



NORTHEAST GEORGIA MOUNTAINS TRAVEL REGION

August 2010 Report

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NEWS FROM THE ATLANTA OFFICE

REMINDER: Governor’s Conference on Tourism

- 2010 conference will be in Athens
- Early bird registration ends July 15 www.georgiagtcc.com/registration.html
- The **Techno Tourism** workshop will be in conjunction with the GCT to be held the morning of the first day of the conference. There will be a small additional registration fee.
- Begin thinking about nominations for Governor’s awards. (I will share info on submission process as soon as July Musselman has it ready)

Tourism Product Development Grants

- Applications for 2010-2011 will probably come out later this month or be online by at least Sept 1st
- Applications are due to GDEcD on September 30th and Award Announcements will be in the month of October
- Projects have to be completed by April 2011
- No guidelines are posted yet. The \$ amount may be increasing to get stronger projects which will have a very strong emphasis on hospitality job creation. Last round guidelines are still on www.marketgeorgia.org

Publications Update

- 150,000 copies of the Kid’s Guide were printed with another 75K inserted into the May issue of Atlanta Magazine for a total 225,000
- The Golf Guide will be inserted in the August issue of Atlanta Magazine
- The 2011 Georgia Travel Guide will have Reader Service

2011 Georgia Travel Guide

The following is from Jill Teter: “As you can imagine with our economy this is a year of little corporate travel for our company too so that is why I have not attended any of your travel association meetings. This is not for want of coming I would love to up in the mountains this summer!

It is now time to really focus on the 2011 Georgia Travel Guide and get your direction for the Travel Association on how best you want to showcase the Northeast Georgia Mountains. Would you have time today to discuss??

Attached are the rates and you can see we have lowered many of them in order to be able to offer the share pages at the best rates – the lower rates are best offered to the membership by the travel association buying the ad whatever size and dividing it up to get the best rate and this is contingent on one contract. If I have to write multiple contracts IU have to use the published rates for the fractional ads.

Here are some examples depending on what ad spaces you all want to reserve this year. If the travel association commits to putting any money onto these pages and lowering the costs that could also be thrown into the mix:

Full Page Rate	2 partners	4 partners	6 partners	8 partners	9 partners
\$17,200 net	\$8,600 net each	\$4,300 net each	\$2,867 net each	\$2,150 net each	\$1,911 net each
2/3 Page Rate	2 partners	4 partners	6 partners	8 partners	9 partners
\$14,370 net	\$7,185 net each	\$3,593 net each	\$2,395 net each	\$1,796 net each	\$1,597 net each

1/2 Page Rate	2 partners	4 partners	6 partners	8 partners	9 partners
\$11,460 net	\$5,730 net each	\$2,895 net each	\$1,910 net each	\$1,433 net each	\$1,273 net each

I will be selling the ad spaces according to what you want but in order to get the best rates, corporate has said one contract and one contract only please. The ads page(s) are yours to divide up as you deem necessary to get the most advertisers at the best rate. My full page of ¼ page ad is \$5,200 net each so this is the incentive for the association to offer a “discount” to get the best pricing.

Contact: Jill Teter jill-teter@comcast.net

PeachBytes

Sign up for this monthly update on statewide tourism news and activities. Send email to peachbyte@georgia.org and put Sign Up in Subject Box.

