



Presidential Pathways Regional Tourism Update – April 2009

Regional Happenings

Statewide 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.

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!

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 me at mpotter@georgia.org

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

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.

Upcoming Conferences, Promotional Opportunities, Etc –

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.

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

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

Group Tour Boot Camp, June 18-19 – contact Katie Baasen for more info at kbaasen@georgia.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

Browns Guides – list your attraction or lodging free at www.brownsguides.com

Grants & Funding Opportunities -

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.

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

Maggie Potter

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