



Euharlee

Tourism Product Development Resource Team Report
Georgia Department of Economic Development
May 2018



TPD Resource Team Report

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Primer on Economic Development



Which Comes First?

Place, visitor or experience?

In a marketing textbook you would start with the market you want to attract; then develop product and experiences and create the most effective communications to reach your target market. In reality, destinations already have product, experiences and existing visitors.

Tourism product development is a complex intertwined process that involves research, information, planning, training and implementation, bringing all of these together. The planning and organizing of tourism products involves:

1. Knowing what you have as a starting point and being able to identify what may be missing;
2. Securing community understanding and engagement to be inclusive in planning and impact;
3. Learning about tourist/visitor interests, behavior and needs to better serve and inform;
4. Developing a comprehensive approach to planning, developing, training and stewardship
5. to guiding development and maintenance;
6. Collaborating across multiple sites and communities for larger impact to build destination and to conduct joint marketing;
7. Identifying what success will look like and developing methods and measures to assess your success and continually improve visitors' tourism experience.

Products in tourism are the places and experiences that you identify, create, and market to visitors. Accompanying services and support systems are another element critical to implementing your vision and planning for attracting visitors. This includes product development, marketing, becoming a hospitable and welcoming community, and developing and sustaining the resources and capacities needed to keep your efforts going and successful.

Adapted from Michigan State University Museum's Product Development Guide

Visitor-Minded Planning

Two issues

In tourism, failing to understand the consumer and see the destination from their perspective creates two major problems.

1. The first problem is that many destinations don't see the unique tourism experience they have to offer. Many examples of this problem manifest themselves in heritage tourism. For instance, residents in some rural areas cannot see how special their destination is because it is so familiar. It is hard to look at what is around you as if you had never seen it before. Planning requires looking at the product through someone else's eyes!
2. The flip side of the same coin and the second problem is when tourism managers are so focused on the product that they forget the consumer. This is common with folks associated with new facilities. They focus on every attribute of the building or operation and forget to consider what really creates value for the consumer.

The challenge for the tourism product developer is to be completely aware of the many product options available within the destination area. With this knowledge, sites and experiences can be organized and presented to the visitor in a way that creates value for the consumer and maximizes benefits for the destination.

Adapted from Michigan State University Museum's Product Development Guide



Types of Products

Commercial or cultural or natural?

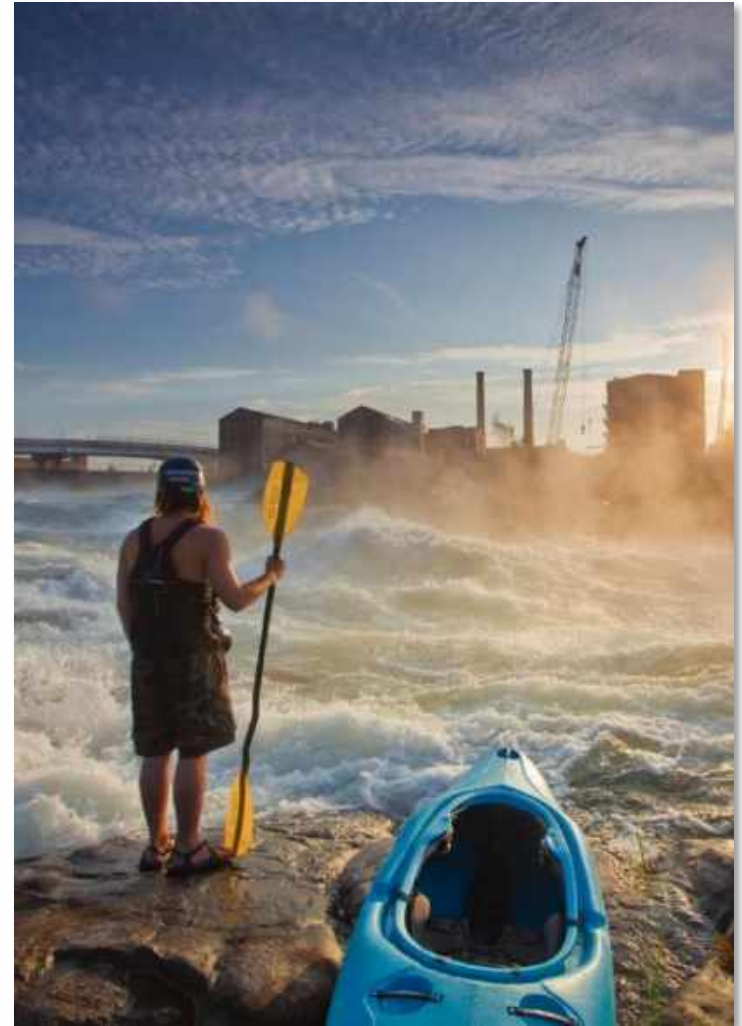
To understand the product options, it is worthwhile to consider the nature of tourism attractions and products.

- Attractions can take many forms. They can be a single product such as Disneyland or a series of products loosely “tied” together. e.g., new trails, opening across your region, are great examples of products coming together to attract visitors.
- Attractions can be commercial or cultural or natural (or all three). They can be “hard”, such as historic sites – or “soft”, such as listening to a particular type of music or learning an almost forgotten craft.
- They can be deliberate such as a purpose-built monument, or incidental, the architecture of your downtown that brings back memories of a simpler time or is built from area field stones and is still functional; and reflect the community uniqueness.

Not all attractions are created equal.

- Attractions have different amounts of “pull.” Some will attract people from across the state; others will attract people from across the world with universal appeal.
- Knowing about and understanding who is attracted and why they are important will drive your marketing efforts whether it’s the audience that will travel across the world to see it or everyday folks who may include it in their Sunday drive.

Adapted from Michigan State University Museum’s Product Development Guide



Tourism Product Development

Pointers

- Focus on your strengths - base your product on what natural and cultural resources you have that others don't have.
- Plan all stages of the project in detail before commencing, including marketing, product evaluation and redevelopment. Plan for and monitor budgets tightly.
- Be very clear about what you want to achieve - profit, local employment, community pride and involvement, and conservation of the resource.
- Consult and involve the local community.
- Take the time to do the project well. Do not rush the stages of consultation and product development. Innovation does not happen overnight.
- Know your target audience. Plan and tailor the product from the consumer's needs and perspectives. Undertake market research.
- Interpretation should be fun, encourage involvement, stimulate the senses, and pose a challenge. Plan all activities to reflect a strong theme.
- Choose methods that involve and engage the senses. Face to face interpretation is the most effective.
- Be cautious with technology. Can you afford it and do you need it?
- Collaborate with experts. Expertise may be found within your local community.
- Train your team to ensure consistency of product and messages.



Regional Tourism Economic Impact Data



Tourism as Economic Development

Georgia's \$63.1 billion impact

- Tourism is one of the world's largest industries and is essential to a community's economic vitality, sustainability, and profitability.
- In Georgia, tourism is one of the state's most important industries accounting for over \$63.1 billion in annual economic impact.
- Increasingly, tourism is often the preferred economic development strategy within a community, and it plays a significant role in most communities across the state. When included as a focus in a comprehensive economic development plan, tourism can play a major role in a local economy by infusing new money into the economy that generates jobs and spurs economic growth.
- Special interest tourism like nature-based tourism and heritage tourism create opportunity for communities to identify, package and market their existing assets.
- Communities throughout the state have substantial assets that need to be identified and incorporated into their overall economic development efforts. Increased tourism product can translate into local job creation and additional revenue in the form of property tax, bed tax and sales tax for the community and the state.
- Limited resources means collaboration among various local groups and agencies is essential to enhancing and developing local tourism product. Additionally, when multiple state agencies work as Team Georgia collaboratively on tourism product development, Georgia wins and the visitor goes away with a unique experience.



County-Based Economic Impact

Bartow County

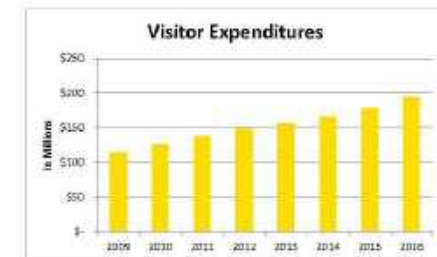
- Sustainable tourism is defined by three pillars:
 1. Environmentally friendly,
 2. Protects natural and cultural heritage,
 3. Benefits local people.
- Furthermore, research has revealed that when local people's livelihoods are improved by tourism, they, too, become important allies in protecting the planet and safeguarding its heritage for future generations.
- Your community impact is important not only locally, but in the grand scheme of things statewide. Visit www.marketgeorgia.org anytime for the annual snapshot of tourism economic impact for each Georgia county.
- Look for El County data under the Resources tab and find this chart which annually tracks direct spending, number of jobs, tax revenue generated and payroll associated with Tourism in your county.



Bartow County – Historic High Country Region

In 2016, Bartow County's tourism industry:

- Supported 1,808 jobs
- Generated \$193.82 million in direct tourist spending
- Generated \$8.81 million in state tax revenues
- Generated \$6.06 million in local tax revenues
- Generated \$44.13 million in payroll



Each Bartow County household would need to be taxed an additional \$407 per year to replace taxes generated by tourism economic activity.

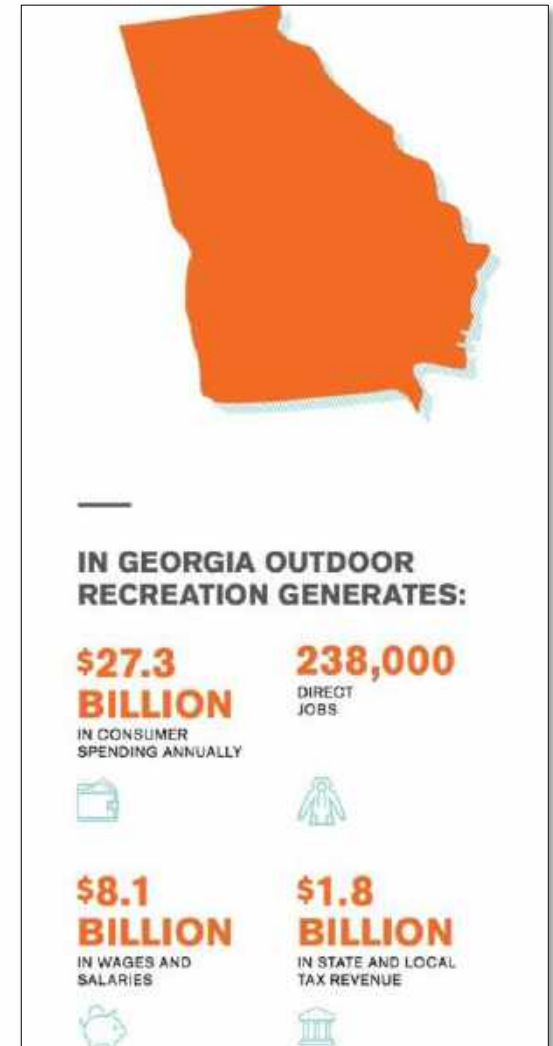
Source: U.S. Travel Association: 2016 Travel Economic Impact on Georgia State, Counties and Regions; marketgeorgia.org

Outdoor Recreation as Economic Impact

Nothing to sneeze at in Georgia

- The Outdoor Industry Association reports that outdoor recreation in Georgia generates \$27.3 billion in consumer spending annually which results in \$1.8 billion in state and local tax revenue.
- From this industry, we find 238,000 direct jobs (ahead of the auto industry which offers 207,000) resulting in \$8.1 billion in wages and salaries.
- 58% of Georgia residents participate in outdoor recreation each year which includes hiking, trail running, fishing, biking, camping, hunting, and gear.
- Investing in outdoor infrastructure attracts employers and active workforces, ensuring those communities thrive economically and socially, e.g., KL Outdoor is a recreation supplier that brought 100+ jobs to Henry County recently to manufacture and distribute kayaks and canoes.
- So, if you aren't framing the natural assets of your community to invite folks to enjoy them, and if you haven't created access to reach the nature-based areas easily and safely, now is the time to jump on that, **\$27.3 billion** is nothing to sneeze at in Georgia!