Sales Team Update

- Kevin Langston and Joseph Walker traveled with the Governor to promote tourism in South America. While visiting South America they met with Vilma Martinez, Ambassador of the United States of Argentina along with representatives from the country's travel and tourism industry to promote Georgia's tourism to the country's leading tour operators. Langston and Walker also traveled to Brazil to close an agreement with their largest tour operator. Georgia products will be available in more than 7,000 travel agencies across Brazil starting October 1, 2010. For more information, please contact Joseph Walker, Business Development Director, via email at jwalker@georgia.org.
- **Joseph Walker** just returned from leading the state's UK Sales Mission. Accompanied by both the Atlanta CVB and the Savannah CVB, this mission helped increase focus on all of the state's tourism products. This mission was also an opportunity to increase the coverage of Georgia in the catalogs of important UK Tour Operators as well as introduce new areas of Georgia to be included in the product offerings. Our plan is to increase product offerings across the entire state. For more information, please contact Joseph Walker, Business Development Director, via email at jwalker@georgia.org.
- **Katie Baasen** attended the **Georgia Motorcoach Operators Association** Annual Meeting and Marketplace from July 24-27 in Chattanooga, TN. The meeting includes educational sessions as well as appointment sessions with members of the Association.
- **Katie Baasen** will be attending the **Student & Youth Travel Association (SYTA)** Annual Meeting in Sacramento, CA from August 27-30. The SYTA Conference is the premier event for the student and youth travel market. It serves as the essential marketplace and networking event for the industry. GDEcD will be participating in pre-scheduled appointments with tour operators who specialize in the student market.
- **Save the Date:** FREE Educational Seminar on the International Market to take place on Tuesday, August 24. Is your company interested in attracting and working with international travelers? We are seeing more and more international travelers in Georgia. As a result, the Georgia Department of Economic Development, in conjunction with the Savannah Area Convention & Visitors Bureau, will be presenting a seminar on working within the F.I.T. (free independent traveler) market. Gisa Kusserow-Hanson, a product manager with Allied TPro in Orlando one of the largest receptive operators in the U.S., will talk about the "nuts & bolts" of working with a receptive operator in the international market including contracting, allotments and brochures. Contact Carey Ferrara for more information via email at Cferrara@georgia.org.
- **"FYI from the Peach State"** is sent quarterly to tour operators around the country in our database. The next newsletter is scheduled to go out in August. If you have any updates or special offers on Holiday Tours or activities for the tour market and would like to have this information included in the e-newsletter, please contact Katie Baasen at kbaasen@georgia.org.
- Atlanta is set to host the **2011 Travel South Showcase!** The Georgia Department of Economic Development (GDEcD), Atlanta Convention and Visitors Bureau (ACVB), Georgia World Congress Center (GWCC) and the Omni Hotel at CNN Center joined together to serve as official hosts for the annual event. Nearly 700 tourism professionals are expected in Georgia from April 3 - 5, 2011. Information will be available soon on how you can get involved in the planning and executing of Showcase 2011 here in Atlanta. We need to show this group what

our Georgia partners can do and what wonderful hosts/hostesses we are. If you have any questions, please contact Katie Baasen via email at kbaasen@georgia.org.

- **Georgia Peach Greet** - VICs are the perfect place for a pit stop for tour groups, the state's tourism division is encouraging all group leaders to plan a stop with your group, and so we can showcase our southern hospitality and say "Hey Y'all". All we need is 48 hours advance notice to prepare special Georgia favors. The tourism division is offering Georgia Peach Greet as an added amenity for a tour operator planning a tour to or through Georgia. This program is in conjunction with motorcoach tracking the VIC staff is currently working on. Thank you to the VIC staff for their efforts on this program. Please contact Katie Baasen at kbaasen@georgia.org.
- Georgia Department of Economic Development is again participating with the **Motorcoach Associations** of GA, AL, VA, FL, SC, NC, and South Central states in the GAS CARD sponsorship at the Annual Marketplaces for these organizations. We do a drawing for two operators to receive a \$500 gas card with the promotion "your business is good business for Georgia." We are offering a sponsor co-op with this program for our state partners. For more information please contact Katie Baasen at kbaasen@georgia.org.
- **Mark your calendars** - the next edition of **Group Tour Bootcamp** will take place December 2-3, 2010 at the Georgia Music Hall of Fame in Macon. More information will be provided as we get closer to the event date regarding registration, session topics and hotel needs.
- **Request for Recipes:** Katie Baasen: "We are working on a few promotional strategies – and I have come back to food – recipes to be exact. We have had such a positive response from the recipe "books" we have printed in the past – we want to continue with recipes but we need to update, and we will be working on a fresh look. I need to get recipes from your regions – your cities – your resorts - your attractions – your events – from whomever will submit them. Appetizers, entrées desserts and signature drinks are appreciated. We will be using these recipes in postcard promotions, newsletter promotions, and consumer promotions. Please start submitting as soon as you can – this will be ongoing for the year. " **Send me (csmith@georgia.org) your recipe and your business name, town and website (if you have one), I will compile and forward to Katie. Please share this with anyone you feel might be interested in sharing a recipe.**

