



## Presidential Pathways Regional Tourism Update – September 2009

### Regional Happenings

#### **Statewide News -**

**Governor's Conference on Tourism at Lake Lanier Islands was excellent this year!** If you were not able to attend but would like info on the presentations, go to [www.georgiagtc.com/presentations.html](http://www.georgiagtc.com/presentations.html). Check them out and make plans to attend next year's conference in Athens! Also, be sure to check out the photographs from the Conference at <http://www.longexposures.com/lggtc2009/index.html>

**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 [warmsspringsga@windstream.net](mailto:warmsspringsga@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.

**Fox Theatre Institute:** GDEcD and the Fox Theatre Institute have partnered up to promote the arts through increasing theatre programming and assistance in restoration of historic theatres throughout Georgia. There are several programs offered by FTI.

- Georgia Applause is a collaborative effort with GDEcD and FTI aimed at both historic and non-historic theatres.
- Georgia Presenters offers block booking for better rates for any performing venue, thus getting good talent at a reduced or affordable rate.
- TAP (Theatre Advancement Program) assists historic theatre across the state.

For more information on the Fox Theatre Institute, visit [www.foxtheatreinstitute.org](http://www.foxtheatreinstitute.org).

**CO-OP GRANT ANNOUNCEMENTS:** Co-Op Grants will be announced on or by October 15, 2009. Good luck to all Co-Op Grant applicants!

**STAND OUT THIS YEAR**  
Just \$950 to Enhance Your Listing(s) in  
750,000 copies of the 2010 Georgia Travel Guide  
—The Official Travel Guide for the State of Georgia—  
**SPACE DEADLINE — October 9, 2009**  
**BILLING — January 2010**

Please call or e-mail Jill Teter to place your ad today...**877 554-0780 (office) | 912 577-0062 (cell) | 912 634-7580 (fax) | [jteter@bellsouth.net](mailto:jteter@bellsouth.net)**

I wanted to let you know that because the state is not doing a state field trip guide this year the **Georgia Voyager Magazine will be doing an extra publication this year in November**. The field trip guide will be handed out at the National Social Studies Conference that is being held at the World Congress Center in Atlanta this year. The field trip guide will be handed out to all of the 3,000 visitors that come in for the conference. The publication will also be going out to the schools in Georgia, CVB's, the State Capitol, and all the Educational Conferences. Please reserve your space as soon as possible our deadline for the field trip guide will be Oct. 20. If you need any additional information please let me know and I will be happy to speak with you or send you the information. Thank you for your time and I look forward to hearing from you soon. Leslie Hodge Office/1-800-243-6991 FAX/706-548-8608 Cell/678-977-1239

Join us for a **webinar discussion on GDEcD's newest marketing initiative, Mobi**, and learn... how Georgia and many communities are embracing mobile marketing to increase their reach to 61.7 million annual visitors to the State; how you can maximize your exposure in this emerging marketing channel; how you can integrate mobile marketing with your traditional marketing and generate new leads and measurements of success

**Title:** *Increase Your Sales Opportunities with "Georgia on My Phone!"*

**Date:** Friday, September 25, 2009

**Time:** 1:30 PM - 2:30 PM EDT

After registering you will receive a confirmation email containing information about joining the Webinar.

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

**Its AgExpo time in Moultrie again!** Just as in years past, the Plantation Trace region and the Magnolia Midlands regions will be sharing booth space at the Expo and have invited the Pathways to join in. The Expo runs **October 20, 21, 22 with set up on October 19**. Volunteers will be needed for 4 hour shifts on each of the show dates. The Expo is a HUGE consumer show. Those interested in more info or in volunteering for a morning (8:30a-12:30p) or afternoon (12:30p-4:30p) shift, please email me at [mpotter@georgia.org](mailto:mpotter@georgia.org) ...spots fill up first come, first serve!

**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

**Travel Show Co-op Opportunities with Georgia Tourism** – Pam Kruseck, Consumer Sales Mgr, GDEcD, has several opportunities for co-op on various travel shows. If you are interested, you may contact Pam directly at [pkruseck@georgia.org](mailto:pkruseck@georgia.org) or email me and I can send you a complete list of opportunities.

**GA Agritourism Conference, Dec 2-3, Oakhust, Harris County GA – details TBA...stay tuned!**

**History and Heritage Tourism: Discovering Georgia's Community Landmarks**, Mar 25-26, 2010, Warm Springs - [www.gashpo.org/content/displaycontent.asp?txtDocument=460](http://www.gashpo.org/content/displaycontent.asp?txtDocument=460) or contact Conference Coordinator Carole Moore at [carole.moore@dnr.state.ga.us](mailto:carole.moore@dnr.state.ga.us) or at 404-463-8434

### ***Grant Opportunities***

**Tourism Product Development Grant:** The 2010 round grant applications are being accepted. The deadline for submission is **October 2, 2009**. All potential applications should not get lost in the details but think of hammer ready and shovel ready tourism projects that will add to your local job sustainability or job creation. The link for the application & guidelines follows:

[www.georgia.org/Georgialndustries/Tourism/Programs/Pages/TourismGrantPrograms.aspx](http://www.georgia.org/Georgialndustries/Tourism/Programs/Pages/TourismGrantPrograms.aspx)

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!**

### **Preservation Services Fund Grants**

Administered by the National Trust for Historic Preservation, these grants are awarded to nonprofit organizations and public agencies for preservation planning and education efforts. Grant awards range

from \$500 to \$5,000. For more information, contact the Southern Office of the National Trust for Historic Preservation at 843-722-8552 or [soro@nthp.org](mailto:soro@nthp.org) and the National Trust website at [www.nationaltrust.org/help/grants.html](http://www.nationaltrust.org/help/grants.html). The application deadline is **October 1**.

**National Endowment for the Humanities, Division of Public Programs grants**

The National Endowment for the Humanities, Division of Public Programs funds public projects at museums, libraries, historic sites, and other historical and cultural organizations. The grants support historic site interpretation, exhibits, reading or film discussion series, symposia, and digital projects. For more information contact the Division of Public Programs, 202-606-8269 or [www.neh.gov](http://www.neh.gov). The application deadline for funds from America's Historical and Cultural Organizations and Interpreting America's Historic Places programs is **January 13, 2010**.

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

Maggie Potter

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