



NORTHWEST GEORGIA'S
HISTORIC HIGH COUNTRY
TRAVEL REGION

Regional Tourism Representative
April 2009 Report

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GEORGIA TOURISM DIVISION NEWS

- **Tourism Grants** – \$1.1 million Co-op Marketing funds were added back to the FY10 tourism budget; final word is pending till the Governor signs off on the budget in June. The FY10 Marketing Co-op **grant deadline has been extended to July 31st**.
- **ExploreGeorgia.org Updates** – the site now features the ability to submit reviews for listings.
- **GA Governor's Conference on Tourism** – registration now open at <http://www.georgiagtc.com/>; you can also follow on Facebook – search for georgiagtc.
- Watch for **Techno-Tourism conference presentations** to be posted on MarketGeorgia.org under Presentations
- **Marketing and Tourism teams were honored with FIRST PLACE** at the 2009 American Marketing Association's AMY awards for our department's Tourism Web Site, ExploreGeorgia. This is a huge accomplishment for our department – the team competed with hundreds of other websites including many major consumer brands from the private sector.
- **Group Tour Boot Camp, June 18-19** – contact Katie Baasen for more info at kbaasen@georgia.org

NW GA HISTORIC HIGH COUNTRY REGIONAL NEWS

- **Civil War 150th Tri-State Committee, April 30th, 5:30pm – 7:00pm** – a stakeholder's meeting is scheduled for April 30th at Gordon Lee Mansion, Chickamauga. The purpose of the meeting is to secure partnerships for co-op marketing the NW GA, SE TN and NE AL areas. **RSVP to 706-375-4728**
- **"We Shall Remain" PBS Series** - The compelling story of Cherokee removal from Georgia and surrounding states will be explored during "We Shall Remain," an epic five-week series on Native Americans. Airing Mondays at 9 p.m. on Georgia Public Broadcasting, the April 27 episode was filmed in part at **Chief Vann House** and **New Echota** historic sites in northwest Georgia.
- **Georgia Officially added to the National Trail of Tears** - About 400 miles of new trail were added to the Trail of Tears National Historic Trail in Georgia alone when President Barack Obama signed the Trail of Tears Documentation Act into law March 30th. Northwest Georgia contains much of the trail.
- **The National Register Review Board** will hold its next tri-annual meeting on Friday, June 5 in Atlanta. Nominations on the agenda include **Ringgold Gap Battlefield**, Ringgold vicinity, Catoosa County
- **Research Presentation** – for a copy of the presentation made by Nerissa Serrano to the travel association at the April meeting go to <http://web.georgia.org/content/GeorgiaTourism/Research%202009%20High%20Country.pdf>

MEDIA, PUBLIC RELATIONS, TRAVEL SHOWS, MARKETING

- **Submit Special Offers to ExploreGeorgia.org** – don't forget to take advantage of this free opportunity to market your special offers on Georgia's official tourism website. If you are already a tourism partner, just log in and click on ADD OFFER. Be sure to associate the offer with your lodging or attraction. If you need assistance, contact Janet Cochran jcochran@georgia.org.

- **Group Leads** – if you have not been receiving periodic emails with group leads, and would like to be on this list, please contact Janet Cochran, jcochran@georgia.org or call 706-516-0287. These leads are still available if anyone would like them.
- **2009 GA On My Mind Days (GOMM) Promotion Dates at GA Visitor Information Centers VICs)**
Mark your calendar for promoting your destination/attraction/lodging property/event at any of the VICs listed below. For more information and details, you may contact each VIC via email at (name of VIC)[@georgia.org](mailto:) (Example: ringgold@georgia.org) There is no cost to display!

March 27th – Columbus
April 3rd – Valdosta
April 16th – Sylvania

May 9th – Plains
May 15th – Kingsland
May 22nd – Lavonia
May 29th – Savannah

June 5th – Tallapoosa
June 19th – Ringgold
July 17th – Augusta
July 31st – West Point

- **International Pow Wow May 16-20, Miami, FL** – if you are interested in a co-op opportunity for this travel show, contact Katie Baasen at 404-962-4080 or kbaasen@georgia.org
- **Browns Guides** – list your attraction or lodging free at www.brownsguides.com
- **Blue Ridge Country Magazine** – Submit Sep/Oct events by e-mail to cmodisett@leisurepublishing.com or through the website at <http://www.blueridgecountry.com/coe/index.cfm>. High-resolution photos will also be considered - they can be e mailed to cmodisett@leisurepublishing.com.
- **National Travel and Tourism Week May 9th - 17th** – "Discover Great American Traditions". Click on the link for more info including a toolkit of resources, including details on U.S. Travel Rally Day and special promotional opportunities offered by DiscoverAmerica.com and AOL® Travel in conjunction with National Travel and Tourism Week. http://www.ustravel.org/pressmedia/TWFA/ntw_week.html

GRANTS AND OTHER FYI

- **GA State Park Pass Library Loan Program** – Program where patrons can check the Park Passes for one week which entitles library card holders to free parking or admission to more than 60 Georgia state parks and historic sites.
- **Preservation 101 – May 5, 9am-4:45pm, Atlanta** – For anyone who has not attended a previous Preservation 101 orientation, is new to historic preservation in Georgia and wants to learn about services and programs provided by the state historic preservation office (HPD) and the state nonprofit preservation organization (The Georgia Trust). More info at www.gashpo.org/content/displaycontent.asp?txtDocument=389.

GRANTS

- **Save Our History 2009/2010 grant cycle announced** - Applications are due June 5, 2009 <http://www.history.com/content/saveourhistory/grant-program>. . Any questions can be directed to info@saveourhistory.com.
- **Arts Grant Opportunity** - All services must be completed by June 30, 2009. www.southarts.org/southernvisions For more information, please contact Nikki Estes, Program Director - Presenting & Touring, at 404-874-7244 ext. 16 or nestes@southarts.org.
- **Challenge grants** - to secure long-term improvements in and support for humanities programs and resources; also for one-time capital that brings 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 due by May 5.
- **Preservation assistance grants** - 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. For more information visit www.neh.gov/grants/guidelines/pag.html or email preservation@neh.gov. Applications are due by May 14.
- **Other grant info is found on www.MarketGeorgia.org, then click on Tourism Grants.**