Travel South 2011 Showcase and Pre-Travel South Fam Tours

The dates for Travel South 2011 Showcase are April 3-5, 2011. The date for the Pre-Travel South Fam Tours are Wednesday March 30 through Sunday April 3.

Northeast Georgia Mountains will conduct one of the three FAMs. Here is the description which had to be in before the actual itinerary has been developed.

The rolling foothills, pastoral valleys and gracious mountains are the backdrop to outdoor adventure, culinary delights and a unique Appalachian Heritage. This corner of Georgia showcases the great outdoors with everything from canopy tours and gold panning to horseback riding and whitewater rafting. Satisfy your taste for the best that Northeast Georgia can offer from family style and fine dining to a burgeoning variety of wineries. The people and places of Southern Appalachia in Georgia are highlighted in museums, heritage centers and towns that feature acclaimed potters, notable sports figures, a world renowned military camp, a re-creation of a Bavarian village and the site of America's first gold rush!

I will begin working on the itinerary soon. If you have some ideas for the itinerary, please feel free to send them to me or give me a call so we can discuss.

www.ExploreGeorgia.org Tip of the Month

Instructions for creating coupons as part of any Special Offers you post to your admin account.

- 1) Create an offer
- 2) Upload your logo or picture to the coupon (If you don't have a logo, the GA Peach will appear on your coupon)
- 3) Make sure that your date range is current for the coupon
- 4) Under Printable Coupon, Enter Coupon Text, then save

This dynamically creates a coupon in the system, and when you view the coupon either on the special offers search, or

on the listing or event, you'll see a button to print coupon. When you click this button, it will automatically prompt you to print the coupon.

Special Offers/Packages

Engage will be ready to launch the first issue of the Special Offers newsletter in time for Labor Day weekend. So make sure you post your special offers/packages on www.ExploreGeorgia.org. Call me if you need help in doing this.

Smith Travel Report (This report can be found on www.MarketGeorgia.org under Research)

June

- Hotel/motel **occupancy** increased 6.3% statewide in June 2010 from June 2009.
- June 2010 **room rates (ADR)** in Georgia were down -2.3% from last June.
- Statewide, **RevPAR** was up 3.8%.
- Georgia **room revenues** increased 6.6% in June 2010.
- **Room Demand** increased 9.1% in the state from June 2009 to June 2010.
- **Room Supply** increased by 2.6% in the state from June 2009 to June 2010.

YTD

- Hotel/motel **occupancy** is up 4.2% statewide YTD (through June) 2010.
- YTD **room rates (ADR)** in Georgia are down -3.1%.
- Statewide, **RevPAR** is up 1% year-to-date.
- Georgia **room revenues** are up 4.3% year-to date.
- **Room Demand** is up 7.6% in the state year-to-date.
- **Room Supply** is up 3.3% in the state year-to-date.

