



HISTORIC HEARTLAND  
TRAVEL REGION

Regional Tourism Representative  
May Report

Mandy McCullough  
Regional Tourism Representative  
Georgia Dept. of Economic Development  
305 N. Madison Ave.  
Eatonton, GA 31024  
404-357-7582 cell  
mmccullough@georgia.org

### GEORGIA TOURISM DIVISION NEWS

- **The 2009- 2010 Co-Op Marketing Program deadline will be extended until July 31, 2009-** Budgets are not set in stone until the legislative session convenes- which is not slated to be in late June due to the stimulus package and what money it may bring to the State of Georgia. Therefore the deadline for applications has been extended to give you all time to prepare your application once the final budget is announced.
- **The 2009 Co-Op Marketing Final Reports are due by May 29th.** All reports must be submitted to Leslie Breland by May 29th in order to receive your reimbursements.
- **Georgia Logo approval Usage** should be approved by Neil Bowen- her email address is [cbowen@georgia.org](mailto:cbowen@georgia.org)
- **National Travel and Tourism Week May 9th - 17th** – "Discover Great American Traditions". Click on the link below for a toolkit of resources and special promotional opportunities offered by DiscoverAmerica.com and AOL® Travel in conjunction with National Tourism Week  
[http://www.ustravel.org/pressmedia/TWFA/ntw\\_week.html](http://www.ustravel.org/pressmedia/TWFA/ntw_week.html)
- **NEW GEORGIA.ORG WEBSITE-**You may have heard that our Web team has been working on a completely new and improved version of Georgia.org. Well, it's finally here! The site is full of updated content and new functionality to make it more user-friendly. Tourism partners will find tourism marketing information at [www.Georgia.org/georgiaindustries/tourism](http://www.Georgia.org/georgiaindustries/tourism).
- **June 15th is the deadline for entering your attractions and lodging information on the www.exploregeorgia.org website** if you want it to be included in the printed publications for 2010- based on meeting the criteria for printed publications.
- **Georgia Printed Calendar of Events** - The COE will come out once a year in Jan. with 14 months of content. The data pull will come from ExploreGeorgia.org around October (exact date TBD), and the book will go to print in December. Partners need to be aware to update their partner pages for 14 months of events instead of the traditional 12. (Only regular annual events will be in the printed calendar, but all events may be posted on the website [exploregeorgia.org](http://www.exploregeorgia.org).)

- **GA Governor's Conference on Tourism** – registration now open at <http://www.georgiagtc.com/>; you can also follow on Facebook – search for georgiagtc.
- **Regional Visitor Information Centers (RVICs)** – direct any questions regarding the program, training, etc. to Tiffany Marlin at [tmartin@georgia.org](mailto:tmartin@georgia.org).
- **The African American Heritage Guide** will be reprinted in February 2010 and the Georgia Golf Guide will be reworked sometime in the spring of 2010.
- **The Group Tour Boot Camp will take place June 18-19th** at the Georgia Music Hall of Fame in Macon. The boot camp will focus on itinerary building. More info coming soon!
- **GA Made GA Grown Products Web Registry** - The web registry is available for the Creative Economies businesses to register for free. Go to [www.gamadegagrown.org](http://www.gamadegagrown.org) and enter your information and please encourage others that you know to register as well. To learn more about the Creative Economies initiative can be found at [www.georgia.org/foundation](http://www.georgia.org/foundation) Website sponsorships are still available and if you are interested contact Gilda Watters at [gwatters@georgia.org](mailto:gwatters@georgia.org)
- **The 2009 Georgia Games** will be held at Georgia's Lake Country (Greene, Morgan, Putnam and Baldwin counties on Lake Oconee and Lake Sinclair. There will be 4 events:  
Mountain Biking - Rock Hawk - Sunday - July 5th  
Shotgun - July 11-12th – Lake Oconee Shooting Club  
Rowing – Saturday July 11th – Location TBD on Lake Oconee.  
Archery - Sun - July 19th – Lake Oconee Shooting Club
- **STS Marketing College** - REGISTRATION IS OPEN  
STS Marketing College will take place Sunday, July 26 through Friday, July 31, 2009 in Dahlonega. It will be another intensive, fact-filled week of learning, networking and socializing at North Georgia College and State University. For more information, visit [www.southeasttourism.org](http://www.southeasttourism.org).
- **Vacation/Overnight Packages** – The Tourism Division is collecting lodging and attractions packages to use in promoting Georgia. I have pulled a few packages from your websites but if you have any packages please make sure that I have them- you can send to me at [mmcullough@georgia.org](mailto:mmcullough@georgia.org). Packages need to include lodging and at least one attraction (meals optional.)

