

# GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT

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## DECEMBER 2008 REGIONAL REP REPORT

### IMPORTANT NOTES:

- **Current & Previous Monthly Reports:** You can read previous reports by going to [www.marketgeorgia.org](http://www.marketgeorgia.org) and clicking on Monthly Regional Reports and clicking on Northeast Georgia Mountains.
- **Georgia Tourism Newsletter:** Peach Bytes is 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](mailto:peachbyte@georgia.org). If you have outstanding news to share, please send it to the same email so we can share with the rest of Georgia's Tourism Industry. Be mindful that inclusion will depend on space.
- **[www.ExploreGeorgia.org](http://www.ExploreGeorgia.org):** Make sure you are updating your information on the State tourism website. If you need assistance with how to register or navigate the partner admin pages, please contact Cheryl Smith, Regional Tourism Rep, [csmith@georgia.org](mailto:csmith@georgia.org) 770-535-5757.
- **[www.GAMadeGAGrownProducts.org](http://www.GAMadeGAGrownProducts.org):** Make sure you submit a listing if you meet the criteria for this website. It is part of GDEcD's Creative Economies Initiative. Contact me if you have questions or need help.

### GEORGIA TOURISM DIVISION NEWS/ACTIVITIES

- **SALES TEAM ACTIVITIES/NEWS:**
  - National Tour Association Marketplace Leads are now available. Contact me for a copy.
  - GDEcD is currently
- **CREATIVE ECONOMIES INITIATIVE:** The website [www.GAMadeGAGrownProducts.org](http://www.GAMadeGAGrownProducts.org) should be live soon. Those who make or grow Georgia items, are an artist, crafter, etc or sell at least 80% Georgia Made Georgia Grown items in a shop or store, need to submit a listing on this site.
- **CO-OP Advertising:** The FY '09-'10 Co-Op information should be posted to [www.MarketGeorgia.org](http://www.MarketGeorgia.org) soon, if not already. Nothing of substance has been changed. Note: A problem that keeps arising is documentation of 501 © status. Gilda will include an example on the website. Some applicants have included their tax returns or city charter, etc. She knows there are a couple of odd cases and they should be explained. She also recommends that applicants write or call the IRS at 1-877-829-5500 and they will mail a letter to you. They don't e-mail or fax anything.
- **VISITOR INFORMATION CENTERS:**
  - Group Leads from the GA VICs – I have the latest list. If you would like them, let me know. I have already sent them to my Group Leads list.
  - Email from Pat Pierson: "I would like to have each region do a promotional day at our center in 2009. Also, I would like for the day to take place different months. In addition to this, our GOMM Day will be May 22, 2009. Anyone interested can contact me for a date and time."  
Pat Pierson, Assistant Manager  
Georgia Visitor Information Center  
938 County Rd. #84, Lavonia, GA 30553  
e-mail: [pperson@georgia.org](mailto:pperson@georgia.org) phone: 706-356-4019 fax: 706-356-2990
  - **Fall Areas of Origin are available:** These figures track where people are coming from through each of the state visitor centers.
  - **Lavonia VIC is seeking two large reusable Christmas Trees.** Please contact Shirley Crawford at [scrawford@georgia.org](mailto:scrawford@georgia.org) if you have one you'd like to donate.
  - Here are the 2009 dates for all of the centers  
March 27<sup>th</sup> – Columbus  
April 3<sup>rd</sup> – Valdosta  
April 16<sup>th</sup> – Sylvania  
May 9<sup>th</sup> – Plains

May 15<sup>th</sup> – Kingsland  
May 22<sup>nd</sup> – Lavonia  
May 29<sup>th</sup> – Savannah  
June 5<sup>th</sup> – Tallapoosa  
June 19<sup>th</sup> – Ringgold  
July 17<sup>th</sup> – Augusta  
July 31<sup>st</sup> – West Point