REGIONAL NEWS

- The new mega-ramp on Lake Hartwell at Tugaloo State Park opened Tuesday and is expected to attract 10,000 users each year while providing boaters and anglers greater access to the lake. The Lake Hartwell mega-ramp includes six boating lanes, plenty of parking and restrooms. The area will be accessible to the public 24 hours a day, seven days a week.
- Crystal River Ranch in Hiawassee is no longer open to the public.
- Winder is one of two Georgia towns recently added to the nation-wide list of 843. The Preserve America Community Program recognizes a select group of communities that use their heritage resources and share the myriad benefits of historic preservation with residents and visitors. The program began in 2003 and Preserve America Communities, great places to visit and explore, are now located in all 50 states and many overseas U.S. territories. Preserve America is administered by the ACHP with assistance from the U.S. Department of the Interior. For more information see www.preserveamerica.gov and www.achp.gov.
- Dawson County Chamber & CVB plans to move into new offices on GA 400 north of the shopping center sometime in mid August. Congrats on the new digs!
- There is a new website promoting Lake Hartwell and surrounding area, www.lakehartwellinsider.com. If you are interested in finding out how to advertise on the site, contact Lara Kaufmann, Cell phone: 864-634-1380 & Email: Lara@LakeHartwellInsider.com
- Tara Fulcher at the Banks County Chamber is requesting help in stocking the chamber/welcome center with brochures on tourism attractions and events. If you have questions, call Tara at 706-677-2108.

Send or deliver brochures to:

Tara L Fulcher
Banks County Chamber of Commerce
PO Box 57, 106 Yonah Homer Rd
Homer, GA 30547

- Robin Halstead at the Greater Hall Chamber of Commerce would like to get tourism brochures from the region. She's getting more walk-in traffic since the I-985 Welcome center closed. She would love to get quantities of 50 sent to her at
Robin A. Halstead, TMP

Vice President of Community Development
Greater Hall Chamber of Commerce
230 EE Butler Parkway, Gainesville, Georgia 30501

You can call her at 770-532-6206 Ext. 100 or email her at rhalstead@ghcc.com with any questions.

- I do a radio segment on WDUN Radio in Gainesville every Thursday at around 4:10 or so. Listen in if you have the time!

- Check out this Internet Radio Blog that Hilda Thomason and I were on:

www.blogtalkradio.com/twomucht/2010/07/19/georgia-travel-tourism-division-cheryl-smith

- Southern Highroads Update from Steve Bailey:

Let me introduce the newest member of Southern Highroads, Oliver Najbrt. Oliver is the son of our Social Media Director Suzanne Najbrt. In addition to Oliver, Suzanne will soon introduce a new method of focusing attention on the historic and social assets of the Southern Highroads region. The new method will be referred to as "Traveling the Southern Highroads" and will incorporate videos uploaded onto Youtube that will focus various aspects of SHR such as the members, the scenery, events, activities, etc. The goal is something similar to Georgia Traveler. It's a personable view of Southern Highroads, meant to create attraction to the area and the inclination for people to share the link and tell others, therefore increasing even more visitors to the area. Hopefully, this will be available to the members of The Southern Highroads Trail in September.



- A Zedonk was born at the Chestatee Wildlife Preserve.
- Jefferson was chosen as a Google Model City.

