



Regional Representative Update
February 2009

- **Sunbelt Agricultural Expo 2009!** Magnolia Midlands has confirmed that they will participate in the 3 region booth.
- **STS Marketing College - REGISTRATION IS OPEN** - Marketing College will take place **Sunday, July 26 through Friday, July 31, 2009** in **Dahlonega**. It will be another intensive, fact-filled week of learning, networking and socializing at North Georgia College and State University. For more information, visit www.southeasttourism.org.
- **Winter Chautauqua Update!** - Taylor Bruce from *Southern Living* will be the General Session Speaker this year! Get ready to hear one of *Southern Living's* top writers explain what it is like on his side of the magazine and how we can keep up with the changes that are occurring in their industry. Registration for the tourism conference is open – all details available at www.WinterChautauqua.com!
- The Military Travel and Trade shows are here again and they are March 16-20, 2009, below are the dates and locations for the shows. If you would like to exhibit at one of the shows please email me and I will get you the information.
 - Ft. Benning, March 16, 2009
 - Ft. Rucker Alabama March 17, 2009
 - Albany MCLB, March 18, 2009
 - Robins AFB, March 19, 2009
 - Moody AFB, March 20, 2009
- Co-Op Marketing Grant information and application are now on-line. The deadline for submission has been extended to July 31, 2009. I will be offering workshops on applying for this grant. If you are interested in attending a workshop, send me an e-mail to let me know. <http://web.georgia.org/net/content/page.aspx?s=115682.72586.26.3011>
- **The Southern Arts Federation** with support from the National Endowment for the Arts is pleased to offer a limited number of Economic Response Technical Assistance grants for non-profit presenting organizations in our nine-state region. In response to the current economic climate, this special initiative encourages visual, media, performing, and literary arts presenting organizations to contract with an outside consultant for intensive work to focus on organizational stabilization and to strengthen an organization's infrastructure. Examples of consultation activities funded by this Technical Assistance grant program include: updating a strategic plan, short and long term planning, fundraising, innovation or entrepreneurial efforts, building participation, and grantsmanship. Activities should focus on ways that the organization will respond to the current economic conditions for the long-term health and stability of the organization. For more information, please contact Nikki Estes, Program Director - Presenting & Touring, at 404-874-7244 ext. 16 or nestes@southarts.org.

- **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>**
- **Coming Soon: Cemetery Grant Program, Round 2**
Applications for Round 2 of the Historic Cemetery Heritage Tourism Grant Program, funded in cooperation with the Georgia Department of Economic Development, will soon be available on HPD's Web site at <http://www.gashpo.org/content/displaycontent.asp?txtDocument=426>. If you submitted an application for Round 1 and your project was not funded, please contact Carole Moore (if you have not already done so) if you wish to be considered in Round 2. The purpose of the grant program is to assist local communities in promoting their historic cemeteries through heritage tourism. Eligible projects include research and documentation; interpretation and public information; advertising and marketing; or workshops and training. "Bricks and mortar" projects are not eligible for this program. The reimbursable grant funds are 50% state/50% local match and will be awarded on a competitive basis. The maximum grant award will be \$2,500; however, there is no minimum amount, and HPD encourages applications for small projects. We anticipate that the deadline to submit applications will be mid-March with grant awards being announced in late April/early May 2009. For more information, please call or e-mail Grants Coordinator Carole Moore at 404-463-8434 or carole.moore@dnr.state.ga.us.
- **Save Our History 2009/2010 grant cycle announced.** The Save Our History Grant Program provides funding to history organizations that partner with schools on a local community preservation project. Since launching the Save Our History Grant Program in 2004, History, formerly known as The History Channel, has awarded over \$1 Million Dollars in grants to organizations and schools large and small, urban, suburban and rural, in the northern, southern, eastern, western and central United States. During the 2009/2010 school year, History will again award grants of up to \$10,000 to historical organizations to fund hands-on, experiential educational projects that teach students about their local history and actively engage them in its preservation. For guidelines and criteria, important dates, and to apply, please visit <http://www.history.com/content/saveourhistory/grant-program>. Applications are due June 5, 2009. Any questions can be directed to info@saveourhistory.com.
- **GDEcD has a new photo contest - January 1st launched this new program on www.ExploreGeorgia.org**
The contest is open to U.S. citizens, 18 years or older. Once photos are submitted, 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.
- **It's here -- Georgia's Creative Economies website** for marketing and promoting Georgia Made Georgia Grown Products. The website will connect buyers and sellers, corporations and corporate suppliers, locals and visitors to Georgia's creative small businesses. The listing is free to Georgia-based artisans, theaters, crafters, Agritourism venues, festival planners and others looking to enhance their marketing and advertising. Public launch is scheduled for Jan 23rd. To register your Georgia Made or Georgia Grown product, go to www.gamadegagrown.org and follow the instructions. Visit www.georgia.org/foundation to learn more about this economic development effort led by the Georgia Tourism Foundation.
- April 20 & 21 the **2009 Techno Tourism Conference** - due to budget constraints, the Techno Tourism Conference has been moved to Chattahoochee Technical College in Marietta. The dates remain April 20 and 21. Hotel recommendations will follow shortly. Because the grant process is on hold, the requirement for attendance in order to receive funding is waived.
- **Travel Show Co-op Opportunities –AAA Travel Marketplace** - Gillette Stadium in Massachusetts - March 2008 - AAA New England Travel will target 12,000 vacation-seeking leisure travelers and travel agents from Boston, Providence, Worcester and Cape Cod to attend a three day tradeshow with suppliers from various destinations. Information about the show is included in the AAA Club publication, Horizons, which is mailed out to 1.2 million households. Please contact Pam Kruseck, Consumer Sales Manager, for information on the co-op programs via email at pkruseck@georgia.org.

