



HISTORIC HEARTLAND TRAVEL REGION

Regional Tourism Representative
October 2008 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

- **Georgia Travel Guide** – Did you know the guide can be viewed online at ExploreGeorgia.org? It's also downloadable. Also, the final proofing of the 2009 travel guide listings is in process. The drop-deadline for any changes is Oct. 10th to the regional rep (mmccullough@georgia.org)
- **Peach Byte** – Look for a new updated look with the November issue. Receive industry news with Peach Byte, Georgia's e-newsletter for the tourism industry. If you don't currently receive this free monthly news info, sign up by sending an email to peachbyte@georgia.org
- **Tourism Product Development Grants** – the next round is scheduled to launch about November 3rd, with the deadline for submittal on December 31st. Grants will be awarded in mid January with a completion date for the project by June 29th 2009. Maximum grant amounts will remain at \$10,000 requiring a dollar for dollar local match.
- **www.ExploreGeorgia.org** – Make sure you are updating your free listing on the State tourism website. If you need assistance with how to register or navigate the partner admin pages, please contact Mandy McCullough, Regional Tourism Rep, mmccullough@georgia.org or 404-357-7582.
- **Public Relations** – Stefanie Paupeck, Communications Specialist, and her intern Mark Avera are sending press releases to local, regional and national media, initially on a weekly basis, then monthly beginning January 09. If you produce an e-newsletter promoting your community, be sure to add Stefanie to your distribution list. Her email is spaupeck@georgia.org.
- **State awards Historic Cemetery Heritage Tourism Grants for cemetery projects** – HPD (Historic Preservation Division) is pleased to announce that six grants, totaling \$8,000, have been awarded to heritage tourism cemetery projects located across the state in partnership the Tourism Division of the Georgia Department of Economic Development (GDEcD). Thirty-six applications requesting almost \$80,000 were received. It is anticipated that there will be a second round of grant awards after the first of the year. The Historic Cemetery Heritage Tourism Program is funded by GDEcD and administered by HPD. For more information about the cemetery grant program, contact Carole Moore at carole.moore@dnr.state.ga.us or 404-463-8434. The award recipients are:
 - \$1,600-Fitzgerald City Cemetery in Ben Hill Co. for a history/survey
 - \$1,500-Riverside Cemetery in Macon, Bibb Co. for a K-12 heritage education program
 - \$1,500-West Hill Cemetery in Dalton, Whitfield Co. for tour development, a brochure and signage
 - \$1,450-Newton County Cemeteries for a countywide driving tour brochure
 - \$1,000-Clay County Cemeteries for a countywide survey and condition assessment report
 - \$ 950-Hillcrest Cemetery in East Point, Fulton Co. for a heritage festival.

- **Register for Georgia's Eternal Places historic cemetery conference Nov 13-14-**
The Family Plot will be held in Washington, Georgia. Learn about the best practices of historic cemetery conservation, heritage tourism, cemetery landscapes, success stories and more. The conference is presented and hosted by the City of Washington in partnership with the Historic Preservation Division and the Tourism Division of the Georgia Department of Economic Development, with financial support from a Preserve America grant. For registration information, contact Conference Coordinator David Jenkins at djenkins@washingtonwilkes.org or 706-678-4654.

MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING

- **Fairs and Festivals Listing in Georgia Municipal Association (GMA) monthly newsletter** – *Georgia Cities* is distributed to Georgia's 502 municipal governments. The back page features Fairs & Festivals all across Georgia. To place a Fairs & Festivals listing, contact Amy Henderson at ahenderson@gmanet.com. www.GMAnet.com
- **Holiday Promotional Opportunities at GA VICs (Visitor Information Centers):**
Oct 17 – Columbus – I-185 – promotional day. Contact 706-649-7455 or columbus@georgia.org
Nov 7 – Tallapoosa – I-20 West – holiday promotion; call 770-574-2621 or tallapoosa@georgia.org
Nov 21 – 30 - Lavonia – I-85 East - holiday promotion; contact Pat Pierson at ppierson@georgia.org or 706-356-4019
- **Travel Trade Show Co-op Opportunities** – There are several upcoming travel shows with co-op opportunities available with GDEcD. The details were emailed. If you didn't receive it, or have any questions, contact Pam Kruseck, Consumer Sales Mgr, at 404.962.4175 or orpkruseck@georgia.org, or Katie Baasen, Sr. Sales Mgr, at 404-962-4080 or kbaasen@georgia.org
- **2009 Military Travel Show Schedule** – Contact the regional tourism rep if you want more info.
March 16 – Ft. Benning, GA, Columbus, GA
March 17 – Ft. Rucker, AL
March 18 – Marine Corp Logistics Base, Albany, GA
March 19 – Robins AFB, Warner Robbins, GA
March 20 – Moody AFB (near Hahira and Valdosta)

OTHER

- **Post-poned - 2008 Agritourism Conference** – Due to unforeseen budget restrictions affecting many regional partners, it was decided to postpone the upcoming Agritourism Conference scheduled for November 5 – 6, 2008 in Perry. Local, state and federal partners are facing strict travel restrictions and tight budgets at this time. The budget reductions are also affecting registration numbers as well. The theme of the conference is "Regionalism: The Key to Expanding our Agritourism Footprint" and without our resources this conference can not take place.

COMING UP!

Nov 13-14 *Georgia's Eternal Places: The Family Plot* Historic Cemetery Conference, Washington, GA

Jan 27 Tourism Day at the Capital -