Source: Outdoor Industry Association 2017



Meet the TPD Resource Team



Tourism Product Development Team

Resource team members

Georgia Department of Economic Development

- Tracie Sanchez, Manager,
Tourism Product Development Office
- Janet Cochran, Manager
Tourism Project Managers
- Tina Lilly, Grants Program Director
Georgia Council for the Arts

Georgia Department of Community Affairs

- Patrick Vickers, Region 1 Manager

Georgia Department of Natural Resources

- Brad Ballard, Park Manager

Outdoor Afro, Diverse Environmental Leadership National Speakers Bureau

- Wandi Steward, Consultant

Northwest Georgia Regional Commission

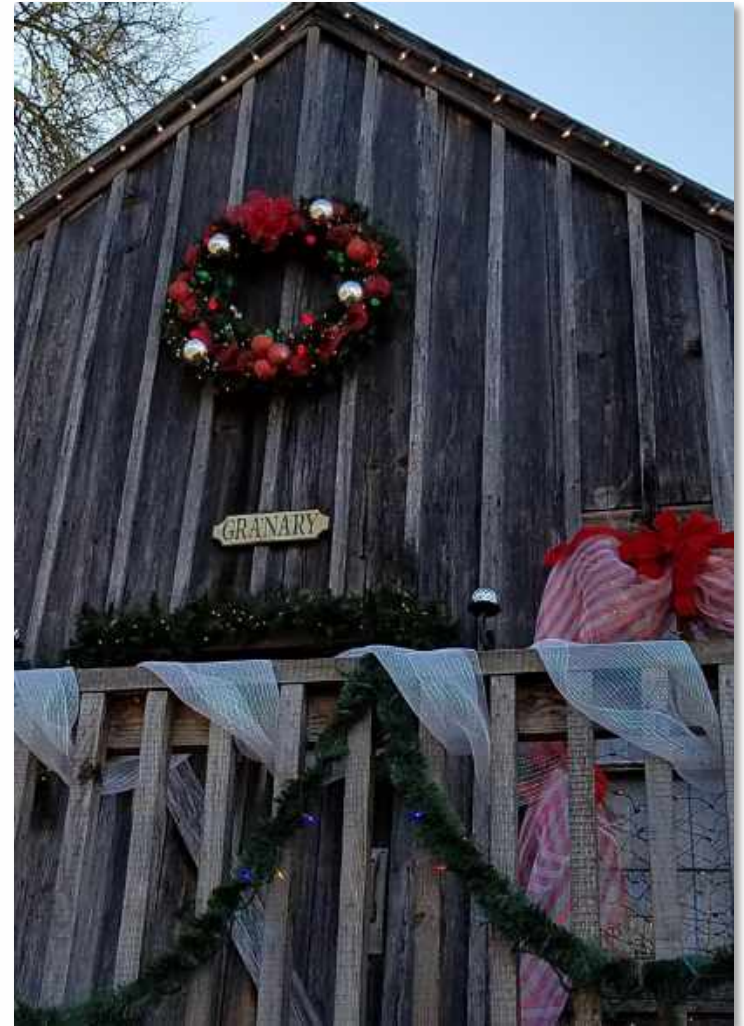
- Brice Wood, Planner



Tourism Product Development Team

What we saw...

- Euharlee City Hall
- Euharlee History Museum & Welcome Center
- Frankie Harris Park
- Osborne Park / Woodland Middle School
- Joe Cowen Park & ball fields, walking trail
- Euharlee Creek / Etowah River, walking trail
- Euharlee Creek Outfitters
- Pizza Shop
- Granary event space & historic village
- Mill footings and remains
- Euharlee Covered Bridge
- 17-Acre City Property (campground?)
- Pioneer African-American Cemetery
- Proposed Euharlee Overlay District



Key Takeaways



Key Takeaways

Recommendations for your community

At your request and in the interest of bringing more visitors and dollars to your community, a tourism resource team visited numerous sites to assess development and marketing of new events and attractions in the community. In this report we offer recommendations for the sites visited, offer examples of how other communities have implemented the product, and resources to assist with development for each of these ideas.

Below we highlight our top **recommendations**.

- Attend a workshop to help Balance Nature and Commerce and don't forget the river!
- Decide if you want to be a CITY or a historic PARK that opens seasonally. Historic buildings need to be accessible and open; Historic park ordinance in place.
- Use art, artists, and festivals to cultivate a look and feel for the historic village.
- Connect all the assets in this historic village with walking paths. Offer an overall wayfinding system to show visitor all the amenities because its very walkable; need a map of village at entrance.

Key Takeaways

Recommendations for your community (continued)

- Build observation platforms or decks for visitors to sit and enjoy watching the Etowah River and Euharlee Creek flow by. Model the observation platforms after the covered bridge. Install a people counter on bridge to track visitation.
- Install public restrooms as well as signage that indicates current restroom locations.
- We recommend a hotel and local restaurants after the new sewer becomes operational. Until then, encourage food truck and pop-up seasonal vendors of pre-packaged food for sports teams/kayakers.

As the community prioritizes these opportunities, consider the TPD grants available after the GDEcD Team site visit. Applications are accepted each June and December for a maximum of \$10,000 and \$5,000 amounts respectively to assist with development and implementation of a tourism development product. Please refer to the TPD Grant Funding page in this report.

Each takeaway presented here is supported with a resource page featuring links to similar ideas in neighboring communities or local/state/national agencies that may be of value in creating and improving Georgia tourism assets.

Arts & Entertainment Tourism Recommendations and Resources



ARTS

Why are the arts important to tourism?

- Art can be a problem solver
- Art brings people in a community together
- Art attracts cultural heritage tourists, who spend more money than other tourists
- Art helps interpret local lore and history through paintings, murals, theatre, music, storytelling, etc.
- Art helps brand your town with a unique image.
- Art enlivens a communities and makes them attractive places for people to live and visit

Local vs. Nonlocal Arts Audience Spending

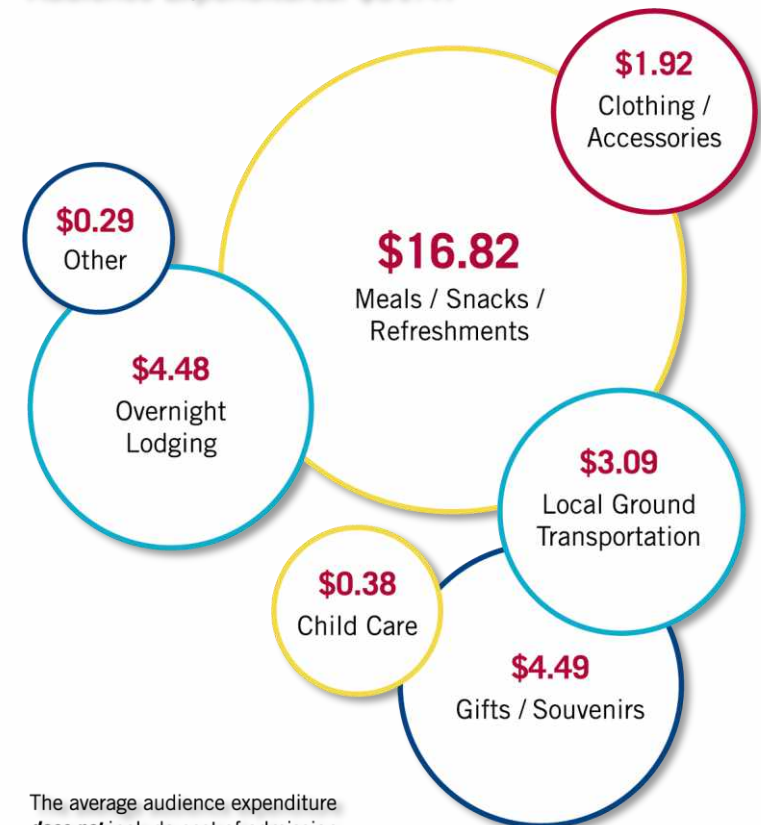
Local Audience Spending // **\$23.44**



Nonlocal Audience Spending // **\$47.57**



Average Per Person Per Event Audience Expenditures: \$31.47



The average audience expenditure **does not** include cost of admission.

Americans for the Arts

Artist-in-Residence

Consider an artist-in-residence for Euharlee

Offer lodging and a studio space to an artist in exchange for that artist offering a project for the community, e.g.,

- a painter could have a studio that is open to the public on Saturdays,
- a photographer could present professional photos to the city,
- a performing artist could offer a performance at the end of the residency.

Residencies may last from one weekend to several months.

- Examples of different types of residencies:
<http://www.artistcommunities.org/residencies/directory>
- How to start an artist residency:
<http://www.artistcommunities.org/starting-residency-program>



Artist Markets

Local artists attract visitors to Cultural Euharlee

Artists on the weekend

Invite artists to exhibit or do demonstrations incorporating the city and its unique features. This should take place at specific times, such as the first weekend of each month during the spring and fall. Artist demonstrations may be paired with food trucks or vendors selling picnic lunches. Include activities for children during the day.

To get started, consider adding this on to an existing seasonal event.

Where to find artists:

- Regional festivals and artist shows
- Rome Area Council for the Arts
- Fulton County Arts Council
- Local art teachers
- Networking through local artists
- Issue a call for artists



Launching an Artists Market

Local artists attract visitors to Cultural Euharlee

Sample RFP/application

Artisan Market application

- <http://artistsmarketmarietta.com/artists/apply>

Sample contract

- http://www.shapeart.org/assets/solstice_application_2017_final.pdf
- <http://bwac.org/wordpress/wp-content/uploads/2017/04/NLM-LH-Point-Festival-Artist-Contract.pdf>

Sample artist guidelines

Marietta Art in the Park

- <http://artparkmarietta.com/artist-information/>



Welcome Center

Use art to boost the visitor experience

- Euharlee is branded as the Covered Bridge City with the bridge providing a primary visitor draw.
- Strengthen the Covered Bridge brand by using art to build excitement for the actual visit to the covered bridge.
- Paint the corridor in the Welcome Center/ History museum to emulate the inside of the covered bridge, thus giving the visitor a preview.
- An example of this type of art is the Western and Atlantic Railroad Tunnel in Tunnel Hill, GA. The tunnel entrance is replicated at entrance to the museum.
- Alternatively, expand the museum and gallery into the hall.



Welcome Center

Make exhibits and events interactive

- Interactivity makes experiences more memorable.
- Add art projects to help visitors learn about Euharlee's heritage.
- For example, create an art puzzle of the bridge, or notable citizens with an interesting story or fact associated with Euharlee.
- Provide photo-ops using objects or paintings that tell Euharlee's story.



Welcome Center

Expand local offerings in the gift shop

- **Expand gift shop:** Include unique arts and crafts by local artisans in the gift shop. The shop may be a destination for featuring handmade pieces. Accept item on consignment to keep it fresh and avoid excess inventory.
- **Print students' artwork:** The student prints displayed in the gallery are great. Print these as notecards which can be offered to visitors with proceeds benefiting the school and the history museum.



Welcome Center + History Museum combo

Design should reflect both entities housed here

Euharlee's historic district and weathered wood exterior is signature to its brand. But the Welcome Center / History Museum, are modern and sterile compared to the historic structures providing "sense of place" and visitor draw to the city.

- Consider a façade enhancement to the building entrance to engage visitors with Euharlee's history before they step inside.
- Modify the Welcome Center/Museum entrance signage and road signage to complement the gateway and wayfinding uniform signage suggested in the Wayfinding section of this report.