## **MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING**

- **Submit Special Offers to ExploreGeorgia.org** – don't forget to take advantage of this free opportunity to market your special offers on Georgia's official tourism website. If you are already a tourism partner, just log in and click on ADD OFFER. Be sure to associate the offer with your lodging or attraction. If you need assistance, contact Mandy McCullough [mmcullough@georgia.org](mailto:mmcullough@georgia.org)

- **Smithsonian Magazine's Annual Museum Day** – Basically, your museum agrees to allow people who download a coupon from the Smithsonian magazine website to visit for free during this day. In exchange the Smithsonian will allow the museum access to a database of up to 5,000 names from their subscriber base according to your desired zip codes, provides press releases, and works with local media to get coverage for the event. (The Smithsonian encourages museums to also create their own publicity.) The museum registers itself on the Smithsonian website and can upload several photos. To learn more about this cost-effective tool to reach a different audience, contact [MuseumDay@si.edu](mailto:MuseumDay@si.edu) directly or visit [www.smithsonian.com/museumday](http://www.smithsonian.com/museumday).

### Grant Opportunities:

- **USDA and Museum Funding** - Funding is available through USDA Rural Development's Community Facilities Program if the museum is located in a rural area and owned by a non-profit or public body. Grant funds are only available for the purchase of equipment. Loan funds are at very good terms, currently around 4.75% for a maximum of 40 years, for the purchase of real estate, construction, renovation, higher cost equipment, etc. Go to [www.rurdev.usda.gov/rhs/](http://www.rurdev.usda.gov/rhs/) for more information.
- **Save Our History 2009/2010 grant cycle announced** - Applications are due June 5, 2009 <http://www.history.com/content/saveourhistory/grant-program>  
Email [info@saveourhistory.com](mailto:info@saveourhistory.com) for more information.
- **Arts Grant Opportunity** - All services must be completed by June 30, 2009. The guidelines/application forms are available on [www.southarts.org/southernvisions](http://www.southarts.org/southernvisions)  
For more information contact Nikki Estes, Program Director - Presenting & Touring, at 404-874-7244 ext. 16 or [nestes@southarts.org](mailto:nestes@southarts.org)
- **Other grants** listed at [www.marketgeorgia.org](http://www.marketgeorgia.org) under tourism resources.
- **More grant** info at [www.grants.gov](http://www.grants.gov)

### COMING UP!

**June 18-19**      **Group Tour Boot Camp- Macon (Georgia Music Hall of Fame)**  
**July 26-31**      **STS Marketing College- Dahlonega-North Georgia College**  
**Aug 31–Sept 2**   **Georgia Governor's Conference on Tourism- Lake Lanier Islands**

### 2009 Georgia On My Mind Days at the State Visitor Centers:

<b>May 15<sup>th</sup></b> – Kingsland	<a href="mailto:kingsland@georgia.org">kingsland@georgia.org</a>
<b>May 22<sup>nd</sup></b> – Lavonia	<a href="mailto:lavonia@georgia.org">lavonia@georgia.org</a>
<b>May 29<sup>th</sup></b> – Savannah	<a href="mailto:savannah@georgia.org">savannah@georgia.org</a>
<b>June 5<sup>th</sup></b> – Tallapoosa	<a href="mailto:Tallapoosa@georgia.org">Tallapoosa@georgia.org</a>
<b>June 19<sup>th</sup></b> – Ringgold	<a href="mailto:ringgold@georgia.org">ringgold@georgia.org</a>
<b>July 17<sup>th</sup></b> – Augusta	<a href="mailto:augusta@georgia.org">augusta@georgia.org</a>
<b>July 31<sup>st</sup></b> – West Point	<a href="mailto:westpoint@georgia.org">westpoint@georgia.org</a>