



HISTORIC HEARTLAND
TRAVEL REGION

Regional Tourism Representative
June Report

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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.
- **New Georgia Mobi Site** – GDEcD is working with Emmis and ITI Marketing to develop a mobile version of the Travel Guide. The new “mobi” site will give travelers all the info they need and much more at the touch of a cell phone button. Rich content including Georgia’s 9 tourism marketing regions along with the over 70 GA CVBs will be combined with useful functionality and features including state and city maps (with driving directions option that will help travelers get from A to B), weather forecasts, an events guide, and text messaging all delivered via an intuitive user interface. Best of all, it is available completely free of charge to all Georgia visitors. Listings in the mobi guide will be free but to really take advantage of the mobile medium, many organizations will want to purchase enhanced listings or advertisements, which can be done for as little as \$500. Franci Edgerly and her team at ITI are handling the marketing.
- **GA Made GA Grown Program a Finalist in the Excellence in Economic Development Awards**, U.S. Dept of Commerce – more info at <http://www.eda.gov/NewsEvents/ExcellenceAwards.xml>
- **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.
- **GA Governor’s Conference on Tourism** – registration now open at <http://www.georgiagtc.com/>; you can also follow on Facebook – search for georgiagtc.
- **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!

MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING

- **Group Leads** – several group leads were sent out this month from the GA Tourism Division. If you would like to be on the group leads regional distribution list, contact Mandy McCullough at mmccullough@georgia.org to be added.

- **When sending event info to tour operators**, be mindful that they need it at least 6 months out in order to have sufficient time to plan and sell a tour.

Grant Opportunities:

- **Preserve America Grants** - A total of \$80,000 is available to Certified Local Governments or Preserve America Communities. Eligible projects include research and documentation, interpretation and education, planning, marketing, or training. www.gashpo.org/content/displaycontent.asp?txtDocument=460 or contact Carole Moore, HPD Grants Coordinator, at 404-463-8434 or e-mail carole.moore@dnr.state.ga.us. **Must be postmarked by June 15.**
- **Georgia Heritage Grant Program** - go to www.gashpo.org/content/displaycontent.asp?txtDocument=38 or contact Grants Coordinator Carole Moore at 404-463-8434 or carole.moore@dnr.state.ga.us. **Deadline July 13.**
- **Arts Grant Opportunity** - All services must be completed by June 30, 2009. The guidelines/application forms are available on www.southarts.org/southernvisions For more information contact Nikki Estes, Program Director - Presenting & Touring, at 404-874-7244 ext. 16 or nestes@southarts.org
- **Other grants** listed at www.marketgeorgia.org under tourism resources.
- **More grant** info at www.grants.gov

OTHER FYI

- **Peach Byte** – to sign up for the free industry newsletter *Peach Byte* from the State’s tourism division, send an email to peachbyte@georgia.org.
- **GA Travel Guides and Other State Guides**-Please remember that our regional drop centers are not responsible for mailing out the guides but are simply the housing center for them. (Athens and Milledgeville are our regional centers)

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:

June 19th – Ringgold ringgold@georgia.org
July 17th – Augusta augusta@georgia.org
July 31st – West Point westpoint@georgia.org