TRAVEL & INDUSTRY TRENDS

- **Survey: Americans Will Spend More for Excellent Service** – A majority of Americans report that quality customer service is more important to them in today's economic environment (61 percent) and will spend an average of 9 percent more when they believe a company provides excellent service. However, in a challenging economy where growth is harder to achieve, many businesses are missing out on this opportunity. Although only a little more than a third of Americans (37 percent) believe that companies have increased their focus on providing quality service, 27 percent feel businesses have not changed their attitude toward customer service and 28 percent say that companies are now paying less attention to good service. These findings were released in the American Express Global Customer Service Barometer, a survey conducted in the U.S. and 11 other countries exploring attitudes and preferences toward customer service. To find out more, visit www.travelagentcentral.com/trends-research/survey-americans-will-spend-more-excellent-service-22399.
- **STR Hotel Study Puts Numbers to Difficult 2009** -- The U.S. hotel industry ended 2009 with the lowest room revenue since 2004 and the biggest drop in revenue per available room since the data has been tracked, according to the annual Hotel Operating Statistics study from Smith Travel Research (STR). Each of the three key performance metrics (occupancy, average daily rate and revenue per available room) reported decreases during every month of 2009. RevPAR fell 16.7 percent to \$53.53, the worst decline recorded since STR started tracking the industry in 1987. To find out more, visit www.businesstravelnews.com/Business-Travel/Hotel-News/Articles/STR-Hotel-Study-Puts-Numbers-To-Difficult-2009/.
- **USTOA Vacation Survey Cites Importance of Family, Friends** -- A market research project of the U.S. Tour Operators Association (USTOA) showed that six out of 10 Americans plan on taking a vacation in 2010. Sixty percent of vacationers rank spending time with friends or family as a major goal. Relaxation ranked second in importance, with seeing new sites ranking third. In 2009, time with family ranked as the second most important quality in planning a vacation, after affordability. (In North Carolina, 45 percent of visitors report that the main purpose of their visit to the state is to visit friends/relatives. Over 58 percent of visitors note that visiting friends/relatives is an activity participated in while visiting North Carolina.) Six out of 10 Americans plan to vacation 100 miles or more away from home during 2010. Of those, an average 45 percent said they would

travel in the shoulder or off season to save money, reflecting the still tentative economy. To find out more, visit www.travelpulse.com/Resources/Editorial.aspx?n=74062.

- **Airports Pitch Sites as All-Purpose Transport Hubs** - Some U.S. airports are waking up to the potential of some of their key assets: buses, cars and trains headed their way and acres of unused land. They're starting to see themselves as all-purpose transportation centers - so-called intermodal hubs - where national, regional or metro rail, local buses, rental cars, taxis and shuttle operations are consolidated. The goal is to not only give travelers greater access to and from airport terminals, but to make the airport a central station where people go for a variety of choices in ground transportation. Some airport officials think they'll attract greater air service and open up another stream of non-aviation revenue from possible commercial development nearby. To find out more, visit www.usatoday.com/travel/flights/2010-07-20-airporthubs20_CV_N.htm.
- **Conference Bags Top List of Promotional Goods for Events** - In a recent survey undertaken by Nexus Collections, 23 percent of respondents identified Conference / Exhibition Bags to be the most effective branding opportunity available. Pens, notepads and lanyards were all popular as well, with around 10 percent of the vote each. To find out more, visit www.venues.org.uk/news/news.asp?article=1484.
- **Early Signs of a Hotel Rebound** -- The hotel industry in the United States appears to be rebounding this summer, mainly because of strengthening business travel. So far the biggest beneficiary is New York City, though other cities on the East Coast are starting to report gains as well. And the upscale, full-service hotels that have long been favored by business travelers have benefited more from the upturn in demand than the midlevel brands, industry analysts say. The rebound, said Mark V. Lomanno, president of Smith Travel Research, is "top-down." The more expensive hotels, he said, "are recovering the fastest, and will continue to do so this summer, as business travelers come back." With hotel occupancies rising, room rates have started stabilizing, according to Smith Travel Research. The rates remain substantially below their peak, reached in September 2008. And occupancy rates, in general, are also far below their peak. To find out more, visit www.nytimes.com/2010/07/27/business/27hotels.html?_r=1&scp=1&sq=smith%20travel%20research&st=Search. To see North Carolina's latest lodging report, visit www.nccommerce.com/tourism/research.
- **As Corporate Travel Rebounds, Business Travelers Are Booking Smarter** – With corporate travel on pace for a rebound in 2010, cost saving lessons from the past two years remain top of mind for individual business travelers. In the latest Orbitz for Business/Business Traveler Magazine Quarterly Trend Report, 70 percent of business travelers said they felt personally obligated to save their company money when booking travel. Nearly 20 percent of business travelers said no cost cuts have been made so far in 2010, and the majority of respondents (54 percent) said they were planning to have the same number of business trips in the next three months as they had in the first quarter. The spring quarterly report, which examined the most prevalent issues affecting the corporate travel industry, was based on a detailed survey of 846 business travelers. To find out more, visit www.forbes.com/feeds/prnewswire/2010/07/13/prnewswire201007130700PR_NEWS_USPR_AQ34103.html.