History Museum

Create an inclusive and engaging environment

- Consider displaying additional artifacts and images of African Americans in the area.
- Audio recordings or re-enactors of elders in the community who could share with visitors about life in the area.
- Staff may consult Cartersville CVB and Bartow County to be included on the countywide African American Heritage Trail.
<http://www.noyourmommashistory.com/>
- Enliven the environment: Create dimension by adding large photos, movable panels, wall treatments, or murals.
- Activities for families: Add interactive activities for children and families such as a scavenger hunts.
- Lesson plans for teachers: Develop lesson plans that link class curriculum and integrate the town's historic buildings for class field trips. Publicize these plans to teachers in the region to encourage them to visit with their students.
Example: <http://www.mmcc-arts.org/teacher-resources.html>



Resources

Arts

- Georgia Council for the Arts- www.gaarts.org State arts council that provides multiple grant programs for arts projects
- South Arts- www.southarts.org Regional arts organization that provides grants to present theatre, music, dance or guest writers
- Georgia Humanities- www.georgiahumanities.org State humanities council that provides grants for humanities-based cultural and education programs such as history exhibits, lectures, walking tours, oral history projects, etc.
- Fox Theatre Institute- <http://foxtheatre.org/the-fox-theatre-institute/> FTI provides grants for the restoration of historic theatres
- ArtPlace- www.artplaceamerica.org National funder awarding large grants in creative placemaking projects where the arts play a central role in a community's planning and development strategies.
- National Endowment for the Arts- www.nea.gov National funder with multiple grant programs for arts projects. Rural communities should note two programs: Challenge America (\$10,000 to reach underserved audiences) and Our Town (up to \$200,000 for creative placemaking projects that are partnerships between arts organizations and local government)
- National Endowment for the Humanities- www.neh.gov National funder with multiple grant programs for humanities projects
- Citizen's Institute on Rural Design- <http://rural-design.org/> An annual competitive opportunity to host an intensive, two-and-a-half day community workshop for rural communities with design challenges
- USDA- www.usda.gov USDA Rural Development forges partnerships with rural communities, funding projects that bring housing, community facilities, business guarantees, utilities and other services to rural America.

Attraction Development Recommendations and Resources



Fundraise In the Village

Dine on Euharlee Covered Bridge

- Host a fancy, farm-to-fork, fundraiser (white tie/white linens/fine crystal & china) on the Euharlee Covered Bridge!
- Locally grown hors d'oeuvres and locally fermented wine passed by stewards in black tie precede a sumptuous locally sourced dinner, complete with a small orchestra or band or piano player with cabaret singer.....or harpist or fiddler or....or....or....
- This fancy dinner may become the signature event of one of the village festivals.
- Valet parking provided.



Euharlee Covered Bridge

Decorate the bridge for every season

- January – white strands of twinkly lights
- February – red lanterns of love
- March – green lanterns or twinkly lights
- April – Butterflies, lilies/tulips/daffodils
- May – Roses & the American Flag
- June – Roses & the American Flag
- July – Roses & the American Flag
- August – Dragonflies of the river
- September – Fall foilage and cornucopias
- October – Fall foilage and jack-o-lanterns
- November – Several small American Flags
- December – holiday twinkly lights



Festivals & Events

Incorporate village lore

Euharlee is walkable with plenty of parking. Take advantage of this with street festivals and events that incorporate Village lore.

Develop festivals that incorporate Euharlee cuisine and lore, libations and more.

- Arts & Crafts Festival
- Wine Tasting Festival
- Story Telling Festival
- Local Food Festival (BBQ & Chili Cook-off)
- Ice Cream Social
- Micro-Brewery Beer Tastings
- Paddle Festival (canoes, kayaks, SUPs, inner tubes, etc.)

Combinations of several events is fun too!



Festival of Trees

Leave the display up longer

Festival of Trees is a wonderful fundraiser that the community totally embraces. We recommend leaving the display up throughout the holiday season to attract more visitors. Make the donation box prominent, perhaps near the s'mores on the way out to the fire pit.

- Ask if some of the charitable givers would leave them on display?
- Place a tree or two in the covered bridge to encourage folks to pop inside the Granary to see more.
- Place a decorated tree anywhere you would consider advertising the event. Add a simple (attractive) yard sale type sign in front of them advertising the main exhibit location/times.



From Field Truck to Food Trucks

Share Ford Family sharecropping story

- During lunch with the community the team learned that Mr. Ford's family sharecropped in Euharlee. Mr. Ford described his father harvesting food and taking it to those in need by wagon and later by truck.
- Today we take food to those in need at events via truck as well. Make that connection!
- Connect the need for food vendors at festivals and events in the community today with the needs of yesteryear and tell Mr. Ford's story via an exhibit with The Fords: **From Field Trucks To Food Trucks.**



At Dark in the Park

Capitalize on the dark skies

Euharlee is sufficiently removed from metropolitan area city lights to capitalize on the darkness in the parks.

Recommendations:

- Screen on the Green – Movie Night in the Park
- Star Talk – Chase meteor showers and stellar sky events. (Consult with Tellus Science Museum to schedule sky interpreters with telescopes to teach visitors about wonders in the night sky <http://tellusmuseum.org/>)



Covered Bridges Festival?

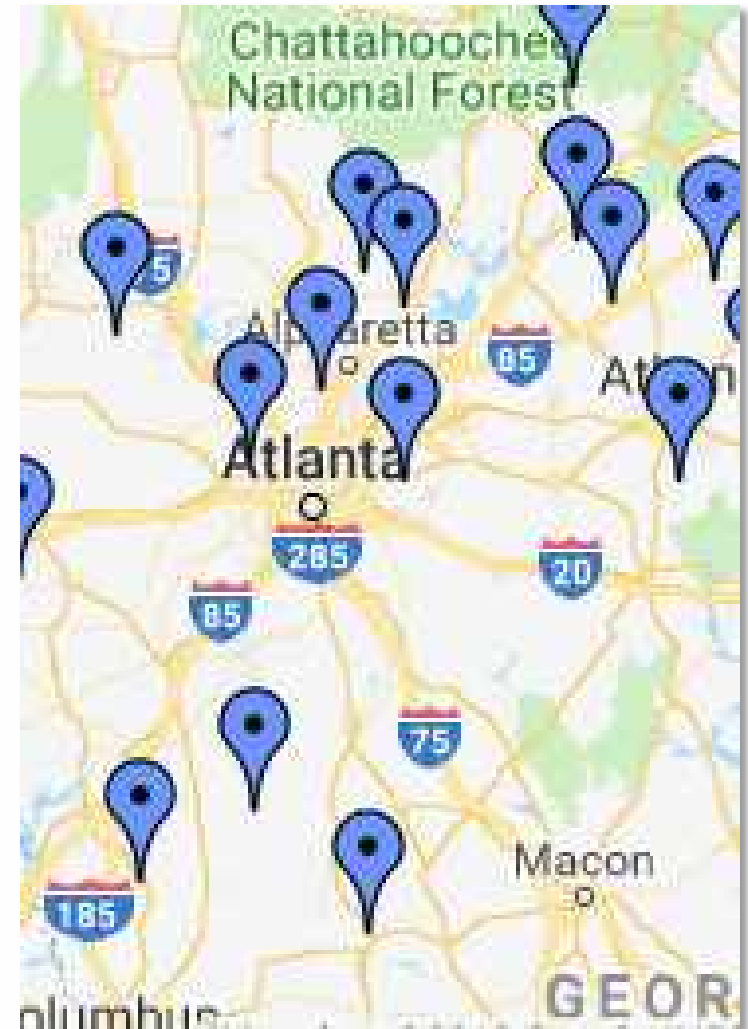
Why not?

Collaborate with nearby Covered Bridges such as:

- Poole's Mill in Heardville
- Big Creek in Roswell
- Concord in Smyrna and
- Effie in Stone Mountain

to create a festival that promotes the bridges, their history and their significance.

<http://www.coveredbridges.com/events/parke-county-covered-bridge-festival>



Village Events

Incorporate Euharlee Village artifacts

Initiate art contests in multiple mediums for several age categories that celebrate or commemorate Euharlee's attractions, e.g.,

- Paint or draw Euharlee Bridge
- Photograph Black Pioneer Cemetery
- Create sculptures from locally "found" objects
- Provide prizes for participants in the

Display the art along a prominent walkway for public viewing. Winning art may be selected by judges from a neighboring community or by public votes (\$1=1vote, with proceeds going to a charitable cause)



Inside the Euharlee Bridge by Barbara Brown

Euharlee Presbyterian Church

Develop the church as an event space

- The Presbyterian Church may be used for many types of events, e.g.,
 - small concerts in the church.
 - chamber music,
 - singer/songwriters,
 - acoustic guitar,
 - piano/organ
- Consult the Georgia Presenters to help find performing artists.
<https://www.foxtheatre.org/support/georgia-presenters>
- The space is idyllic for a wedding venue. Add a cottage or tiny house that may be booked for a dressing room for the bridal party or romantic get-away.
- Investigate adding the church to the Historic Rural Churches of Georgia, and spearhead a tour of rural churches in the region. <http://hrcga.org/contact-us/>



Photographer's Dream

Establish Photo Friendly sites

- Establish photo friendly sites in the Euharlee and the surrounding county. Encourage visitors to label them with your hashtag.
- The sites may be mapped online and in hard copy. The sites could be designated with a sign that would be visible without obstructing the scene.
- Easily accessible, public sites offer visitors beautiful, uncluttered scenes for wedding, children, landscape photography and more!
- Photography encourages visitors to walk around the city and the county.
- When visitors post beautiful photos online and identify the location as Euharlee, the community receives valuable publicity for free.



Film Ready Euharlee

Work with the camera-ready liaison

- Film tourism happens when a visitor travels to a destination or attraction as a result of it being linked to a television show, video, or on the movie screen. Film tourists are seeking first-hand-experiences with the location captured on the screen.
- While some films may feature sites and locations that are open to the public and operational as existing tourism attractions, a tourism professional must use creativity in interpreting and developing other locations for visitors.
- When a location is not open to the public on a regular basis, there must be a method for visitors to experience or have a taste of this location when visiting these film sites; this can be accomplished through signage, digital or print interpretation, tour guides or other creative means.



Resources

Attraction development

- Covered Bridges Festival - <http://www.coveredbridges.com/events/parke-county-covered-bridge-festival>
- Paddle Georgia – an annual event: https://www.garivers.org/paddle_georgia/
- Night Skies - <http://telluseum.org/>
- Fox Theatre - <https://www.foxtheatre.org/support/georgia-presenters>
- Historic Rural Churches of Georgia - <http://hrcga.org/contact-us/>
- Georgia Camera Ready Site - <https://cameraready.georgia.org/film/>
- African American Heritage Trail. <http://www.notyourmommashistory.com/>
- Sustainable Tourism White Paper https://www.virtuoso.com/getmedia/741afb1d-cf23-4592-89d2-70fd23d7bb8e/Virtuoso_Sustainability_WhitePaper.aspx
- Tours - Develop an audio guide or smartphone tour that engages and educates (www.guidebycell.com)
- **Airbnb** Events Tool – Supercharge your event attendance by showing homes near your venue! <https://www.airbnb.com/events>
- Start a free local concert on the lawn series in spring/fall weather near your downtown businesses and ask them to stay open later those dates. <http://oakhurstjazznights.com/>
- Geocaching – Contact Andi Beyer at the Georgia GeoCaching Hall of Fame in Rome for pointers on how to get started.

Wayfinding and the Community Brand



Gateway Signage

Develop along major entrances to the county

Provide a "Welcome Mat" to greet visitors and encourage them to stop in if just passing by. Euharlee has two entrances to the city.

- Replace the current gateway sign with a larger and redesigned sign to compliment the historic nature of the city. Add a secondary gateway sign on Covered Bridge Road.
- Signage is a major component of the branding of a city/county. Signage at major points of entry is a first impression for visitors. The signage should be uniquely relevant to the local community, as well as inviting and memorable.
- Develop large, well-lit signage to be read by passing motorists during bad weather and nighttime/early morning hours. Consult local artists/historians to create gateway signage that represents the local community, whether it be the civil war history, Native American history or signage focusing on Bartow County as a gateway to the mountains.
- Ensure that references to the civil war or Native Americans is not offensive.