- **2009 EXPLOREGEORGIA.ORG PHOTO CONTEST:** January 1st, 2009 will be the first day of the [www.ExploreGeorgia.org](http://www.ExploreGeorgia.org) photo contest! The contest is open to only U.S. citizens and must be at least 18 years old. Once photos are submitted, the GDEcD will have full usage rights of photographs. There will be one winner each month through October 2009 and winners will be chosen by an internal judging panel. Each winner will receive a new GPS system and will be featured in the 2010 Georgia Travel Guide. This is a contest that can excite everyone including those visiting the state! For more info, contact Haley Pass, Marketing Operations Manager, 404-962-4114 or [hpass@georgia.org](mailto:hpass@georgia.org).
- **2009 ECRM THEMES:** I submit a Northeast Georgia Mountains event, attraction and special offer each month to be included in the eCRMs that go out to over 85,000 folks. I try to spread it around so that no one part of the region is left out or overly promoted. If you have suggestions for these topics, please send them to me by the 1<sup>st</sup> of each month. I have already submitted January, but you can send me suggestions for February. Contact me if you have any questions.
  - January: **Must-Sees**
  - February: **Romantic Getaways**
  - March: **Spring Break**
  - April: **Gardens**
  - May: **Outdoor Adventures**
  - June: **Summer Kickoff**
  - July: **Georgia Grown**
  - August: **State Parks**
  - September: **His or Hers Getaways (golf or spa etc.)**
  - October: **Foliage & Festivals**
  - November: **Shopping**
  - December: **Holiday**
- **Update from Lazell Jones, Travel Writer:** Please visit <http://rvamericamagazine.com/> for the story I wrote about NE Georgia for RV America. It begins on page 26. The readership is approximately 220,000. I have completed and submitted my second story about NE Georgia to Truck Trend Magazine. It is scheduled to be published in the late Spring (circ 125,000). A third story for Heartland USA is in process and will be complete in the next couple of months. The stories I wrote about Albany, GA; Jekyll Island and Perry for Family Motor Coach Magazine will be published this January (next month), February and March in conjunction with their winter convention that is being held in Perry in March (FMCA readership approx 220,000). The other stories I promised are forecast to complete this spring. As I have said before, thank you and all of your associates for the support you provided me during my trips to Georgia last May and September.

## MEDIA REQUESTS, GRANTS, WORKSHOPS, ETC

- **Saving Energy:** With rising energy prices, energy conservation is sure to be a New Year's resolution for many tourism businesses. There are many tools for business owners and managers to begin examining how they might make the next year a little brighter while reducing energy bills. One is EPA's Energy Star Program ([www.energystar.gov](http://www.energystar.gov)), which has an energy efficient purchasing and procurement guide ([www.energystar.gov/index.cfm?c=bulk\\_purchasing.bus\\_purchasing](http://www.energystar.gov/index.cfm?c=bulk_purchasing.bus_purchasing)) as well as a program specifically for the hospitality industry ([www.energystar.gov/index.cfm?c=hospitality.bus\\_hospitality](http://www.energystar.gov/index.cfm?c=hospitality.bus_hospitality)).
- **Dept. to Consider Agriculture Tourism Rules:** For more information on this, go to [http://agr.georgia.gov/00/article/0,2086,38902732\\_0\\_128219480,00.html](http://agr.georgia.gov/00/article/0,2086,38902732_0_128219480,00.html)

- **CALL TO ARTISTS:** “Art Trax” 2009 The Arts in Historic Hoschton (Saturday, April 18, 2009) Third Annual outdoor celebration of Fine Arts & Fine Crafts on historic Hoschton Square, across from the Depot. This event will be complemented by performance art and historic venues. Registration deadline is February 1, 2009. Late entries will be considered – as space allows. To request Artist’s Application for Selection, please contact Kathleen Gill at 404-202-3044. Visit [www.ArtTrax.org](http://www.ArtTrax.org)
- **TIA and TBR to Become U.S. Travel Association:** The Travel Industry Association (TIA) and the Travel Business Roundtable (TBR) will become the U.S. Travel Association on January 1, 2009. The U.S. Travel Association will further intensify the voice of America’s \$740 billion travel industry and continue to provide a variety of services including research, events, DiscoverAmerica.com, and international travel development. For the official release, visit [www.tia.org/pressmedia/pressrec.asp?Item=931](http://www.tia.org/pressmedia/pressrec.asp?Item=931).
- **Message from Sean McGinnis ([smcginnis@atlantamag.emmis.co](mailto:smcginnis@atlantamag.emmis.co)), Publisher of Atlanta Magazine:** If you haven't visited [www.atlantamagazine.com](http://www.atlantamagazine.com) recently I encourage you to take a look. The following will give you an overview of the enhancements that we continue to make to our website and our blog activity. Site visits to [atlantamagazine.com](http://atlantamagazine.com) are at an all-time high reaching over **181,000 visits** from November 8 - December 8. If you would like more information on how you can leverage this online traffic for your business and learn about all of the new and innovative product offerings *Atlanta* magazine has online, please contact me.

