



Magnolia Midlands Travel Region

Regional Tourism Representative Report
April 2009

GEORGIA TOURISM DIVISION NEWS

THE 2009 CO-OP MARKETING GRANT FINAL REPORTS ARE DUE BY MAY 29th:

All reports must be submitted to Leslie Breland by May 29th in order to receive your reimbursements.

THE 2010 CO-OP MARKETING GRANT DEADLINE HAS BEEN MOVED TO JULY 31, 2009:

Budgets are not set in stone until the legislative session convenes. Therefore the deadline for applications has been extended to give you all time to prepare your application should the funding for the co-op be restored.

[WWW.GEORGIA.ORG](http://www.georgia.org) HAS A NEW LOOK!:

The Georgia.org website has a new look and is more consumer friendly. All of marketgeorgia.org will be migrated over to Georgia.org. Once on the homepage, click on "Georgia Industries" and then click on "Tourism." Please check out the new site and its functionality. Exploregeorgia.org is still the premier location for all consumer information on tourism.

GEORGIA GOVERNOR'S CONFERENCE WEBSITE IS NOW LIVE:

Lake Lanier Islands Resorts Legacy Lodge and Conference Center will be the host for the 2009 Governor's Tourism Conference. Make your plans to attend this annual training and conference. For complete information on lodging, registration and all the exciting plans, visit the conference website at www.georgiagtc.com.

POST YOUR REVIEWS ONLINE:

As part of the ongoing updating of the Explore Georgia website, we are adding a section for posting reviews. Attached are the guidelines.

STATE PUBLICATION ORDERS:

In an effort to make sure communities have access to state publications, GDEcD and Emmis Publication are extending an offer to all communities to place a quarterly order to be made to two regional drop locations. It is the responsibility of the community to arrange for pickup of your publications from either Douglas or Metter. Please be sure to get your order in by the specified deadline. There may be a quick turnaround and late orders will not be placed. Please contact Lori Hennesy with any questions regarding your need for publications or your orders.

POSSIBLE GRANT INFORMATION

National Endowment for the Humanities grants available

Challenge grants

NEH challenge grants are capacity-building grants, intended to help institutions and organizations secure long-term improvements in and support for their humanities programs and resources. Grants may be used to establish or enhance endowments or spend-down funds (that is, funds that are invested, with both the income and the principal being expended over a defined period of years) that generate expendable earnings to support ongoing program activities. Funds may also be used for one-time capital expenditures (such as construction and renovation, purchase of equipment, and acquisitions) that bring long-term benefits to the institution and to the humanities more broadly. For more information visit www.neh.gov/grants/guidelines/challenge.html or email challenge@neh.gov. Applications are due by May 5.

Preservation assistance grants

Preservation Assistance Grants for Smaller Institutions help small and mid-sized institutions, such as libraries, museums, historical societies, archival repositories, town and county records offices, and colleges, improve their ability to preserve and care for their humanities collections. Awards of up to \$6000 support preservation related collection assessments, consultations, training and workshops, and institutional and collaborative disaster and emergency planning. Grants cover consultant fees, workshop registration fees, related travel and per diem expenses, and the costs of purchasing and shipping preservation supplies and equipment. For more information visit www.neh.gov/grants/guidelines/pag.html or email preservation@neh.gov. Applications are due by May 14.

MAGNOLIA MIDLAND'S REGIONAL NEWS

- **NEW ATTRACTION OPEN- SWEETWATER HORSETRACK, GLENWOOD:**
The Sweetwater Horsetrack in Glenwood is now open for business. This horse track is a family attraction with concessions, kid's activities and seating. The track is located directly off of Hwy 280 between Vidalia

and McRae. The next race will be held on May 9. Visit their website at www.sweetwaterhorsetrack.com.

- **SIGNAGE OPPORTUNITY FOR PRODUCT DEVELOPMENT:** One of the things we discussed at the Co-Op workshop was the lack of appropriate way finding signage for some of the unique tourism attractions in the region. Places like Broxton Rocks and Briar Creek Battle Field immediately come to mind. I know that there are many hard to find and poorly marked attractions within the region, so please help me create an inventory of places that need way finding signage. I will work with Fay Tripp to contact USDA in regards to some potential funding for signage. In order to pitch a proposal, I need to have an inventory of places that need signage. Please email me if there are places in your community that would be a good fit for new way finding signage.
- **IMPORTANT UPCOMING DATES:**
 - **Magnolia Midlands Travel Association Meeting: May 14, 2009 in Dublin**
 - **Magnolia Midlands Travel Association Meeting: June 16, 2009 in Eastman**
 - **Governor's Conference on Tourism: August 31- September 2, 2009 at Lake Lanier**



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For travel information, visit www.exploregeorgia.org

To learn more about experiencing the Magnolia Midlands, visit www.magnoliamidlands.org