



## HISTORIC HEARTLAND TRAVEL REGION

Regional Tourism Representative  
May 2011 Report

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### GEORGIA TOURISM DIVISION NEWS

- **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](http://www.facebook.com/exploregeorgia) and @GeorgiaTourism on Twitter. For more info, visit [www.80daysofqa.com](http://www.80daysofqa.com). (Thank you to those who partnered with giveaways for this promo!)
- **National Travel And Tourism Week May 7-15, 2011**-National Travel and Tourism Week is a collective effort taking place across the United States to celebrate the benefits created by travel and tourism industry. "Tourism is a powerful jobs and economic development generator in almost every community in Georgia," said Kevin Langston, Deputy Commissioner for Tourism for the Georgia Department of Economic Development. "National Tourism Week is a great opportunity to draw attention to the importance of the tourism industry to both visitors and Georgians." For more information and tools that you can use to help celebrate National Tourism week in your community, visit [www.marketgeorgia.org](http://www.marketgeorgia.org). We encourage you to post all of your National Tourism Week events.
- **Newest in the Georgia Tourism Newsletter Series– Civil War Newsletter:** Go to <http://gacivilwar.org/MailingList/Join> to sign up.
- **GA Kids Guide and GA Calendar of Events** – These publications should be available for distribution soon.
- **Travel Media Marketplace** – May 12-14, 2011: Hannah Smith and Beverly Walter will represent the Heartland. Media leads will be shared with tourism partners following the marketplace.
- **Still Not Camera Ready?** - Learn how at <http://www.georgia.org/GeorgiaIndustries/Entertainment/FilmTV/cameraready/Pages/default.aspx>
- **ExploreGeorgia.org Hints:**
  - 1)When entering events, don't use the prefix and suffix fields unless it's for your own benefit. Those fields don't show to the public. Enter the entire title in the Title line.
  - 2)Did you know you can upload your pdf brochure to your listing (attraction, lodging, golf) on the website
- **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](mailto:vsanders@georgia.org).

- **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](http://www.georgiamicrobiz.com) or contact Julia Menefield at 706 208-1213, or [jmenefield@eadcinc.com](mailto:jmenefield@eadcinc.com), [julia.menefield@gmail.com](mailto:julia.menefield@gmail.com).
- **"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](mailto:GAcemetery@earthlink.net), or visit [www.GMCAweb.org](http://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](http://www.georgiatrust.org) or contact Jordan Poole at 404-885-7818 or [jpoole@georgiatrust.org](mailto: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](http://conservationfund.org/kodak_awards).
- **Grants:** For a list of some of the grants available for tourism-related projects, go to: <http://www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.asp>  
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- **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](http://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..

#### **COMING UP!**

**May 12-14:** Travel Media Marketplace – Blue Ridge/Ellijay

**May 13:** GA On My Mind Day, Kingsland

**May 15:** RVIC Renewals due to your sister centers

**May 27:** GA On My Mind Day, Tallapoosa VIC & Lavonia VIC

**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

\***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>