**NPS GRANTS AVAILABLE:**

- The National Park Service's American Battlefield Protection Program invites grant applications from nonprofit groups, academic institutions, and local, regional, state, and tribal governments to support projects that lead directly to the identification, preservation and interpretation of battlefield land and/or historic sites associated with battlefields. More information is available at <http://www.cr.nps.gov/abpp> Deadline: January 23, 2009.
- The National Park Service's National Native American Graves Protection and Repatriation Act (NAGPRA) Program is offering grants to Indian tribes, Alaska Native villages and corporations, Native Hawaiian organizations, and museums. Two types of grants are available: Consultation/Documentation Grants - Applications Due: March 2, 2009; and Repatriation Grants - rolling application. Applications and more information online at <http://www.nps.gov/history/nagpra/grants>
- **The New TIA--U.S. Travel Association** TIA, (Travel Industry of America) has a new name and a clearer focus. TIA has become the U.S. Travel Association following the merging of TIA and the Travel Business Roundtable into one advocacy group. After a year-long brand review, the new name was selected to reflect the breadth and scope of one of America’s largest and most important industries, and to best position the association for a bigger voice in Washington.

The merger will enable the industry to speak with one voice, which is so critical during these challenging times. “Travel supports nearly 18 million U.S. jobs that cannot be outsourced and contributes more than \$100 billion in federal, state and local tax revenue,” said Roger Dow, TIA’s President and CEO, who will serve in the same capacity for the U.S. Travel Association. “America’s travel community has created an organization that matches the power and scope of America’s travel economy.” The new association will serve as the leading advocate for increasing travel to and within the United States while continuing to provide its members with the core programs and events associated with TIA in the past. [www.ustravel.org](http://www.ustravel.org)

- **Travel South Announces Partnership with Delta Airlines** Travel South USA has recently announced a strategic alliance with Delta Air Lines as a major sponsor for Travel South Showcase in 2009 and 2010. The southern USA is the #1 regional destination for both domestic and international travelers; and Delta Air Lines offers more service to more destinations in the twelve state region than any other global carrier.

The partnership with Delta opens the door for Travel South USA to issue invitations to select international tour operators to participate in the 2009 Showcase in Kissimmee, Florida, and 2010 Showcase in Birmingham, Alabama. Elite International Buyers will have an unprecedented opportunity to fly Delta Air Lines and visit the Southern United States to experience the region’s famous Southern hospitality. A specialized program has been created exclusively for the I-Buyers featuring presentations by the 12 state tourism offices, selected appointment scheduling, as well as access to all marketplace functions and social networking opportunities

Hosting Elite International Buyers at a southern marketplace is not a new concept, and thanks to the hard work and efforts of three leaders who developed Rhythms of the South in 2002, we are not starting from scratch in organizing this program. The Atlanta CVB, Nashville CVB and New Orleans CVB, who developed the Rhythms of the South Regional International Marketplace, were involved in discussions to expand and reformat their program based on the needs of the partners involved. The ROS regional alliance will be a strategic partner and involved in the upcoming Showcase programs.

This new opportunity to meet pre-qualified international tour operators interested in the southern USA is a marvelous addition to Travel South Showcase. Strategic alliances with leading airline companies are part of many successful tourism programs, including Tennessee's four major cities.

- **The GA DCA has created a wonderful new database of historic markers, by county** including an image of the sign. Check it out: [www.georgiaplanning.com/hm/](http://www.georgiaplanning.com/hm/)
- **STS Top 20 Events:**
  - Winter 2009: [http://southeasttourism.org/top20/top20\\_janmar09.html](http://southeasttourism.org/top20/top20_janmar09.html)
  - Spring 2009: [http://southeasttourism.org/top20/top20\\_aprjun09.html](http://southeasttourism.org/top20/top20_aprjun09.html)
- Funding is available through **USDA Rural Development's Community Facilities Program** if the museum is located in a rural area and owned by a non-profit or public body. Grant funds are only available for the purchase of equipment; however, we have loan funds at very good terms, currently around 4.75% for a maximum of 40 years, for the purchase of real estate, construction, renovation, higher cost equipment, etc. If you find an entity in need of funding, give them my contact information and I will certainly be glad to speak with them. Also, here's our website where information about this and other Rural Development programs can be obtained: [www.rurdev.usda.gov/rhs/](http://www.rurdev.usda.gov/rhs/).  
**Contact:** Margaret D. Duck, Area Specialist - [margaret.duck@ga.usda.gov](mailto:margaret.duck@ga.usda.gov)  
**Monroe Area Office:** Monday & Thursday (send all mail to the Monroe office)  
111 E. Spring Street, Suite B, Monroe, GA 30655 - Ofc: (770) 267-1413  
**Greensboro:** As schedule requires - Ofc: (706) 453-2086, Ext. 4  
**Elberton:** As schedule requires - Ofc: (706) 283-3021, Ext. 110

## SAVE THE DATE

Go to [www.marketgeorgia.org](http://www.marketgeorgia.org) and click on **Travel Industry Events**. Contact me if you would like to submit a tourism industry event (meeting, conference, etc.)