Wayfinding

Add directional wayfinding within the community

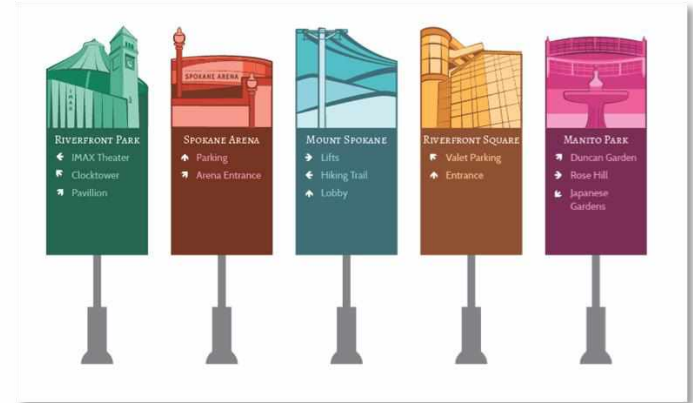
- Directional signage is an important part of the visitor experience, and should be uniform throughout the city for easy identification.
- Directional signs should complement the historic nature of the city.
- Erect wayfinding signage at:
 - Intersection of Covered Bridge Road and drive to City Hall
 - Corner of Covered Bridge Road and Euharlee 5 Forks Road
 - Joe Cowen Park exit, directing visitors to the Historic District
 - On Covered Bridge Road in the area of the covered bridge and Osborne Park



Wayfinding Signage

Examples of a unified system

- Wayfinding via directional signage can enhance destination visits. In areas that gain a significant amount of revenue from out-of-town visitors, implementing creative signage is a good way to ensure tourists can find the attractions they're looking for.
- Along your trail system we suggest continuing the city signs and make sure that they are 'built for commerce', i.e., indicate for the visitor that there are dining & services at this junction!
- Once people are off the interstate and highways, they then need to be directed to the sites and attractions that you want them to see. This also prevents them from getting lost and wandering into areas you might not want them to see, areas that might be dangerous, unsightly or unflattering.
- Signage should be designed and strategically placed to easily direct visitors to the proper areas. Once again, the signage should be unique so that it stands out from traditional street signs and commercial signage.
- Any new signage should ideally compliment the historic downtown signage already in use. This uniform look will make the signage more effective as it will be more easily recognized by those unfamiliar with the area.
- Departure from the city often requires a different route and getting lost on the way home will leave visitors with a negative last impression, so sign the way out as well and thank them for coming!



Frankie Harris Park

Clearly indicate parking, walkways and overlooks

Frankie Harris Park is the location for festivals, Food Truck Fridays, and other public events held in Euharlee. The park's prime location and access within the historic district of Euharlee make it an ideal location for events with easy access to other tourism assets within walking distance.

- Add "Parking" to the main sign. Ensure that visitors are aware that parking is allowed on the grass.
- Add a paved walkway from the parking area to the park entrance over the ditch.
- Add an overlook to Euharlee Creek within the park. Interpretive signage at the overlook could tell city's early history and the origin of Euharlee.
- The GDEcD team supports the city's plan to flip the park pavilion and stage to face the direction where most park activity takes place.
- Camping within the park does not seem to have impacted the grounds and could thus continue.
- With ample parking and central location it would serve as a good HQ for a geocaching kiosk.



Historic Euharlee Village

Link the whole village together, show me the town!

Think how might one link the historic village visually (adjacent to the bridge and an eventual link to the new campground) so that it would serve the outdoor adventurer on the river?

- Visualize a yellow-flowered walking path, or made of mulch or pebbles to be visible year-round, running throughout the area to tie it together for the visitor.
- Rope on (not off) the perimeter of the village, jail, parks, river, mill ruins, covered bridge with a similar yellow (or your brand color) rope.
- Use the same festive lighting strands in the village to match the bridge lights suggested.
- Seasonally open every structure in the village with pop up shops to supplement the fulltime services (hair salon, library):
 - Popsicle stand: King of Pops are popular
 - Souvenir stand: yellow visors, river bandanas, bike water bottles, and Keep Euharlee Historic stickers!
 - Sandwich stand: offer ready-made turkey/ham wraps & chips (from a Cartersville deli) for the hungry paddlers and ball players and walking tourists



Marketing Euharlee as a Destination

Website & Social Marketing

Destination Marketing can be...

- Traditional Print Advertising
- Internet Advertising
- Brochures
- Social Media
- A Viral Video
- Press releases
- Promotional Events
- Traveling Displays
- Regional Partnerships
- Relationships
- Travel Shows

BUT, destination marketing is different in EVERY community. The marketing plan for Atlanta, Georgia will look completely different from the marketing plan for Euharlee. Every community is different and every visitor travels for different reasons. Therefore, marketing Euharlee is a very different experience than every other destination in the state.



Website Enhancements

List things-to-do in Euharlee

The images and the history under the Visitor's tab of the city's website are appropriate. Consider adding a THINGS TO DO in Euharlee section as well.

- Historic walking tour,
- Canoeing, kayaking, tubing,
- Picnic in the park
- Attractions: Identify of areas of history, cultural and photographic interest, such as:
 - Euharlee covered bridge,
 - Black Pioneer cemetery,
 - historic buildings, (especially the churches)
 - hiking/biking trails,
 - Provide addresses, opening days/hours, and a brief description.
- Events: List events with a description on calendar.
- Map: Include a map of the historic district along with a self-guided walking tour that visitors can download.
- Welcome Center: Provide an address, a mapped location and link to the Welcome Center. Encourage visitor's to stop in to arrange guided tours or to get additional information.



Social Media Opportunities

Cultivate a Social Media Presence

- Recruit area students to curate engaging social media content that highlights events and activities in Euharlee.
- Make them "roving reporters" to encourage journalistic, photographic and artistic talents while ensuring vibrant social media coverage of local events.



Crowd Reviews

Encourage Posts on the Review Sites

- Post sites, events and activities on crowd review web sites such as Yelp, Trip Advisor and Google Reviews for visitors to review.
- Brainstorm and add keywords that will lead potential visitors to the reviews and consider a visit to Euharlee.



Downtown Development Recommendations and Resources



Downtown Development

Why is downtown development important to tourism?

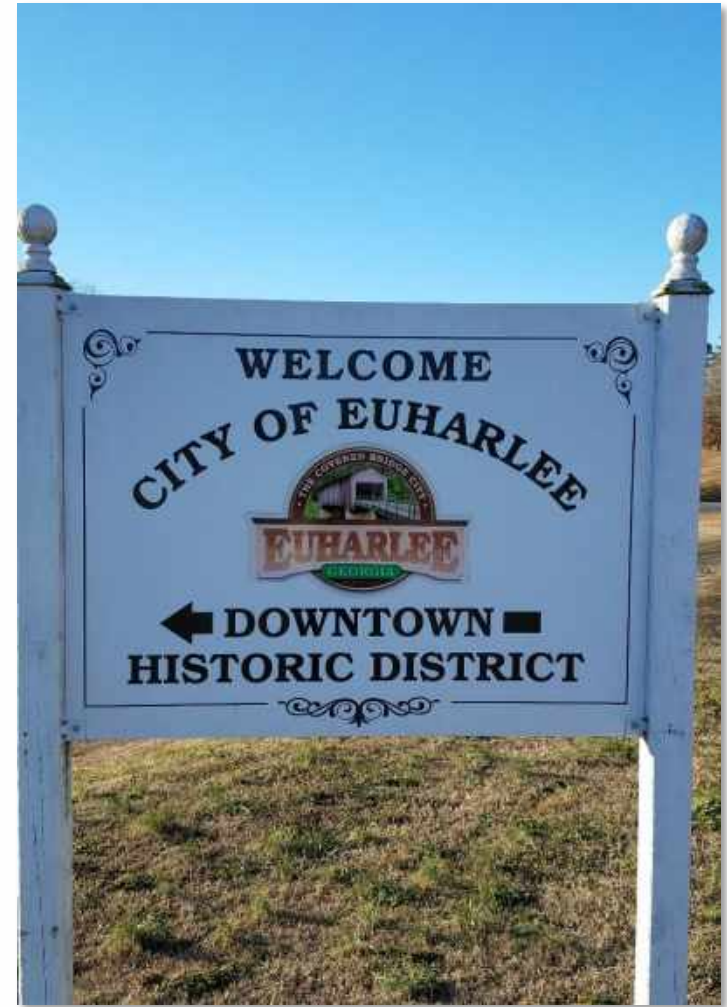
- The heart and soul of every community is its downtown. The health of a community can instantly be portrayed by the vitality of its downtown. The number one activity of visitors throughout the world is shopping, dining and entertainment in a pedestrian friendly setting. It's typically not the reason we go to a destination, but it is the top diversionary activity of visitors once they're there.
- Secondary activities are where 80% of all visitor spending takes place. It's ok to be a "diversionary" activity. When we're out fishing or hiking or biking, we are not spending money. When we are competing in a sports game, we are not spending money. But when we're done, guess what? We're off looking for the nearest watering hole, great shops, restaurants, and entertainment. Why did Disney build Downtown Disney outside of Disney World? To capture that other 80% of visitor spending. Smart move.
- Curb appeal can account for 70% of visitor sales at restaurants, golf courses, wineries, retail shops, and lodging facilities. Many merchants have no idea how to pull customers in the door by presenting a beautiful, welcoming entry with planters, benches, attractive signage and window displays.
- If local residents do not hang out in your downtown, neither will visitors. Visitors are not looking for "best kept secrets" or "solitude" when downtown. They are looking for places where other people go. They want to be in a lively, thriving environment. If downtown has the activities and attractions to draw residents, visitors will want to go there too. The number one reason people travel is to visit friends and relatives. When they visit you, where do you take them? That's what I thought.

Adapted from Roger Brooks International Consulting

Euharlee a City or Euharlee Historic Village?

Choose a direction for the future

- Decide if you want to be a CITY or a historic PARK that opens seasonally.
- City leaders should consider focusing on being a city by encouraging more neighborhood-serving shops, restaurants and businesses that provide the daily needs of residential neighborhoods close by and for the visitor. New infill will need to be added to accommodate this recommendation. Adding new businesses to Euharlee's historic core will ultimately increase the overall city's tax base.
- Before moving forward, Euharlee will need to complete a redevelopment masterplan for the area, so the sensitive historic environment, which keeps Euharlee special and is always PROTECTED.



Euharlee a City or Euharlee Historic Village?



Choose a direction for the future

- Be tactical and strategic. Add new buildings and upgrade existing infrastructure to expand business opportunities without taking away Euharlee's sense of place.
- Be focused. Investments of time, money and other community resources are most effective when targeted to an area that is both big enough to offer opportunities for change and small enough to make tangible, visible improvements that will spur re-investment.
- Start where there is already momentum. Economic redevelopment efforts are most effective in places where there is already some private-sector activity, so that the public sector reinforces and support investment of the individual business owners.
- Find the right partners for specific redevelopment efforts. Successful redevelopment efforts rely on partnerships when building new infrastructure to expand Euharlee's footprint, especially when pursuing different types of funding options. Once partnerships have been made, goals are set, protections are in place, then go after developers who understand Euharlee's delicate historic fabric. Once a developer has been vetted, then multiple funding sources will need to be identified to support the future redevelopment efforts of the area.
- Communicate the message. Keep communicating Euharlee's future redevelopment masterplan among Euharlee's local groups and citizens. Make sure the community's input is always heard.

Overlay District

Opportunities

- Designate the Historic Village as a historic overlay district. Potential for second commercial district overlay.
- Superimposed over the existing zoning districts.
- Require that new buildings within district be constructed within guidelines for external architecture design (external materials, etc.), signage, lighting, parking, utility and landscaping requirements.
- Preserve historic nature and aspect of existing buildings while guiding new or infill development.
- Enhance the appearance of new buildings or infill, potentially attracting greater investment and generating higher revenues.
- Cartersville Main Street Overlay District as an example (photo opposite).



