



## Presidential Pathways Regional Tourism Update – July 2009

### Regional Happenings

#### **Statewide News -**

• **Brochure Room** – if you participate in the Brochure Room on [exploregeorgia.org](http://exploregeorgia.org), you should now be receiving invoices for your mailings. You can now also view your inventory online. Contact Carl Eggerson to set you up. His email is [ceggerson@georgia.org](mailto:ceggerson@georgia.org).

• **FY10 Tourism Marketing Co-op Grant** - the total amount of co-op funds available for FY10 will be \$500,000 or ½ of previous co-op amounts. NEW Official rules and regulations HAVE BEEN posted on [Marketgeorgia.org](http://Marketgeorgia.org). You can view them by following the provided link <http://www.georgia.org/GeorgialIndustries/Tourism/Resources/Pages/TourismGrantPrograms.aspx> There are changes to the program so I suggest reading the updated guidelines, how ever the biggest changes are as follows:

- Programmed now owned by the Rep Program
- Cap at \$20,000
- No web development, enhancement, etc...should be done through Technology Grants in the Spring
- No Postage for fulfillment of advertising, only for direct mail advertising
- You will no longer receive a percentage of your request based on your score...you will receive your requested amount as long as you are above the cut-off amount for funding
- **NEW Application deadline August 15<sup>th</sup>. Awards announced October 15**

• **Georgia Family of Publications** –now is the time to secure your ad in the official state travel guide or other state travel publications such as the 2010 Calendar of Events, Kids Guide or African-American heritage guide. Contact Jill Teter, Atlanta Magazine, at [jteter@bellsouth.net](mailto:jteter@bellsouth.net).

• **New Pathways Brochure** – the new brochure is housed at the Warm Springs Welcome Center. If you would like to pick up a supply, please email and/or call Sabra or Sheila at [warmspringsga@windstream.net](mailto:warmspringsga@windstream.net) (NOTE: this is a new email address for Sabra...please update your records accordingly) or call (706) 655-3322 so they know to be expecting you.

• **New Georgia Mobi Site** – GDEcD is working with Atlanta Magazine and ITI Marketing to develop a mobile version of the Travel Guide. The new “mobi” site will give travelers all the info they need and much more at the touch of a cell phone button. Listings in the mobi guide will be free but to really take advantage of the mobile medium, many organizations will want to purchase enhanced listings or advertisements, which can be done for as little as \$500. Franci Edgerly and her team at ITI are handling the marketing. Contact Franci at [franci@ITI-Marketing.com](mailto:franci@ITI-Marketing.com).

• **Peach Byte** – to sign up for the free industry newsletter *Peach Byte* from the State's tourism division, send an email to [peachbyte@georgia.org](mailto:peachbyte@georgia.org). Stay in the loop on the State's marketing opportunities!

**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. Email Cara for more information at [cpastore@georgia.org](mailto:cpastore@georgia.org)

**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](mailto:mpotter@georgia.org)

## **Upcoming Conferences, Promotional Opportunities, Etc –**

- **GA Governor's Conference on Tourism Aug 31-Sep 2** – registration now open at <http://www.georgiagtc.com/>; you can also follow on Facebook – search for georgiagtc.

## **Remaining 2009 GA On My Mind Days (GOMM) Promotion Dates at GA Visitor Information Centers VICs): July 31<sup>st</sup> – West Point**

Free promotion for your destination/attraction/lodging property/event. For more information and details, you may contact each VIC via email at (name of VIC)[@georgia.org](mailto:) (Example: [westpoint@georgia.org](mailto:westpoint@georgia.org))

- **2010 Travel Media Marketplace Bids now being accepted – deadline Sept 10, 2009.** The Georgia Department of Economic Development (GDEcD) is currently working to identify the host city for the 2010 Georgia Travel Media Marketplace event. If your community is interested in being considered as the host city, contact Stefanie Paupeck [spaupeck@georgia.org](mailto:spaupeck@georgia.org) or Janet Cochran [jcochran@georgia.org](mailto:jcochran@georgia.org) for a bid form. **Note:** the host city can also be a regional partnership among several communities.

- **Media Request** - Jacki DuPont, editorial intern for Birds & Blooms magazine based out of Greendale, Wisconsin, seeks info about any bird watching/birding specialized bed and breakfast inns. No deadline given. Jacki DuPont [Jacqueline\\_dupont@rd.com](mailto:Jacqueline_dupont@rd.com), Editorial Intern, Reader's Digest Association-Milwaukee

• **Media Request** - The following request just came to GDEcD via TravMedia.com...Retiree Turned Successful Travel Entrepreneur. The Wall Street Journal is seeking one, or a few, successful folks who retired from another career, and then started their own travel businesses. The WSJ has lots of readers who have expressed interest in doing that, so they would like to get the story of how it's done, what the rewards and challenges are, from a few retirees-turned-travel entrepreneurs in the trenches. Feel free to share with those that fit this request. Kelly Greene's deadline is Friday, July 24. Her email address is [kelly.greene@wsj.com](mailto:kelly.greene@wsj.com).

