$50,000 for a Georgia Holiday Promotion. Georgia tourism professionals are encouraged to assemble teams to work together on a creative proposal to drive holiday visits to Georgia – the more creative the better! Guerilla marketing, social media, communications/PR, events, and videos – you name it! After an interim judging of concepts, a group of finalists will be invited to work with a creative firm or students to develop creative concepts which will be presented with the original concept proposal to a panel of celebrity marketing judges at the Governor's Tourism Conference. The panel will give feedback and the attendees at the conference will vote (American Idol style) to determine the winning proposal, which will be implemented by GDEcD during the 2011 Holiday season.

\$50,000 2011 Holiday Georgia Tourism Campaign- Defined as travel during the holiday period between Thanksgiving 2011 and New Year's Day 2012.

-The winning proposal will be selected at the Governor's Conference

-Include specifics of media buy and other development costs in the \$50,000 cost of the project.

-Be aware that the implementation timeline associated with the program is less than two (2) months – you must consider this when selecting creative implementation and media choices

Since this is a first-ever effort, there will undoubtedly be questions we didn't think of before sending this out, so you will notice that we have provided an opportunity for you to ask questions (send them to SMACKDOWN@georgia.org by June 6, 2011). We will post all the questions and answers at www.MarketGeorgia.org/Smackdown by June 13, 2011. Contact Mandy Barnhart with questions (mmccullough@georgia.org).

- **80 Days of Georgia Giveaways**-Georgia Tourism launched 80 Days of Georgia Giveaways on Monday, May 2. Facebook fans and Twitter followers will have access to more than 100 prizes from across the state over the next 80 days. New prizes will be announced every weekday through August 23, 2011 on www.facebook.com/exploregeorgia and @GeorgiaTourism on Twitter. For more info, visit www.80daysofqa.com. (Thank you to those who partnered with giveaways for this promo!)
- **Helping Agribusinesses Tap into the Procurement Pipeline - Resources for Farmers, Agribusinesses, Agritourism and Green Businesses to take**

place June 14 in Athens— This workshop will deliver proven, replicable tips, techniques and strategies for small business owners, farmers, agribusinesses, agritourism, and green businesses looking to build or expand their sales. For more information, or to register, visit www.georgiamicrobiz.com or contact Julia Menefield at 706 208-1213, or jmenefield@eadcinc.com, julia.menefield@gmail.com.

- **Georgia and Alabama Motorcoach Associations** are going to meet jointly for their annual meeting and market place in August 2012 and August 2013. You are invited to submit a proposal to host the joint GMOA/AMA meeting. You may submit for either or both years. The Planning Committee, Staff, and Board of Directors will consider the two best proposals for the location for 2012 and 2013 respectively. You are encouraged to contact your CVB partners and collaborate to present the strongest proposal you can. Contact Linda Morris (mmmlinda@embarqmail.com) or 866-376-7770 with questions. RFP deadline **June 15**.
- **"Beyond the Grave" Cemeteries Conference - June 22-24, 2011** - "Beyond the Grave: Cultural & Ethnical Burial Customs" is a two-and-a-half-day, statewide event co-sponsored by The Georgia Municipal Cemetery Association, The Georgia Historic Preservation Division and The Georgia Dept. of Economic Development. It will take place at the Savannah Civic Center June 22-24, and will feature interesting presentations from more than 20 archaeological, cultural, historical, and religious experts, as well as informative tours of three significant local cemeteries. For a conference schedule and more information, please contact the Georgia Municipal Cemetery Association at (912) 651-6843 or GAcemetery@earthlink.net, or visit www.GMCAweb.org
- **2012 Places in Peril – Call for Nominations – Deadline June 27, 2011** - Do you know of a special irreplaceable historic building or site that is highly threatened by demolition, neglect, inappropriate development or other threats? If so, this is your opportunity to help save it. The Georgia Trust's Places in Peril program seeks to identify and preserve historic sites threatened by demolition, neglect, lack of maintenance, inappropriate development or other threats. They're also interested in sites that represent significant preservation issues and trends in the state that need attention. Examples could include a building type that's particularly endangered or a potential heritage tourism district. **Nominations forms available at www.georgiatrust.org or contact Jordan Poole at 404-885-7818 or jpoole@georgiatrust.org.**
- **Grant Announcement-Kodak American Greenways Awards Program - Seed Money for the Development of Greenways** - The Kodak American Greenways Awards Program, a collaboration of the Eastman Kodak Company, the National Geographic Society, and the Conservation Fund, provides seed grants to stimulate the planning and design of greenways, trails, and waterways in communities throughout America. The focus is on setting aside corridors of protected public and private land established along rivers, ridges, abandoned railroad corridors, utility right-of-ways, canals, scenic roads, or other linear features. For 2011, the program anticipates awarding up to fifty percent of the grants to those greenways projects that demonstrate the convergence of economic prosperity and the environment. Most grants range from \$500 to \$1,000; the maximum grant is \$2,500. **Online applications must be submitted by June 15, 2011.** Visit the Conservation Fund's website for application guidelines at http://conservationfund.org/kodak_awards.

- **Peach Byte**-This monthly newsletter offers industry partners information Georgia Tourism happenings, Georgia news, industry trends and other marketing/pr opportunities. To sign up – send your email address to peachbyte@georgia.org.
- **Newest in the Georgia Tourism Newsletter Series– Civil War Newsletter:** Go to <http://gacivilwar.org/MailingList/Join> to sign up.
- **The Civil War Online Store** is one many of the features available on the site. The online store contains a variety of Georgia Civil War merchandise created for the Sesquicentennial commemoration including a signed copy of Crossroads of Conflict: A Guide to Civil War Sites in Georgia, t-shirts, sweatshirts, belt buckles, ornaments, caps, lapel pins and cufflinks. We are excited to be able offer you the opportunity to sell any of this commemorative merchandise in your welcome centers and gift shops. You may purchase the Civil War merchandise at a significantly reduced wholesale price (20 - 30 percent off retail) to sell. To order, simply log on to www.GaCivilWar.org/store and click on the link at the bottom of the page that will redirect you to the wholesale version of the store for dealers. Additional items may be added to the store, so we encourage you to visit the Civil War online store frequently.
- **GA Kids Guide and GA Calendar of Events** – These publications are available for distribution now. Please check with your regional drops in order to get these (Athens/Milledgeville).
- **Still Not Camera Ready?** - Learn how at <http://www.georgia.org/GeorgiaIndustries/Entertainment/FilmTV/cameraready/Pages/default.aspx>
- **Share your Photos** –You are welcome to send high res photos to Vickie Sanders for inclusion in GDEcD's photo database. Contact Vickie to see how best to send. vsanders@georgia.org.

COMING UP!

June 10: GA On My Mind Day, Columbus VIC

June 17: GA On My Mind Day, West Point VIC

Jun 24: GA On My Mind Day, Ringgold VIC

July 15: GA On My Mind Day, Augusta VIC

Sept 11-14: Governor's Conference on Tourism, Macon

***Industry Calendar** – for a listing of tourism industry events such as conferences, trade shows, etc, visit the Industry Calendar at

<http://www.georgia.org/GeorgiaIndustries/Tourism/Pages/IndustryCalendar.aspx>