Beer & Wine Tourism

Micro-breweries & vineyards are trending!

- Court a favorite micro-brewery to relocate their operation in the heart of Euharlee.
- Create craft beers and name them after important people and places in Euharlee.
- Introduce the micro-brewery with a street festival that incorporates local food vendors and games.
- Invite regional wineries or distilleries to offer their Georgia-made fermentations in an annual street festival
- Wine enthusiasts enjoy small town charm as well!



Resources



Downtown Development

For more information relating to financial incentives for downtown businesses, review the Economic Development Finance Program Packet at: <http://www.dca.ga.gov/economic/TaxCredits/programs/downloads/EDFD.pdf>

Available Programs:

- Downtown Development Revolving Loan Fund (DDRLF)
- Georgia Cities Foundation Revolving Loan Fund Program
- Façade Rehabilitation Funds
- Opportunity Zones
- Transportation Enhancement Act Funds (TEA)
- Business Improvement District (BID) (O.C.G.A. 36-43-1 et seq)
- Low Interest Loan Pool
- Community Improvement District (CID) (Georgia Constitution Article IX, Section 7)
- Tax Allocations Districts / Urban Redevelopment Powers Act (O.C.G.A. 36-44-1 et seq)
- Bond Allocation Program
- Employment Incentive Program (E.I.P.)
- OneGeorgia Edge Fund Program
- OneGeorgia Equity Fund Program
- Tourism Product Development Grant
- Tourism Development Act Sales Tax Incentive

Both National Register listing and Certified Local Government (CLG) designation can open the door for many preservation tools such as grants and preservation tax incentives administered through the Historic Preservation Division (HPD) of the Georgia Department of Natural Resources (DNR). Eligible properties have to be 50 years or older to qualify.

- State Historic Preservation Tax Incentive (<http://georgiashpo.org/incentives/grants>)
- Historic Preservation Federal Investment Tax Credit (<http://georgiashpo.org/incentives/grants>)

Historic Preservation / Heritage Tourism Recommendations and Resources



Historic Preservation

Why is historic preservation important to tourism?

- Heritage tourism helps make historic preservation economically viable by using historic structures and landscapes to attract and serve travelers. Heritage tourism can be an attractive economic revitalization strategy, especially as studies have consistently shown that heritage travelers stay longer and spend more money than other kinds of travelers. As an added bonus, a good heritage tourism program improves the quality of life for residents as well as serving visitors.
- By promoting a healthy environment of historic preservation in your community, historic properties can find new life in this millennium that allows visitors to continue to connect with their significant past. Historic downtown buildings can become unique lodging for visitors, old farm buildings transformed into boutique art shops, and former cotton warehouses into breweries or meeting space.
- By saving a historic structure and creating a new use for it, local communities benefit by reviving a dead structure on their tax rolls and spurring new development in blighted areas. Many state and federal programs also exist to make projects in historically significant structures more feasible and financially beneficial to investors.



Historic Photo of Downtown Rome, Ga



Historic building in Downtown Rome, Ga
readapted as a hotel

National Register Properties

National register of historic places: Euharlee

Etowah Valley Historic District (1975) includes:

- Euharlee Creek Covered Bridge
- Lowry Family Estate:
 - Two Commissaries
 - Cow Shed
 - General Store
- Traveler's Well
- Old Militia District Courthouse
- Calaboose(Jail)



National Register Properties

National Register of Historic Places

- The National Register of Historic Places (NRHP) is the Federal governments official list of districts, sites, buildings, and structures deemed worthy of preservation. The properties and properties within districts listed on the NRHP may qualify for tax incentives for preserving the property.
- Encourage new properties as National Register Listings to encourage development for tourism and other economic development. For example, the City of Adairsville is on the National Register and if the entire village of Euharlee is not on the National Register, then it should be added. Also, look at the Certified Local Government Program (CLG) which assists local governments with integrating historic preservation concerns into local planning decisions. Sara Rogers is the CLG Coordinator (sarah.rogers@dnr.ga.gov).
- Work with the State Historic Preservation Division to nominate and form new National Register listings for individual properties.
- These historic resources are tremendously valuable as assets to a county's tourism product portfolio. Work with the Regional Commission's historic preservation planner who can assist with design services and financial resources for building restorations and repairs.



Euharlee Presbyterian Church

Euharlee Covered Bridge

Preservation

The Euharlee Creek Covered Bridge was built in 1886 by Washington King, son of Horace King (an African-American architect, engineer and bridge builder considered best bridge builder of the 19th Century Deep South). The bridge spans 138 feet. Not only is this an important historic resource for the City of Euharlee it is an iconic symbol of the town.



Recommendations:

- Offer a camera positioned in front of the Bridge for the visitor to call a number and get their picture taken and posted on Euharlee's local website.
- Work toward reprinting the existing Georgia's Covered Bridges' brochure, which could be put in all 12 Visitor Information Centers across the state.



Keep Euharlee Alive and Historic

Design campaign to preserve the historic sites/culture

- With so many wonderful historic buildings concentrated in a village setting, adjacent to other attractions and the river, the resource team thinks a campaign is needed to preserve this character.
- Locals note that many newer residents left the metro Atlanta area in search of quaint historic towns along a beautiful river and thus would be the first to support the efforts to keep it that way.
- Proceeds from a campaign can:
 - Open historic sites for visitation.
 - Fund food trucks for festivals.
 - Fund the sewer improvements so that small restaurants and B&B lodging may set up shop.
 - Offer a small business clinic or incubator as a byproduct of the campaign.



Historic Buildings and Heritage Tourism

Investigate new uses for historic buildings

- Investigate the feasibility of using empty historic buildings as housing for businesses. Evaluate the buildings individually to determine if it should be preserved for historic interpretation, or if it would be better used as a coffee shop, tavern, special event space or other business.
- Continue the ghost walk tour event. Provide visitors with an itinerary and map to each location where actors step forward and share ghoulish stories. Station wayfinding volunteers at various points to keep visitors on track, and answer questions.



Historic Buildings and Heritage Tourism

Give visitors access to the historic buildings

The historic buildings are wonderful and heritage tourism visitors want to know more about former use. The resource team recommends that the buildings be opened every day so that tourists can go inside.

- Open the buildings with historic features inside
- Add interpretational signs with the history of the buildings
- Encourage interactive activities for children and families
- Work with local teachers to develop lesson plans tied to curriculum requirements that utilize the historic buildings. These lesson plans could be posted online and distributed to teachers in the region to encourage them to plan field trips to Euharlee.
- Example: resources available for teachers online related to a historic building <http://www.mmcc-arts.org/teacher-resources.html>



Heritage Tourism: Black Pioneer Cemetery

Signage and lighting enhance the visit

The Euharlee community has done a great job with initial steps to make the Black Pioneer Cemetery accessible and to recognize the people who are buried there.

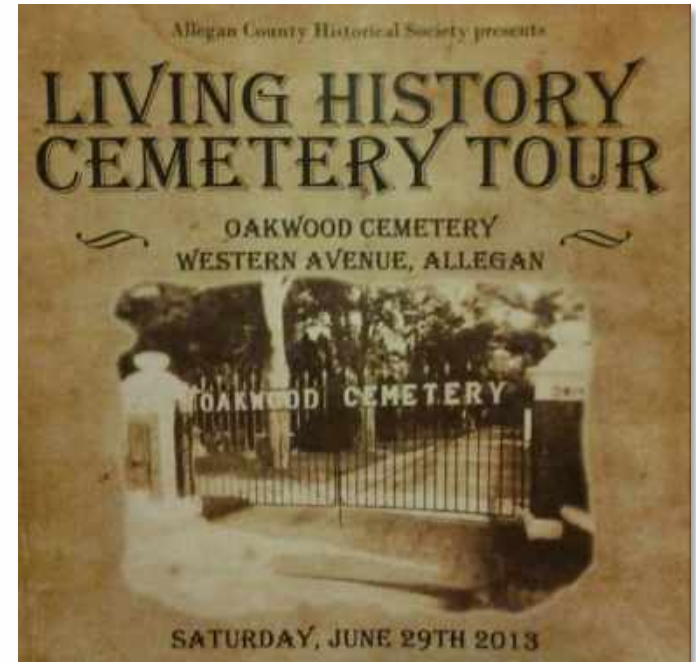
- **Signs:** Consider placing copies of the informative street side signs at multiple entrances as well as in a central location within the cemetery. Alternatively, clearly designate a *Main* entrance path that would take visitors to the signs.
- **Lights:** Adding solar-powered lights to memorialize each person in the cemetery is beautiful and touching.
- **Path:** Redesign the current walking paths to make sure they are safe and unobstructed.



Heritage Tourism: Black Pioneer Cemetery

Create a local history play set within the cemetery

- Produce and hold regularly guided cemetery tours as a play/performance. The play would be performed in the cemetery and include local people portraying 'residents' who are buried there, bringing their stories to life through acting.
- Cemeteries across the state of various sizes and layouts have successfully hosted cemetery tours and plays; with the large, diverse number of graves throughout the community, there are potentially hundreds of interesting stories and characters to uncover through basic research.
- Across the state, cemetery tours can produce significant income for non-profit historical or preservation societies.
- Examples of communities that have successful cemetery tours are the cities of Macon, McDonough, and Rome. The team recommends visiting these communities to learn how they have made their tours successful.

