



## Magnolia Midlands Travel Region

Regional Tourism Representative Report  
May 2009

### GEORGIA TOURISM DIVISION NEWS

**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.

**NEW MOBILE SITE!:**

We are working with Emmis Publications and ITI Marketing to develop a mobile version of the Travel Guide. Whether Georgia's 61 million tourists are looking to find directions to the Aquarium in Atlanta, a place to eat in Savannah or info on the best sights to see in Dahlenega, the new "mobi" site will give them this 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 a 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, so our partners will be hearing from her shortly.

## 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](http://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

### Save Our History grants

A total of \$250,000 is available to nonprofit 501(c)(3) history organizations that partner with educational organizations to help preserve the history of their communities.

[www.history.com/minisites/saveourhistory/](http://www.history.com/minisites/saveourhistory/) or email [info@saveourhistory.com](mailto:info@saveourhistory.com).

Applications are due by June 5.

### 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](http://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](mailto:carole.moore@dnr.state.ga.us).

Must be postmarked by June 15.

### Le Corbusier study grant

One 10,000 euro grant is available for study of the architect. Applicants must

be pursuing an advanced degree and be under the age of 35.

[www.fondationlecorbusier.fr](http://www.fondationlecorbusier.fr)

Due by June 30.

### GHRAB Historical Records Digitization Services Grants

Awards of up to \$10,000 to local governments and historical repositories in Georgia for digitization services. Preference will be given to records of high genealogical value.

[www.sos.ga.gov/archives/who\\_are\\_we](http://www.sos.ga.gov/archives/who_are_we)

[/ghrab/grant\\_programs](http://ghrab/grant_programs)

[/historical\\_records\\_digitization\\_services.htm](http://historical_records_digitization_services.htm) or contact Elizabeth Barr at 678-

364-3718 or [ebarr@sos.state.ga.us](mailto:ebarr@sos.state.ga.us).

Due by September 1.

## MAGNOLIA MIDLAND'S REGIONAL NEWS

- **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: June 18, 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](http://www.exploregeorgia.org)

To learn more about experiencing the Magnolia Midlands, visit [www.magnoliamidlands.org](http://www.magnoliamidlands.org)