MEDIA, PUBLIC RELATIONS, MARKETING

- Georgia Magazine is available online! The July 2010 is now on the site. I still have access to hard copies, so let me know if you ever need one. www.nxtbook.com/nxtbooks/gemc/georgia_201007/#/0
- **GEORGIA'S BEST TOURISM DEAL!** Wines Down South, www.winesdownsouth.com, the new travel and tourism magazine recently honored by the Georgia Legislature, has a new program designed to boost attendance and participation in FESTIVALS and SPECIAL EVENTS. There is absolutely no expense or cost. All that is required is a simple swap or trade. Wines Down South posts the vital information from the festival or event, including the logo or artwork for these and in return, the website promoting these festivals or events posts Wines Down South's gorgeous logo. Both benefit significantly. Readers visiting Wines Down South throughout Georgia, the South and the nation can see these, click on and get fully informed and very excited in time to make plans to attend. When readers visiting the festival or events websites see Wines Down South, they do the same, opening

up a treasure house of tourism information. All that is required is to contact **Sheila Brewington**, the publisher of Wines Down South either by phone at **(678) 654-2324**, or by email at mountainlink@gmail.com

- **Harvest leisure guide seeks info on fall events:** The annual Harvest fall leisure guide is scheduled to be published in the Aug. 29 editions. It will include stories on places to and things to do in Northeast Georgia, plus a full calendar of autumn events and activities. **Organizations wishing to submit information may do so before Aug. 6, by e-mail to kalbertson@gainesvilletimes.com; by mail to The Times, P.O. Box 838, Gainesville, GA, 30503; or by fax to 770-532-0457.** Keith Albertson *Managing Editor* | *The Times* 770-718-3400 | kalbertson@gainesvilletimes.com www.gainesvilletimes.com
- **Photos Needed** - John Wiley and Sons, a major publisher of tourism and hospitality books, is looking for photographs to illustrate their books. Photos of attractions, resorts, scenic views, and tourism employees doing their jobs are desired. Photos are needed within about 30 days in digital format only. Send all digital image files to Jenni Lee along with a signed and dated permission form allowing their use. Lee can be reached by e-mail at (201) 748-5990 or via jennilee@wiley.com. Photo permission forms may either be scanned and e-mailed to Lee, or faxed to her office at (201) 748-6591. Call her with any questions or concerns regarding delivery of the digital files. **Deadline: Aug. 19.**
- **How to get your event listed in Georgia Magazine's Calendar of Events by Laurel George...**
We are always looking for listings for our Calendar. It's consistently one of our readers' most popular features, and can be counted on to spread the word about your event to potential visitors from all across the state.

Because the Calendar is so effective, and because listings in the Calendar are free, we operate on a space-available, first come, first served basis. For that reason, it's best to send us information on your event as soon as possible. Deadline for each month's listings is two months previous; i.e., March 1st for the May calendar.

Please email your information to: calendar@georgiaemc.com, or send to: Calendar Editor, Georgia Magazine, P.O. Box 1707, Tucker, GA 30085. Send high-resolution digital photographs, if possible -- that way you might get a sidebar article or photo/caption rather than just a listing!

Keep in mind that we publish listings on a space-available basis, and that there are **LOTS** of people sending us information. So, unfortunately there's no way we can guarantee that your event will be published in the Calendar. If you'd like to be **certain** that your event information is published in Georgia Magazine, you might want to consider purchasing an ad in one of the quarterly Festival & Event Guides, published in our April, August, October and November issues. You can purchase a 4/C ad in one of our Festival Guides for as little as \$330.00. It's an inexpensive way to be sure our **million-plus** readers know about what your event has to offer!