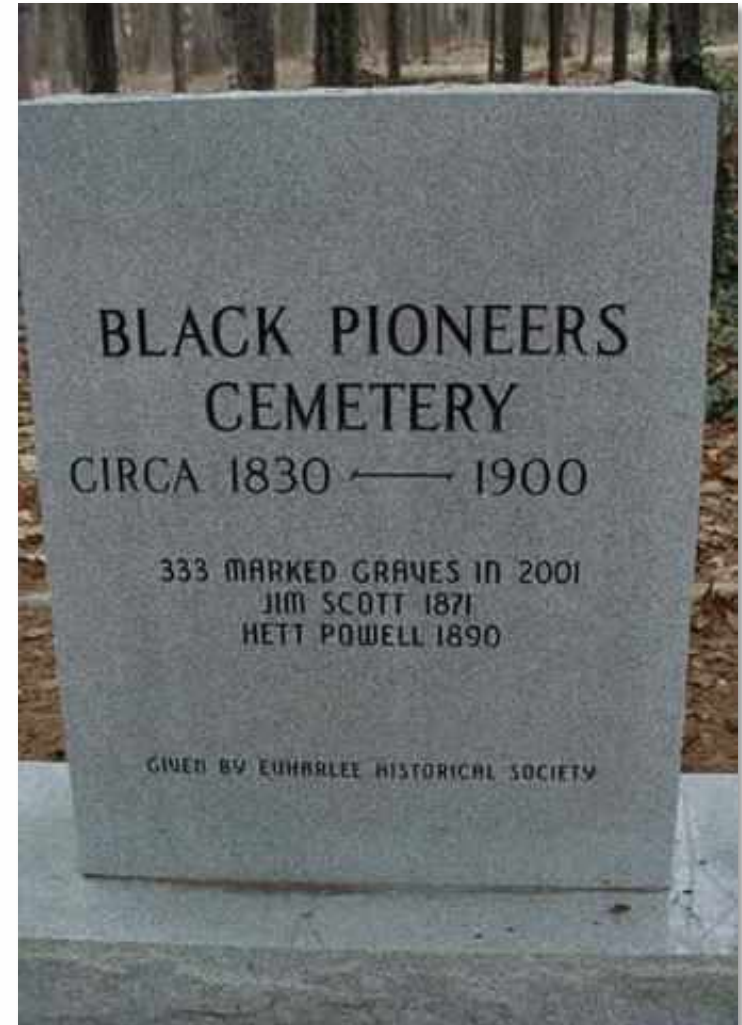


Heritage Tourism: Black Pioneer Cemetery

Record and keep the story alive using technology

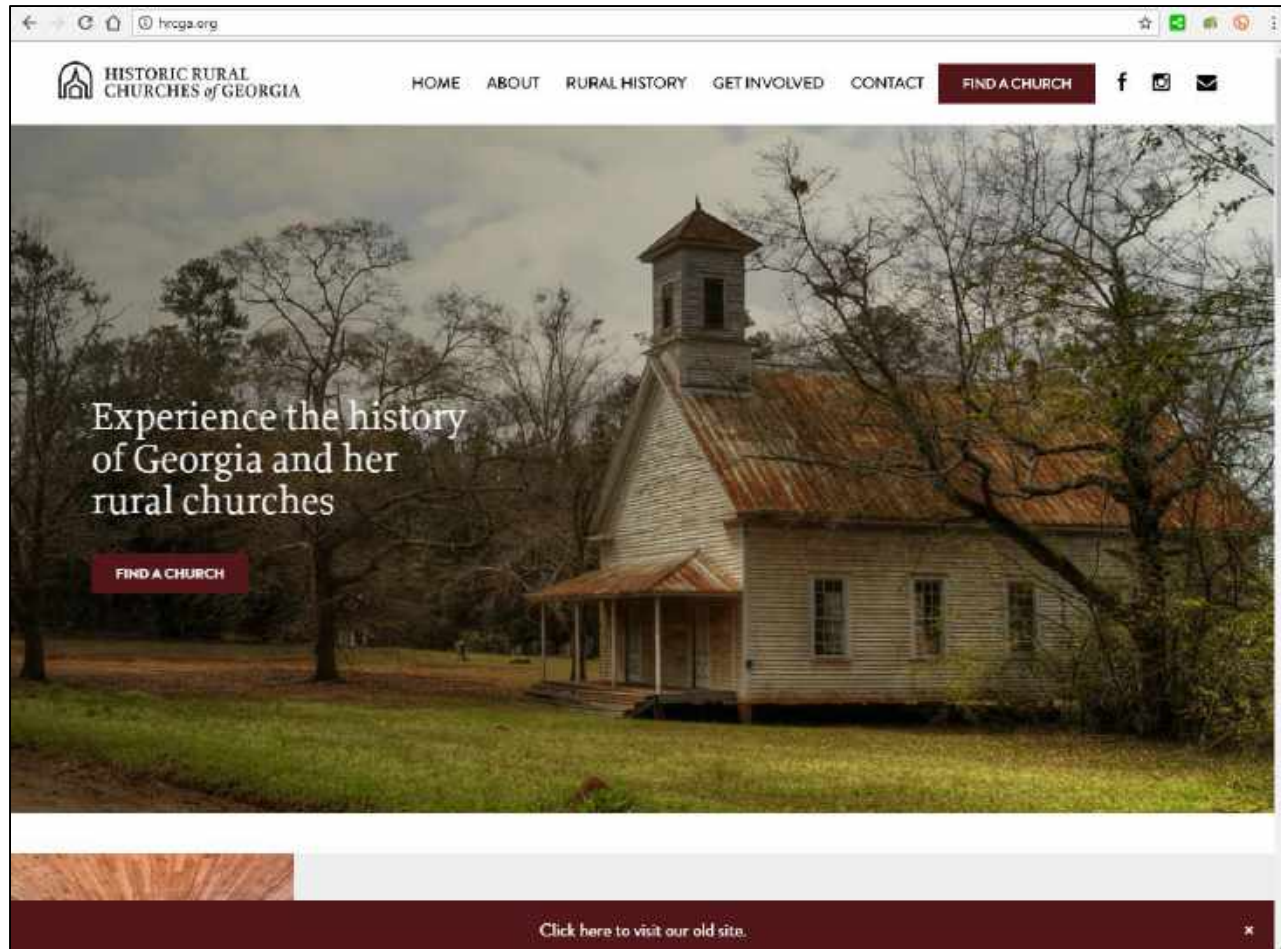
Interpret the stories of Euharlee through the 'residents' of the cemeteries

- Create a self-guided tour of the cemeteries of Euharlee. Cemeteries can be a center of education for: history through the stories of the residents, architecture and design through the unique gravestones, and nature through the unique landscape of each cemetery. Combined, each cemetery across Georgia tells a unique story that is a reflection of its community.
- Interpret your cemetery and its 'residents' with a self-guided walking brochure that available for free. Once established, the brochure can be transformed into a an audio tour via cellphone or added to a mobile app for the entire community that provides an immersive experience through audio and video 24/7.
- Example: Rome, Georgia has promoted and developed Myrtle Hill Cemetery as a tourism destination for years. They offer annual guided tours with costumed actors, a self-guided brochure tours and a free mobile app that provides a video and audio tour of a selection of the cemetery's 20,000 residents.



Historic Rural Churches of Georgia

Register with the website: hrcga.org



Euharlee Historic Covered Bridge

Open it for pedestrian connectivity to campground

Wonderful preserved asset in the community flanked by a historic village, the Lowry Mill ruins, and the beautiful Etowah River. Some ideas the team had based on future plans are:

- Remove the bollards so that visitors may walk or pedal across the bridge to the campground
- Light the interior with strand lights during holidays and display a holiday tree to market the Festival of Trees inside the Granary
- Hang a huge American flag on the upstream side of the bridge during the summer months to acknowledge Memorial Day, Flag Day, Independence Day through Veteran's Day.
- Ask wedding guests to use a hashtag for the community to get the free marketing
- Design a 5K run/walk that runs through the bridge enroute to other assets in the village.



Is Euharlee Covered Bridge Haunted?

Train a docent on the story and share it

- Have an interpreter share the story of the link between Euharlee Bridge and Lowry's Mill.
- Tell how a previous *lower* bridge collapsed and killed Mr. Ford, his horse and a mule.
- Could their ghosts be walking the bridge now? What are those creaks and neighs we hear on the bridge at night?
- Keep it short and sweet and print the story on bridge mementos sold around town.



Historic Preservation

Resources

- Rome's Myrtle Hill Cemetery mobile app - <http://romegeorgia.org/visit-rome/georgiasrome-mobile-apps/myrtle-hill-cemetery-mobile-app-tour/>
- Teacher resources for historic buildings <http://www.mmcc-arts.org/teacher-resources.html>
- Historic Rural Churches of Georgia – www.hrcga.org

Historic Preservation

Tax incentives

Federal and State Rehabilitation Tax Credit Projects

- State and federal government tax incentives are available for owners of a historic property who carry out a substantial rehabilitation. All properties must be listed in, or eligible for, the National/Georgia Register of Historic Places, either individually or as part of a National /Georgia Register Historic District. Project work must meet the Secretary of the Interior's/Department of Natural Resources Standards for Rehabilitation.

Federal Rehabilitation Investment Tax Credit (RITC)

- A federal income tax credit equal to 20% of rehabilitation expenses. Available ONLY for income-producing properties. The application is first reviewed by the Historic Preservation Division (HPD), then forwarded to the National Park Service for final decision.

State Preferential Property Tax Assessment for Rehabilitated Historic Property

- Freezes the county property tax assessment for over 8 years. Available for personal residences as well as income-producing properties and the owner must increase the fair market value of the building by 50 and 100%, depending on its new use.

State Income Tax Credit for Rehabilitated Historic Property

- A state income tax credit of 25% of rehabilitation expenses. The credit is capped at \$100,000 for personal residences and \$300,000 for income-producing properties.



Historic Preservation

Planning and programs

State and Federal Preservation Resources

- The Historic Preservation Division (HPD) is Georgia's state historic preservation office, or SHPO. Every state has a SHPO, established by the National Historic Preservation Act of 1966, as amended, often referred to simply as the NHPA. The Historic Preservation Division's mission is to promote the preservation and use of historic places for a better Georgia.

Programs and Services

- Environmental Review & Preservation Planning
- National Register of Historic Places
- State Historic Resources Survey
- Local, State and Federal Historic Rehabilitation Tax Incentives
- Outreach Programs, Education, Grants and African American Programs
- Office of the State Archaeologist and State Archaeology Program



Regional Preservation Planning

Georgia has 12 Regional Commissions (RCs) that provide comprehensive assistance to local governments, individuals, and organizations and 11 RCs employ historic preservation planners who provide preservation planning services.

Northwest Georgia Regional Planning Commission

- Kevin McAuliff – Senior Planner
- 706-272-2300

Historic Preservation Commissions

HPC & CLG

Historic Preservation Commissions & Certified Local Government Program

- Any city, town, or county that has enacted a historic preservation ordinance, enforces that ordinance through a local preservation commission, and has met requirements outlined in the procedures for Georgia's Certified Local Government Program is eligible to become a CLG.

Benefits

- Eligibility for federal Historic Preservation Fund grants
- Improved communication and coordination among local, state, and federal preservation activities
- Receive direct response from Certified Local Government Program Coordinator for local preservation planning needs
- Opportunity to review local nominations for the National Register of Historic Places prior to consideration by the Georgia National Register Review Board
- Opportunities for technical assistance including training and education opportunities
- Additional Program Information: <http://www.georgiashpo.org/community/clg>

Historic Preservation

Historic Preservation Fund grants

- The Historic Preservation Fund (HPF) Grant program is appropriated annually from Congress through the National Park Service to the states. HPD reserves 10% of each appropriation for grants to Certified Local Governments (CLGs). These 60/40 matching grants enable cities, towns and rural areas to undertake projects that aid in the preservation of historic properties.
- Eligible projects include surveys, National Register nominations, design guidelines, brochures, website development, heritage education materials, and workshops/conferences, etc. Eligible predevelopment projects include historic structure reports, preservation plans, or architectural drawings and specifications.
- Resource: <https://www.nps.gov/clg/>



Lodging Enhancements Recommendations and Resources



Lodging/Campgrounds

Overview and recommendations

Euharlee currently has no hotel rooms or bed-n-breakfast accommodations. Lodging is located in nearby Cartersville and camping is on the radar. If a hotel is explored, encourage ‘interior corridor’ properties; this is a requirement for many youth and female sports teams. In the interim develop unique lodging.

- Engage current and future hotels about the possibility of adding or including meeting space to their facilities. This allows the DMO to go after smaller multi-day meetings.
- Consider adding ‘things to do’ or experiences to Airbnb descriptions to further engage visitors for new and/or extended stays.
<https://www.airbnb.com/help/article/1554/who-can-host-an-experience>
- Explore examples of local ordinances where communities are collecting hotel/motel tax from Airbnb rentals; apply to county where appropriate for additional tourism marketing revenue.



Lodging

Develop Unique Lodging Opportunities

- The 21st Century Traveler is looking for a unique experience with every element of a vacation or trip, including the overnight accommodations. Visitors seek interesting or themed lodging that offer more than the traditional hotel room.
- Explore development of new lodging that celebrates the unique elements of the county's culture and environment:
 - Teepees or Conestoga wagons
 - Camping/Glamping on Covered Bridge
 - Renovated Historic Homes
 - Farm Stays
- Additionally, each of these specialty spaces for individuals may be developed for group housing appropriate for students as well as corporate and family seeking fun, innovative lodging options.



Coarsegold Historic Village with teepee



The Rock Ranch Conestoga Wagons

Campgrounds

Master plan for and market campground(s)

Euharlee currently has no hotel rooms or bed-n-breakfast accommodations. Lodging is located in nearby Cartersville. Create 2 campgrounds and market them with a focus on why someone would want to stay in Euharlee:

- Paddling or fishing Etowah River
 - Covered Bridge Weddings
 - Quick active getaway from the city
 - Sports tournaments
 - Scout Outings
 - Historic village
1. Repurpose existing Osborne Park in the masterplan. Osborne Park could be a location for yurts, cottages or even a small campground. Everything at this park was outdated and the ball field could be transformed into a campground since it is already level.
 2. The city is developing a masterplan for a 17-acre campground site along the Euharlee Creek and Etowah River for tent camping and yurts with 20 possible sites and one comfort station.