- **Southeast Tourism Association Nominations** - For nomination forms and more info, go to [http://southeasttourism.org/top\\_20\\_events.html](http://southeasttourism.org/top_20_events.html)

Oct 9 STS Top 20 Events Nomination Deadline for April, May & June 2010.

Jan 8, 2010 STS Top 20 Events Nomination Deadline for July, August, & September 2010

Apr 9 STS Top 20 Events Nomination Deadline for October, November, & December

Jul 16 STS Top 20 Events Nomination Deadline for January, February & March 2011

- **Social Networking Seminar** -The South West Georgia Travel Association will be hosting a Social Networking (Facebook and Twitter Web sites) 2 hour Seminar on July 28. **The Seminar will be from 1pm to 3pm at the Albany Visitors Center, 112 N. Front Street Next to the Flint Riverquarium.** The speaker for this meeting will be Nerissa Serrano from the Georgia Department of Economic Development Atlanta Office. This will be a great opportunity for those who have question or have always wondered how Social Networking will benefit my community, attraction or event. Please bring examples and questions and lets see how you can take it to the next level or get started. The Seminar is FREE! If you are interested in attending please email Jeff Stubbs at [jstubbs@georgia.org](mailto:jstubbs@georgia.org) and he will put you on the list. There is no registration form.

- **DiscoverAmerica.com** – there have been some recent discussions about DiscoverAmerica.com with our tourism partners. Stefanie Paupeck has reached out to Rebecca Pearson, Director of Web Content & Advertising with the U.S. Travel Association, to learn a little more about the process about how more Georgia cities could get involved.

When they launched the international sites over a year ago, the cities that were placed on the site were determined through OTTI research. As you may remember, they partnered with the Department of Commerce to create the Discover America websites. They had some pretty big budget and time constraints. At that time, Atlanta and Savannah were chosen as two of the top inbound destinations for some of their markets and they were added to certain sites. After the sites were launched, all destinations/attractions were invited to participate on them. There is a cost associated with joining the site(s), but it is a one-time only fee. Augusta and Brunswick came on board early this year when they announced they were launching a domestic version of DiscoverAmerica.com.

Rebecca worked on a special package to share with destinations in an effort to help encourage participation on the sites. Attached please find it with an explanation of the site, how destinations can participate and cost.

Please ask our partners to contact Rebecca directly with any questions. She is available via email at [rpearson@UStavel.org](mailto:rpearson@UStavel.org) or phone at 202-408-2145.

· **National Trust seeks 'Distinctive Destinations' nominations** - The National Trust for Historic Preservation is seeking nominations for its 2010 list of Dozen Distinctive Destinations. The list has been issued annually since 2000. This time, however, once the 12 places are announced Feb. 3, the public will, for the first time, get to vote on a "fan favorite." The National Trust selects the destinations to honor places that offer authentic cultural and recreational experiences. Nominations for the list can be made by convention and visitors bureaus, chambers of commerce, Main Street offices, Historic Hotels of America, and other tourism, preservation or local organizations. Individuals who want to nominate a place are encouraged to contact an organization of this type to support the submission. There is a \$150 application fee. **Applications are due Sept. 1**, and may include images, video and letters. Forms can be accessed at PreservationNation.org/ddd. [http://www.usatoday.com/travel/destinations/2009-07-16-distinctive-destinations\\_N.htm](http://www.usatoday.com/travel/destinations/2009-07-16-distinctive-destinations_N.htm)

### ***Grant Opportunities***

The Georgia Department of Transportation (GDOT) announces a call for new applications for local **GATEway Grants**. "GATE" is an acronym for Georgia Transportation Enhancement. The mission of the GATEway Grants is to provide funding for roadside enhancement and beautification projects along Georgia's roadsides. Grants may be used for the purchase and installation of plant material on state routes in community landscape projects located on public roads. Any organization, local government, or state agency can apply for a grant up to \$ 50,000.00, contingent upon authorization by a local government and an agreement to perpetually maintain the project. GATEway Grant Applications and information are available at the GDOT Gateway Grant website at <http://www.dot.ga.gov/localgovernment/fundingprograms/gateway/Pages/default>. **The deadline for 2009 applications is October 30, 2009!**

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

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