- **GDEcD's RESEARCH UPDATE**

GDEcD's Monthly Research Newsletter is available at www.marketgeorgia.org in the industry research section. The report features a variety of Georgia and national travel indicators.

- **Peach Byte!** – GDEcD's official Georgia Tourism Monthly E-Newsletter available to everyone. If you have not yet signed up to receive Peach Byte, please send an email to peachbyte@georgia.org requesting that your e-mail address be added. If you would like to see past editions of Peach Byte, visit: <http://my.georgia.org/net/content/go.aspx?s=244185.72586.26.3011>

- **Market Georgia Tourism is an excellent resource for tourism professionals.** You will find industry research, industry presentations, grant information, excellent contact information and more...information is added weekly: <http://my.georgia.org/core/item/page.aspx?s=72456.72586.26.3011>

UPDATE: In April 09, www.marketgeorgia.org will be redirected to www.georgia.org/travel.

- **Request for Packages** – Tourism division is looking for lodging/attraction packages to use in Georgia Travel Promotions. Please submit any packages to your regional rep. at jstubbs@georgia.org. Packages need to include lodging and at least one attraction (Meals Optional) There is no deadline but the sooner the better.

- **www.ExploreGeorgia.org** – Make sure you are updating your free listing on the State tourism website. If you need assistance with how to register or navigate the partner admin pages, please contact me.

- **We have made the following changes** to exploregeorgia.org Translated it means that instead of listings coming up as last updated, now the most complete ones come up first. So it is more important than ever that you add better descriptive summary, more photos, etc. No More Peach!

- 1) New search functionality
 - a. More details are coming, but this broadly includes:
 - i. Quality scoring based on summary, description, special offers, logo inclusion, etc
- 2) Winter Landing Page (new callout is on the home page)
- 3) Deny Listing Ability for Reps
- 4) Updated Travel Tips page with VICS information
- 5) Partner admin one sheet is now on the partner admin sign in page
- 6) Upon listing creation, users must now include the following:
 - a. Logo and/or image for search results
 - b. Summary
 - c. Description

- **2009 Georgia On My Mind Day** dates for all of the state Visitor Information Centers

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

These events offer an opportunity to set up at the VIC with others in the Industry...a chance to show travelers how much we have to offer as a state. As always this is a FREE opportunity. For more information please contact the individual centers. Contact info can be found

at <http://web.georgia.org/net/content/search.aspx?s=0.0.26.3011&load=1&keyword=Georgia%20Visitor%20Information%20Center&maintitle=Georgia%20Visitor%20Information%20Centers&searchtype=Exact>

Jeff Stubbs
Regional Tourism Representative.
5584 Mill Store Road
Lake Park, Georgia 31636
Office: 229-559-8336
Cell: 404-274-1405
jstubbs@georgia.org