For more information on the Guides, as well as other advertising opportunities in Georgia Magazine, please contact me at the number/email address: Laurel George, Advertising Representative (404)541-0628 (home office) / (404)202-7212 (cell) / lggeorge@bellsouth.net

- To those of you not into Facebook, please forgive me for this e-mail. I just wanted to let you know that **Georgia Civil War Heritage Trails**® now has a Facebook page. We're still getting it set-up, and more content will be added soon. So please share it with your friends. The Event tab listings should be of particular interest now for many of you. Please let me know of any needed event additions, deletions and/or corrections...thanks!

If you're not a "fan" of Facebook, you might rather check-out the big improvements coming soon to our website, at www.gcwht.org. They're not on-line just yet, but will be soon. To see our new Facebook "page", simply log into Facebook and type "Georgia Civil War Heritage Trails", or click on the link below.

www.facebook.com/pages/Georgia-Civil-War-Heritage-Trails/128059883898044?v=app_2344061033&ref=ts#!/pages/Georgia-Civil-War-Heritage-Trails/128059883898044?v=wall&ref=ts

CONFERENCES, SEMINARS, ARTICLES AND INDUSTRY NEWS

Articles (Contact me if you would like a copy)

- 1) 11 steps to building an effective media blogger outreach list –
www.arikhanson.com/2010/07/21/11-steps-to-building-an-effective-blogger-outreach-list/
 - 2) The new normal in travel - Shorter, cheaper vacations and bargain-obsessed buyers aren't just popular now - they may be the future. www.msnbc.msn.com/id/38412286/from/toolbar
- Jeff Mills of Mills Marketing Group spoke to the Historic HighCountry Travel Association on the subject of Family Reunion Markets. Below are a few key points from Jeff's presentation:
 - Build a notebook that you can give to the reunion planner once they have signed a contract with a hotel in your community. Here are a few examples of what to put in the notebook:
 1. Meeting Venues
 2. Parks
 3. Campgrounds
 4. Tour Itineraries
 5. Kids Activities
 6. Sample Welcome Letter
 - Come up with a slogan that you can sell to your community such as "We are reunion friendly!" or "Bring your family home"
 - Advertise in your local newspapers and media outlets with your new slogan.
 - Host a "Reunion Workshop" for local people. In this workshop teach people how to plan a reunion and why they should have it in your area.
 - Most reunions are over a weekend and end on Sunday morning. Check with your hotels to see if there is a very deep discount, that they can give to the reunion guests for Sunday night to try to fill an extra hotel room night. With this deep discount there needs to be something for the guests to do on either late Sunday or Monday – have an itinerary ready for them.
 - Find out what you can give away to the reunions such as name badges. Make sure your logo is on whatever you give them.
 - Add a special touch like signs welcoming the group once they get off of the interstate saying "Welcome _____ Reunion!"
 - For the kids, create a coloring book that can be related to your area. Have a historic site, put it in the coloring book. It will be fun and educational at the same time. Can't draw? Have a drawing contest in your community.
 - Prince County, Maryland is a great example of how you should present family reunions on your website.

Jeff Mills is available to come to your community to jump start your family reunion program. For more information please contact Jeff at 678-910-1439 or his email at jeff-mmg@bellsouth.net .

