



HISTORIC HEARTLAND
TRAVEL REGION

Regional Tourism Representative
January 2009 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

- **Motorcoach Leads** – the Georgia Visitor Center's (VIC's) have partnered with the Group Tour Sales department to capture tour operator leads via the coaches that stop at the VIC's. The leads will be sent monthly to the regional reps who will forward to interested tourism partners.
- **Georgia Tourism Publications – Calendar of Events, Kids Guide and the African-American Heritage Guide** – Data has been pulled from www.exploreGeorgia.org for the '09 Calendar of Events. Advertising opportunities are still available for the 2009 Kids Guide and the African-American Heritage Guide. Contact Jill Teter for details at j_teter@bellsouth.net.
- **GA Made GA Grown Products Web Registry** - The new web registry is now available for the Creative Economies businesses to register for free. The site is www.gamadegagrown.org. Registrations are open and we encourage you to register so that you will be included when the site goes public in January. Information about the Creative Economies initiative can be found at www.georgia.org/foundation. Site sponsorships are still available as well.
- **Save the Date for the 2009 Techno Tourism Conference** - April 20 - 21, 2009 at the Classic Center in Athens. The conference will focus on social networking tools, campaigns and demonstrations showcasing applications on a PC. More information will be coming soon.
- **Georgia has Sesquicentennial presence on the web** - Georgia's internet front door now has a window to the Civil War Sesquicentennial. Recently, a Sesquicentennial section was added to the state's principal tourism web site. Clicking on www.georgia.org/culture/sesquicentennial.htm will take you to a list of some of the Civil War-related resources in Georgia (see July *Georgia Battlefields* newsletter). Separately, the Georgia Department of Economic Development has established a distinct web site www.exploregeorgia.org to serve as the principal source of tourism information, while www.georgia.org will focus more on economic development. The Sesquicentennial info will eventually transfer to the new web site.
- **BRAG 2009 ROUTE ANNOUNCED:**
Mark the dates, **June 6 - 13, 2009**, to attend the 30th Annual Bicycle Ride Across Georgia. Listed below are the dates and overnight locations for BRAG 2009. For those cyclists who prefer to motel, the list is now posted at www.brag.org. To be a part of this 30th Annual Ride, register now and save on the registration fee. [Click here](#) to download an Early Bird registration form and mail it in with your check, or register through Active.com. The Early Bird registration form is not valid after December 31, 2008

Saturday June 6th Hiawassee Towns County High School
Sunday June 7th Dahlonega Lumpkin County Middle School
Monday June 8th Mt. Airy Habersham Central High School
Tuesday June 9th Athens Clarke Middle School
Wednesday June 10th Athens Clarke Middle School
Thursday June 11 Elberton Elbert County Comp. High School
Friday June 12th Washington Washington-Wilkes Comp.High School
Saturday June 13th Lincolnton Elijah Clark State Park

MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING

- **Promotional Opportunities at GA VICs (Visitor Information Centers):**

- Feb. 6, 13, 20, or 27- Tallapoosa

- GOMM Day-May 22-Lavonia.** ppierson@georgia.org or 706-356-4019

They would also like each region to schedule another promotional day.

- GOMM Day-March 27-Columbus VIC.** rhughes@georgia.org or 706-649-7455,

OTHER

- **Flavors of Georgia Food Product Contest 2009** - It's time for entries for the Flavor of Georgia Food Product Contest 2009! Please see the following link for online registration and a download for the brochure and paper entry form. In a survey of last year's finalists, over 80% indicated that their business contacts increased as a result of the contest brought to you by the Center for Agribusiness and Economic Development and our partners, the Governor's Agricultural Advisory Commission, Georgia Agribusiness Council, Georgia Rural Development Council, and UGA's Department of Food Science & Technology. Flavor of Georgia link is www.areg.caes.uga.edu

- **2009 Historic Landscape and Garden Grant Program**

Non-profit organizations and local governments are eligible to apply for a matching grant for the preservation of Georgia's gardens and landscapes. All projects must be completed within a two-year period with a final report submitted to the Committee at the conclusion. Applications may be found on The Garden Club of Georgia's Web site at http://www.uga.edu/gardenclub/pdfs/hlgg_app09.pdf or from Chairman Beverly Taylor at 706/327-8331, bevst@charter.net. The deadline for submission of the application to the Chairman is February 1, 2009.

<http://www.uga.edu/gardenclub/>

- **FFY 2009 HPF Grant Cycle Begins Now** - Application packets for the next cycle of federal grants earmarked for certified local governments interested in completing survey and planning or building/sitespecific predevelopment projects are now available on HPD's Website at <http://www.gashpo.org/content/displaycontent.asp?txtDocument=40>. **The postmark deadline is February 1, 2009**, and grant awards will be announced in March 2009. Projects may begin in May 2009 and must be completed by September 30, 2010.

COMING UP!

Jan 27, 2009 Tourism Day at the Capital, Atlanta

Mar 1-2, 2009 Winter Chautauqua, Dalton

Mar 15-22, 2009 Ag Week at the GA VIC's

Mar 27, 2009 GOMM Day, Columbus VIC, 706-649-7455, rhughes@georgia.org

Apr 20-21, 2009 Techno Tourism Conference, Athens

May 22, 2009 GOMM Day, Lavonia VIC, 706-356-4019, ppierson@georgia.org