



Presidential Pathways Regional Tourism Update – February 2009

Regional Happenings

Statewide News -

Tourism Grants – All tourism grant programs are suspended at this time due to budget constraints. However, due to the extended legislative session this year, the FY10 Marketing Co-op grant deadline has been extended to July 31st in case funds are restored in the final budget.

GA Made GA Grown Products Web Registry - the new web registry is now live at www.gamadegagrownproducts.org with more than 800 artscentric and agribusinesses registered. Qualified businesses and artisans can still register to list their entity on the site for free. Just go the website and register.

ExploreGeorgia.org Updates – Development of the State's official tourism marketing website continues with improvements and features. The most recent changes include:

- The Coupon upload is working, but only images can be uploaded, not pdf or other files.
 - Partner admin one sheet is now on the partner admin sign in page
 - Upon listing creation, users must now include the following:
 - Logo and/or image for search results
 - Summary
 - Description
 - New search functionality
- More details are coming, but this broadly includes:
Quality scoring based on summary, description, special offers, logo inclusion, etc
(NOTE: this means that instead of listing appearing in order of the most recently updated, they will now appear in order of the most complete, so it's important that tourism partners complete their listings as much as possible, including the addition of events, special offers and photos.)

Georgia Travel Guides to Regional VICs – if you are a designated Regional GA Visitors Information Center (RVIC), you should have received a shipment of 2009 Georgia Travel Guides. If you didn't, contact mpotter@georgia.org. Anyone who is not an official designation Regional VIC that would like to carry the state tourism materials is encouraged to contact Maggie Potter to make arrangements.

Request for Packages – the Tourism Division is looking for lodging/attraction packages to use in promoting travel to and within Georgia. We are NOT asking you to give them to us...just let us help you promote them. If you haven't already submitted what your property, attraction or community offers to your regional rep, you can send info to mpotter@georgia.org. Packages need to include lodging and at least one attraction (meals optional.) No particular deadline, but sooner the better.

FREE SAM Shortline Trips - We are offering complimentary tickets to hotel, motel, restaurant and other city and county employees for Monday, March 30th! March FAM (Familiarization) Tour Special Travel with us on this special excursion to sample what the communities along SAM Shortline's corridor have to offer! With layovers in Americus, Plains, and Archery, passengers will have the opportunity to visit attractions, sightsee, and familiarize themselves with these delightfully quaint southwest Georgia communities. Call for reservations 1-877-GA-Rails and ask for CAROL.

Wanna see yourself in pictures? To help Cara bolster the GDEcD image library, a letter has been drafted for tourism partners asking them to send in images for us to use in our advertising/marketing materials. Obviously, having a solid database of current pictures of the attractions from each region will help us tremendously when we are promoting them. Please see the attached letter and send any pictures you see fit to share!

Upcoming Conferences, Promotional Opportunities, Etc -

Save The Date: 2009 Techno Tourism Conference – New Location! - 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. However, the sessions will be filled with knowledge that can help to move Georgia tourism forward. More information can be found on www.marketgeorgia.org

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 (Example: ringgold@georgia.org) There is no cost to display!

March 27th – Columbus (additional info attached)

May 9th – Plains

May 29th – Savannah

April 3rd – Valdosta

May 15th – Kingsland

June 5th – Tallapoosa

April 16th – Sylvania

May 22nd – Lavonia

June 19th – Ringgold

July 17th – Augusta July 31st – West Point

Winter Chautauqua March 1 – 2, 2009 – REGISTRATION NOW OPEN. Visit www.WinterChautauqua.com for details!

Survey for Future Workshops - Tourism Product Development is exploring offering a number of low cost seminars beginning in the May/June timeframe. The workshop design will ensure that participants get answers to their specific questions about the topic. Depending on the type of format preferred this might include actual exercises with feedback. The target audience for the workshops would be organizations that currently are dealing with the topic. For example if the topic were tourism retailing and web stores, the attendees should be either starting a retail operation or adding a web store.

Please take the following 5 question survey to express your interest in topics:

http://www.surveymonkey.com/s.aspx?sm=zbOfnpKfmhIzQRUiv_2fVpHg_3d_3d

The survey will end March 17. Thanks for your assistance. If you have any questions or experience any difficulties with the survey, please contact Mary Stansfield at mstansfield@georgia.org

Oral History Performances: Creating a Story Play For Your Community. Workshop to be held March 23, 2009 at the Springer Opera House Columbus, Georgia. \$35 per GACAA Member, \$45 per non-GACAA Member. Includes lunch & materials. For more information contact: Tim Chapman, Averitt Center for the Arts, at 912-212-2787 exec@averittcenterforthearts.org

Grants & Funding Opportunities -

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. The anticipated 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

Arts Grant Opportunity - 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 nonprofit 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. Applications must be postmarked 30 days prior to the project start date. All services must be completed by June 30, 2009. The maximum request is 50% of the consultant fee, up to \$2,500. Only non-profit presenting organizations in the Southern Arts Federation's nine-state region are eligible to apply. SAF's nine-state region includes Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee. The guidelines and application form are available on the website.

For more information, please contact Nikki Estes, Program Director - Presenting & Touring, at 404-874-7244 ext. 16 or nestes@southarts.org.

Contact Southern Visions

(404) 874-7244 ext. 28

email: jknight@southarts.org

www.southarts.org/southernvisions

Southern Visions is operated by the Southern Arts Federation

Dates to Remember -

Visit the Travel Industry Calendar at www.MarketGeorgia.org for more listings!

Mar 1-2 Winter Chautauqua, Dalton www.winterchautauqua.com

Mar 9-11 GACVB Winter Meeting, Jekyll Island www.gacvb.com

Mar 15-22 Ag Week at the GA VICs – promo opportunity!

Apr 20-21 Techno Tourism Conference, Marietta www.marketgeorgia.org

Feel free to contact me with any questions at any time...

Maggie Potter

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