Campgrounds

Program the campgrounds and see Salacoa model

Considerations for the *Banks of the Etowah* Campground:

- Contract with a camp host to live on-site and oversee daily operation. Suggest they be able to lead programming on weekends: deck yoga, birding, central firepit storytime.
- Consider leaving a natural buffer between the adjacent housing development and campground for the benefit of both residents and campers.
- Develop a fishing/observation deck along the Etowah River down in the flood zone.
- Develop a canoe/kayak launch for paddle-in campers. Permit a paddling vendor to operate out of a pop up boat trailer or shed.
- Look at Salacoa Park in Gordon County as an example of a county owned and operated campground facility.

<http://gordoncounty.org/departments/salacoa-creek-park/>



Resources

Lodging funding options

- Airbnb Events Tool – Supercharge your attendance by showing homes near your venue! <https://www.airbnb.com/events>
- Federal Rehabilitation Investment Tax Credit: <http://georgiashpo.org/incentives/tax>
- State Preferential Property Tax Assessment for Rehabilitated Historic Properties: <http://georgiashpo.org/incentives/tax>
- State Income Tax Credit for Rehabilitated Historic Property: <http://georgiashpo.org/incentives/tax>
- Department of Community Affairs' Downtown Development Revolving Loan Program: <http://www.dca.state.ga.us/economic/financing/programs/ddrlf.asp>
- GA Cities Foundation Downtown Development Revolving Loan Program: <http://www.georgiacitiesfoundation.org/LoanFund.aspx>
- Complete financial incentives packet for businesses in Georgia: <http://www.dca.ga.gov/economic/TaxCredits/programs/downloads/EDFD.pdf>
- Tourism Product Development Resource Team Community Funding Request: <http://www.marketgeorgia.org/article/new-for-2016-tourism-product-development-resource-team-community-funding>

Outdoor Recreation Recommendations & Resources



Outdoor Recreation Overview

Trail towns and sports tourism are in demand

The Outdoor Industry Association reports that outdoor recreation in Georgia generates \$27.3 billion in consumer spending annually. Trail use and travel ball are opportunities to capture some of that impact.

- Trails, multi-use paths, blueways and greenways provide opportunities for people of all ages and abilities to walk, bike, paddle and meander through your community in a comfortable off-street environment.
- In addition to expanding active transportation options and recreational opportunities, and being a vital facility on which to improve public health, trails also generate economic benefits, enhance sense of place, and help connect people to nature.
- Like most other states, Georgia has experienced significant growth in actual trail construction and a high interest in future trails in almost every community in the state.
- **Greenways, paths, and trails have surpassed golf*** among the most sought-after facilities for buyers of new homes. Families and retirees increasingly seek fitness opportunities near home and relatives enjoy it as well when they stay with you.
- Anyone with youngsters knows sports is a driver of economic impact if you have or are developing the facilities for travel ball tournaments. An average of 2.5 people travel with each player, which is a industry-standard multiplier of 'beds in heads' and services delivered per tournament team.

Source: National Association of Home Builders; Rachel Rogers of Visit Cobb Sports Tourism

Balancing Nature and Commerce

Attend the Georgia workshop for small river towns

The Conservation Fund will host a Georgia-specific **transformative** workshop October 23-25, 2018 on **Balancing Nature and Commerce in Small Towns**.

After representatives from Porterdale attended this workshop in WV last year, they lobbied to host a session for small mill and river towns here in Georgia. The GDEcD resource team encourages Euharlee to attend with a team of doers and perhaps work on some of the following starter ideas! Average cost = \$100/pp.

- Connect the kayak launches via trail to the historic village.
- Create observation points for the river or creek that are modeled after the covered bridge design.
- Install people counter on bridge to track visitation.
- Host food trucks in the village to feed the sports tournament teams and paddlers.
- Create wayfinding for the village visitors.



SAVE THE DATE

Join teams from across Georgia's small communities in this **action planning** workshop. This dynamic program will help your teams shape future economic and community opportunities based on natural, recreational, historic, and cultural assets and sense of place.

Balancing Nature & Commerce in Georgia's Small Communities Workshop
Porterdale, GA - Oct. 22-25, 2018

A Program of
The Conservation Fund & Village of Porterdale
With Partnership From
Georgia Department of Community Affairs
Georgia Department of Economic Development
Georgia Municipal Association

Workshop Applications Available Early May

THE CONSERVATION FUND

For further information: jkelly@cityofporterdale.com



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A Trail Town Program

Regional trails = heads in beds and a recruitment tool

- Professional trail planners advise communities to put a very high priority on trail connectivity not only across their own community but to other communities as a key component of any comprehensive plan.
- We echo that advice and follow the **Trail Town Program** because it guides development for regional tourism products like multi-county trails that require overnight(s) to experience the attraction from beginning to end. The average trail tourist will need lodging and services every 25 miles.
- In their guide, the Trail Town Program outlines the following recommendations: **partnerships, assessment and research, connecting trail to town, development, and marketing** as the 5 key steps to successful trail towns.
- We feel connecting trail to town is top of the list because it is the cash registers in town that ring!
- Ultimately trails aren't just recreation, transportation, and tourism, if done well a path system serves as an economic driver for many companies looking to keep and **recruit** younger talent, according to Ed McBrayer, PATH Foundation Director.



Connect the Paths/Trail to Town

Connect the visitor to your cash registers

- Connect the trail to town! It's the cash registers in town that allow trails to drive an economic impact with lodging/dining.
- Trails will offer highly visible and safe connectivity for visitors to walk from ballparks to the river, to the historic village, but make sure as a local trail explorer that it touches the places you need to go and offer a Map:
 - Welcome Center
 - Historic Village
 - River launches
 - Schools
 - Ballfields/Parks
 - Dining/Restrooms
- Develop wayfinding signage along the trail to match that used in town, so as to easily continue the journey AND leave room on the 'built for commerce' signs to advertise retail, dining and attraction opportunities nearby.



Trail Marketing

Market and create programming for the trail

Residents appreciate an exercise circuit in the community and car-free routes for children to cycle or walk to the parks and ballfields.

Homeowners *especially* treasure the increased property values that generally occur when a trail system is installed.

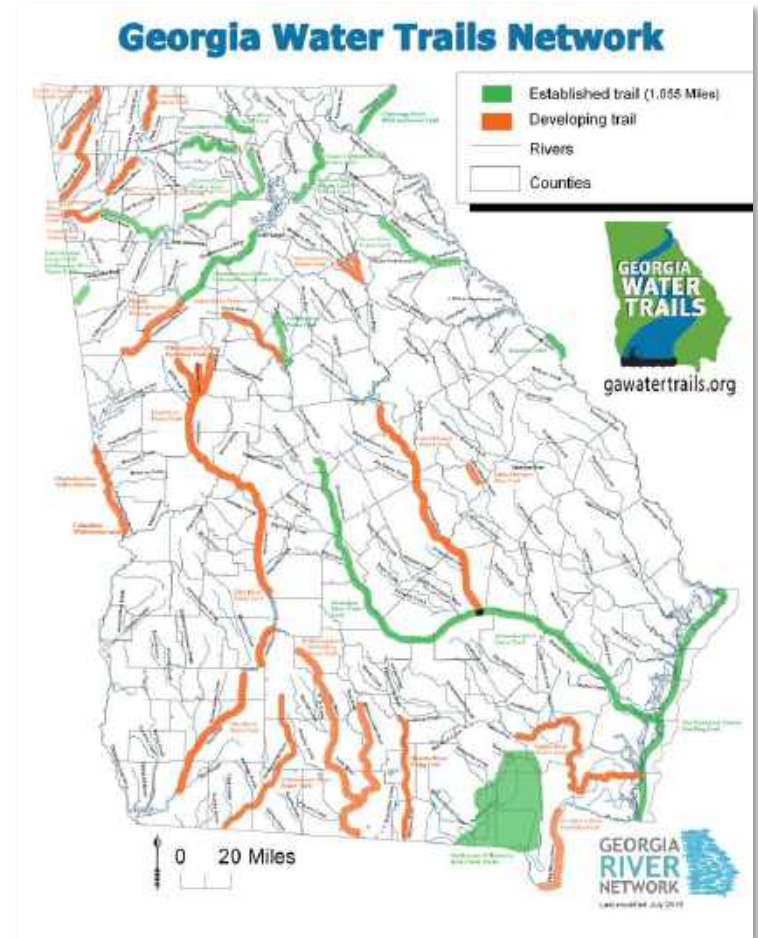
- Arrange family **5K runs** and Lantern Walks
- Commission local public art
- Start "healthy family" walking clubs,
- Overlay the trail route onto the visitor **MAP**
- Bike racks - Have a local artist design bike racks using the city logo and have public works install them at bike friendly businesses as well as on the trail.
- Share your trail success story at annual planning, tourism, trail/bike **conferences** which promotes your trail within the tourism family.



Water Trails are Low-Hanging Fruit

Support the local Etowah River Water Trail

- Paddling helps reconnect locals and visitors to the history, heritage, geology, and wildlife of an area. Water trails promote an ethic of caring, function as educational venues, and raise awareness of our environment. Paddling is a popular activity, and a reason for travel which contributes to the economic impact.
- Work with Gwyneth Moody at Georgia River Network to promote your designation as a Georgia Water Trail!
- Georgia Water Trails maintains the list of 14 confirmed and 17 proposed water trails in Georgia.
- Create and market packages via the CVB and participating partners that encourage overnight visits by developing and implementing paddle packages that include boat rental/support, lodging and dining.
- Continue to develop additional launch sites/enhance current launch sites with amenities such as parking, informational kiosks, picnic tables and camping.

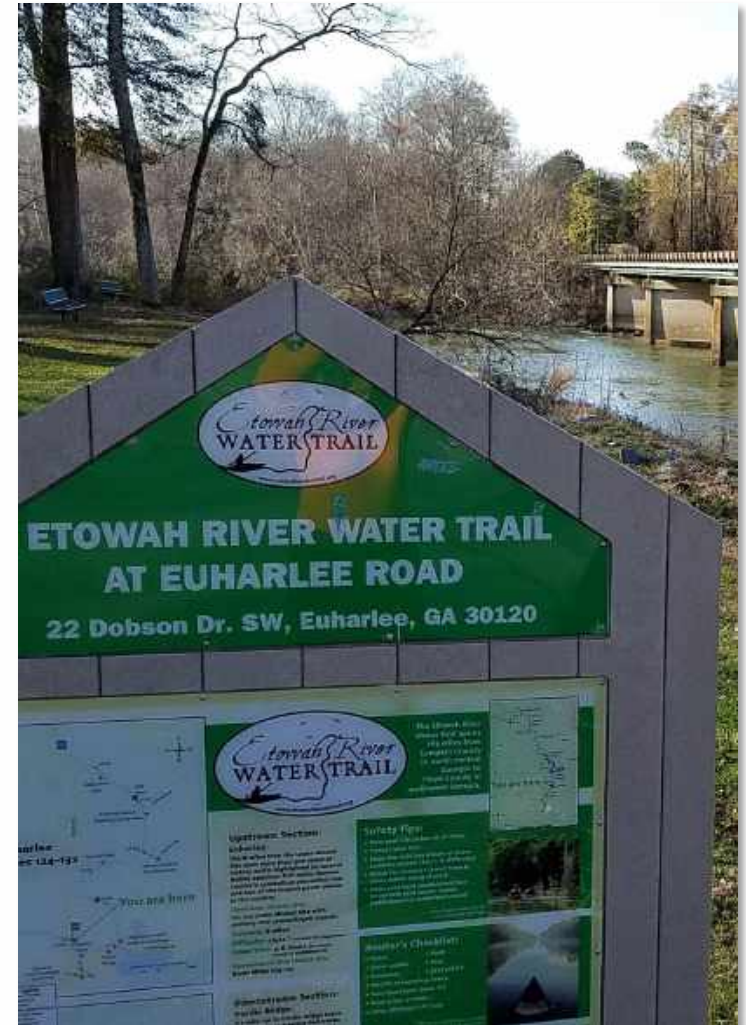


Etowah River Water Trail

Promote the river access and the outfitters/services

The Etowah River is gorgeous as it runs through the Euharlee community. With an outfitter in town and several convenient spots for access, it is a paddler's dream. Future goals are a campground for tents and yurts along Hwy 17.