**January 9**      **STS Top 20 Events Nomination Deadline for July, August & September 2009.** For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).

**January 27**      **Tourism Day at the Capitol from 8am-2pm**, Atlanta, GA

**January 27-28**      **Snowbird Extravaganza**, Lakeland, Florida

**February 16-18**      **Southeastern Festivals & Events Conference**, Knoxville Crowne Plaza Hotel - The 6th Annual Southeast Festivals and Events Conference is just around the corner! This three-day conference includes 17 educational sessions, round table discussions and loads of networking opportunities. The conference, held at the Knoxville Crowne Plaza Hotel, is February 16 - 18, 2009.

Events large and small, CVB's & chambers, cities, associations and non-profit organizations, tourism agencies, media specialists, vendors and suppliers will all gather to share ideas and develop life-long friendships. Pre-conference functions include a dine-around networking experience, a guided tour of Knoxville and round table discussions.

Contact: **Carolyn Morris**, 770-592-7180 [cmorris@wiredearth.net](mailto:cmorris@wiredearth.net) [www.southeastfestivals.org](http://www.southeastfestivals.org)

**March 2009**      **Month long celebration along the Southern Literary Trail**  
Georgia authors will be featured on the Southern Literary Trail, a historic linking of Southern communities, towns and landmarks, for a monthlong festival honoring some of the South's greatest authors, scheduled for March 2009. With stops along 18 Georgia, Alabama and Mississippi towns between Savannah, GA and Natchez, MS, events will take place at various libraries, museums and courthouses throughout the month. Trail towns will present tours, plays, films, reading and discussion panels celebrating Southern literature and its hometown authors, with special emphasis on the settings that influenced their works. For information on event times and locations, visit [www.southernliterarytrail.org](http://www.southernliterarytrail.org).

**March 1 & 2**      **Winter Chautauqua 2009**, Dalton, GA - Details will be forthcoming as the program is developed.

- March 9- 11**      **GACVB Winter Meeting, Jekyll Island Club** – Register online at [www.regonline.com/gacvbwinter09](http://www.regonline.com/gacvbwinter09)  
This meeting will include the course requirements for *Supervising Excellence*, the first tier of GACVB's new Leadership Excellence Certification (LEC) program certified by the Cunningham Center for Leadership Development at Columbus State University. Designed for CEOs and Senior Staff of Georgia DMOs, the meeting agenda includes sessions on the Foundations of Leadership, Effective Communication, Supervising/Empowering, and Priority Setting/Time Management. A commitment to the three year certification process is not required to attend the Winter Meeting.
- April 9-30**      Broadcast dates on PBS for **Appalachia: A History of Mountains and People**: Thursdays, April 9-30. It will be seen once a week for four weeks.
- April 10, 2009**      **STS Top 20 Events Nomination Deadline for October, November & December 2009**. For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).
- April 20-21, 2009**      The **2009 Techno Tourism Conference** will take place at the Classic Center in Athens. The conference will focus on social networking tools, campaigns and demonstrations showcasing applications on a PC. More information will be available soon.
- June 6–13**      **BRAG (Bicycle Ride Across Georgia) 2009 Early Bird Registration Open - TENTATIVE Route**  
Hiawassee to Clarks Hill Lake
- July 10, 2009**      **STS Top 20 Events Nomination Deadline for January, February & March 2010**. For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).
- Aug 31–Sept 2**      **Georgia Governor's Conference on Tourism**, Lake Lanier
- October 9**      **STS Top 20 Events Nomination Deadline for April, May & June 2010**. For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).
- January 8, 2010**      **STS Top 20 Events Nomination Deadline for July, August, & September 2010**. For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).
- April 9, 2010**      **STS Top 20 Events Nomination Deadline for October, November, & December**. For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).
- July 16, 2010**      **STS Top 20 Events Nomination Deadline for January, February & March 2011**. For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html).