GRANTS & FUNDING SOURCES

List of Grants & Other Funding Sources

We'd like to remind you that there is information on grant programs and other funding sources on www.marketgeorgia.org. Go to www.georgia.org/GeorgiaIndustries/Tourism/Programs/Pages/Grants.aspx#other

Funding initiatives through Georgia State Parks

The following is a URL for two programs (the "Land and Water Conservation Fund" and the "Recreational Trails Program"). The Coastal region has utilized these grants for tourism related projects:
www.gastateparks.org/net/content/page.aspx?s=8084.0.1.5&siteid=5&wrapid=1

List of Funding Sources for Historic Preservation Projects (Georgia Historic Preservation Division)

This is a long and extensive list...be sure to check it out periodically for new funding opportunities.
[www.gashpo.org/content/displaycontent.asp?txtDocument=213&utm_source=Georgia+Historic+Preservation+Division+e-newsletters&utm_campaign=505ab88541-Preservation Georgia Online June 26-July+2 2010&utm_medium=email](http://www.gashpo.org/content/displaycontent.asp?txtDocument=213&utm_source=Georgia+Historic+Preservation+Division+e-newsletters&utm_campaign=505ab88541-Preservation+Georgia+Online+June+26-July+2+2010&utm_medium=email)

- **Interpreting America's Historic Places Planning and Implementation Grants from the National Endowment for the Humanities**

These grants support public humanities projects that exploit the evocative power of historic places to explore stories, ideas, and beliefs that deepen our understanding of our lives and our world. The projects should interpret a place that played a significant role in American history; enrich the visitor experience at one or more historic places by interpreting these places in light of broader themes in American history; make use of the specific features of one or more historic places—the site, its location, buildings, or other natural or built features—as integral parts of the proposed interpretation; be based on sound humanities scholarship; involve humanities scholars in all phases of development and implementation; approach the subject thematically, analytically, and interpretively through an appropriate variety of perspectives; interest broad audiences; and employ appealing and accessible program formats that will actively engage the public in learning. The application deadline is **August 18, 2010**. Visit the [NEH website](#) for more information.

Appalachian Regional Commission

- The Georgia Appalachian Regional Commission State Office will accept pre-applications for potential project funding for the 2011 application cycle beginning July 1, until the close of business on August 15, 2010 (as this is a Sunday, you will have until COB Monday this year). As you know, these pre-applications are reviewed - usually by late Fall and form the basis for our recommendations to the Governor for the 2011 ARC Priority List from which full applications will be invited to be submitted to this office by no later than COB March 15, 2011.

All the required forms and documents are posted on the state ARC webpage at www.dca.state.ga.us/economic/financing/programs/arc.asp - there you can find forms, the State Strategy Statement and other documents in Word, Excel or PDF formats. They are also on the media I have previously provided at workshops and meetings. If you do not have the most up to date forms and can not get them, please let me know and I will be happy to provide them to you.

Even though the ARC budget for 2011 is not yet resolved, we will assume full funding and will proceed as usual. I hope everyone is working on great projects to submit for 2011. Thanks for all your help in making our Georgia ARC program successful.

Please let me know if you have questions or comments or if I can assist you in any way.

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DATES TO REMEMBER

- **Georgia Travel Industry Calendar of Events:** Go to www.marketgeorgia.org and click on Travel Industry Calendar of Events to find out info on meetings, conferences, trade & travel shows, and other tourism related events.
 - Contact me if you would like to submit a tourism industry event (meeting, conference, etc.).
 - Be sure to bookmark the page and come back often for information on new and valuable tourism related events!
- **STS Top 20 Events Nominations**
 - To be considered, an event must have an attendance of at least 1,000 and be in its third year of existence.
 - There is a \$10.00 entry fee required per event.
 - Top 20 Events strongly encourages entrants to support nominations by providing supporting material such as photos, posters, brochures, press releases, news clippings and/or volunteer programs.

- To find out more, visit www.southeasttourism.org/top20/. (The deadlines are also listed on the www.MarketGeorgia.org Travel Industry Calendar of Events.)
- **Deadlines:**
 - Friday, JULY 9, 2010 for events in January, February, March 2011
 - Friday, OCTOBER 8, 2010 for events in April, May, June 2011 ~
 - Friday, JANUARY 7, 2011 for events in July, August, September 2011