- Make sure there is access to the river
- Consider permitting a paddle/bike vendor onsite
- Collaborate with the restaurant adjacent to the outfitter to supply snacks and bag lunches
- Build river activities into festivals and advertise that paddlers get out at the covered bridge historic village for refreshments and attractions.



Joe Cowan Park

Connect to town via trail

Joe Cowan Park is a modern recreational park with several amenities such as walking trails, a children's play area, tennis courts, multi-use fields, basketball courts, indoor and outdoor batting cages, baseball and softball fields and a fully functional concession stand. Overflow from LakePoint Sporting Community in nearby Emerson adds to the revenue stream generated by the park while bringing additional visitors to Euharlee May-August.

- Connect the park to Euharlee's historic district by extending the walking/bike trail to that area.
- Pave the entire walking trail for the benefit of elderly and handicapped, making it easier for wheel chair usability.
- Advertise where to eat in town, how to play on the river, and historic sites not to miss!



Joe Cowan Park

Be THE park w/lighting, multi-use fields, food trucks

The team supports the city's efforts to:

- Add lighting to all fields to extend usage time and revenue.
- Make fields interchangeable between football and soccer and reach a bigger audience
- Pickleball is gaining in popularity. It would be an easy transformation to turn the tennis courts into pickleball courts; host tournaments for revenue generation.
- Use social media (check-in to Facebook or Instagram) as noted on yard signs upon entering the park. Locate the sign in places of foot traffic and at stop signs for drivers.
- Bring in food trucks during tournaments to supplement the concession stand.
- Recruit team play outside of LakePoint to generate additional revenue for park maintenance and improvements.



LakePoint - Larger Tournament Market

Euharlee has a chance to host tournaments

- While, LakePoint will remain a force in hosting larger tournaments for Bartow County, Euharlee should court smaller tournaments. They can offer catered lunches, downtime activity list, and creative lodging.
- Do a small slice really well.



Osborne Park

Connect this park via paths to others

This small traditional park with a ballfield, play area, and walking path along the Euharlee Creek provides easy access to the historic covered bridge and buildings in Euharlee.

With a nearby proposed campground, this park is subject to more visitor use.

- Tie in the $\frac{3}{4}$ mile walking path to a citywide trail system.
- The team supports the city's use of social media (Facebook and Instagram) to track visitors. Ensure that signs are in areas of foot traffic, in addition to the entrances to the parking lot.



Sports Tournaments

Make sure visitors are aware of local assets

A large number of people are visiting the area for baseball tournaments.

- Erect informational signage at the park listing local restaurants, shops and places to visit. The signs should include the village map as well as annual events in Euharlee, such as the Festival of Trees, Ghost Walk, etc.
- Clearly mark the walking trail because the town is a perfect size to explore.
- Investigate delivering information to visiting baseball teams prior to their tournaments so that teams and their spectators may extend their time to visit interesting sites.
- "Staff up" on game days when restaurants will be frequented by the travel ball attendees
- Hotels with interior hallways are required by these clubs, so know before you build!



Resources

Outdoor Recreation

- **Trail Town Program Guide** – follow 5 key steps to creating a successful thriving trail town <https://www.trailtowns.org/wp-content/uploads/2018/02/TrailGuidev2.pdf>
- **TrailLink.com** – list your trail online in the comprehensive site hosted by Rails to Trails Conservancy <https://www.trailink.com/>
- **Outdoor Industry Association** - Support your pitch for hiking, biking, paddling with OIA data on the \$27.3 billion impact with 238k jobs in GA <https://outdoorindustry.org/state/georgia/>
- **NRPA** – Support your pitch for local parks improvements with parks & rec data - \$2.4 billion economic activity and 20k jobs in Georgia <https://www.nrpa.org/publications-research/research-papers/the-economic-impact-of-local-parks/>
- **SORBA** – work with your SORBA chapter on anything mountain bike trail related: <http://sorba.org/Chapters>
- **GRN** – Develop a Water Trail with [Georgia River Network](#) – Gwyneth Moody, Outreach
- **CDC-NPS** – Improving Public Health through Public Parks & Trails: 8 common measures. http://go.nps.gov/improving_public_health
- **Kaizen Collaborative** – Greta DeMayo, offers Trail Design for most PATH Foundation trails
- **PATH Foundation** – Ed McBrayer and Pete Pelligrini, Trail Construction
- **Nature Bridges** – Aaron Steele and Brian Green, Bridge/boardwalks
- **Zagster** – install a bike share fleet www.zagster.com; **JUMP** e-bikes <https://jumpmobility.com/>
- **Strong Towns** – place bike racks downtown as a small step in welcoming bicyclists <https://www.strongtowns.org/journal/2018/5/3/an-incremental-approach-to-bike-friendliness>
- **DERO** – consider artistic and functional bike racks that brand your city <https://www.dero.com/product/image-infusion/>
- **National Scenic Byways** – Foundation Training <http://nsbfoundation.com/>

TPD Grant Funding Recommendations and Resources



TPD Grant Funding

Apply annually in June and/or December

- In an effort to further tourism development in the TPD Resource Team Communities, the Georgia Department of Economic Development (GDEcD) Office of Tourism Product Development offers project funding assistance for communities who have completed the team review and recommendation process and begun implementation of strategies within their TPD report.
- This funding assistance supports communities who have already committed financial and volunteer resources to implement a strategic tourism development plan in partnership with GDEcD. This funding partnership allows the local community to build new products based on the team recommendations made by the team. The funding also supports projects the community has developed as an expansion of the original resource team report.
- There are two (2) annual funding cycles available only to the Tourism Product Development Resource Team participants. Communities that complete the Tourism Product Development Resource Team process may apply for funding following receipt of their final report and with approval of the Director of Tourism Product Development.
- Funding amounts will vary over each funding cycle and are dependent on the final budget of GDEcD; the department reserves the right to refuse all grants.

TPD Grant Funding

Sample project areas and application link

Projects can be (but are not limited to) the following areas:

- Agritourism
- Arts and Culture
- Attraction Development
- Downtown Development
- Festivals and Events
- Heritage / Historic Preservation
- Lodging Enhancements
- Marketing and Wayfinding
- Nature-based Recreation
- Sports Tournaments

Special Consideration for Georgia Tourism Initiatives

- In order to enhance the impact of statewide initiatives by Georgia Tourism, projects focused on **Georgia Film, Music** and/or projects commemorating the state's **Civil Rights Movement, African-American Heritage, Craft Beer/Wine Spirits, Outdoor Recreation** will receive 5 points added to their project's score sheet.

<http://www.marketgeorgia.org/resources>

Conclusion

Tourism product you can implement

- The TPD team hopes the community will utilize this publication in implementing, evaluating, and expanding your heritage and cultural tourism program. TPD teams are delighted to partner with your community and are available for follow-up calls and ribbon-cuttings as you work to improve and increase tourism in Georgia.
- There are many resources available to provide assistance to you in packaging and promoting your community. Many of these are listed in the heritage tourism handbook and are available online at www.gashpo.org and www.marketgeorgia.org.
- And finally, sustainable tourism is defined by its three pillars:
 - environmentally friendly,
 - supports the protection of natural and cultural heritage,
 - and benefits local people.
- Furthermore, research has revealed that when local people's livelihoods are improved by tourism, they, too, become important allies in protecting the planet and safeguarding its heritage for future generations.

TPD Resource Team Bios



Resource Team Bios

Georgia Department of Economic Development

Cindy Eidson

is the Director for Tourism Product Development with the Georgia Department of Economic Development (GDEcD). Cindy received a Master's of City Planning from the Georgia Institute of Technology and a Bachelor of Housing and Community Economic Development--- Family and Consumer Sciences from the University of Georgia and completed preservation studies in Historic Preservation from Georgia State University.

Cindy is a former Manager for the Office of Downtown Development with the Georgia Department of Community Affairs for almost 2 years; and also serving as Manager over Training and Special Projects with the Office of Downtown Development for 9 years as well as Better Hometown Program Coordinator for 4 years and as the Main Street Manager for both the City of Gainesville and Newnan Main Street Programs.

With a total of 23 years of downtown planning experience, Cindy also worked as a Preservation Planner Intern with the Georgia Mountain RDC and 6 years with the University of Georgia's Cooperative Extension Service.

Email: ceidson@georgia.org

Tracie Sanchez

is the Resource Team Manager of Tourism Product Development with the Georgia Department of Economic Development (GDEcD).

Decades of weekend cycling and vacations via trails are living proof that 'all who wander are not lost'. Tracie also happens to be a map lover (hence the not getting lost part). Tracie received a Masters in Public Admin from the University of Georgia with a focus on nonprofit management and Active Living.

Her career path to GDEcD includes stops as a graphic designer at McKinsey & Co, a Lake Tahoe park ranger, UGA leadership coordinator, and a nonprofit director of the Georgia Trail Summit (now being fostered by the Georgia Trust for Public Land).

Noting the gap in trails leadership and the need for statewide resources in nature-based outdoor recreation, Tracie aims to support all of Georgia's trail endeavors.

Her daily bike ride or dog walk is along the S. Peachtree Creek Trail in Decatur.

Email: tsanchez@Georgia.org

Resource Team Bios

Georgia Department of Economic Development

Tina Lilly

serves as Grants Program Director with the Georgia Council for the Arts. She also works with the Georgia Department of Tourism's Resource Team, which travels to communities in Georgia to investigate ways to increase tourism in rural cities. Previously, she was Executive Director of the Madison-Morgan Cultural Center in Madison, Georgia, Administrative Director for 7 Stages Theatre in Atlanta, and Managing Director for Live Bait Theatre in Chicago. Tina holds a BA in Theatre from Birmingham-Southern College and an MFA in Directing from The Theatre School at DePaul University (formerly the Goodman School of Drama). She worked as an adjunct professor at The Theatre School as well as a freelance director while in Chicago.

Email: tlilly@gaarts.org

Janet Cochran

serves as the Regional Tourism Project Manager for the 17-county Historic High Country travel region of Georgia. She also manages the Regional Tourism Project Manager program in GDEcD's Tourism Division. She comes to this position with a varied background of civic, educational and retail experience. She began her career at the Dalton Convention Center before moving into the role of Executive Director of the Dalton Convention and Visitors Bureau. During her tenure at the CVB, Janet also held several leadership positions with the Historic High Country Travel Association including President.

Janet graduated from Lee College in Cleveland, TN, with a B.A. in Communication. She is also a graduate of the Southeast Tourism Society's Marketing College, Georgia Academy for Economic Development, Tourism Management and Development Institute at the State University of West Georgia, and Leadership Dalton-Whitfield.

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Resource Team Bios

Consultants

Wandi Steward

is an avid outdoor enthusiast who grew up camping, canoeing and horseback riding. Currently a Program Manager engaged in a variety of projects, Wandi is an experienced globe trotter, with a special interest in destination management for special events. She has managed or directed programs for the Olympic Games, Outdoor Experiential Education as well as for the world's busiest airport Wandi is an Outdoor Afro Leader with plans to summit Mt. Kilimanjaro in June 2018. She is a skier, hiker and mountain biker that also enjoys sailing and kayaking. She is dedicated to encouraging people to be active in the outdoors.

Email: wandmc2020@gmail.com

Brad Ballard

is a park ranger at Fort Mountain in the Georgia State Park system of the Department of Natural Resources. Brad offers guidance on implementing and managing campgrounds and the requisite comfort stations, vendor permits, activity access, site location and host management. Currently attending a cave rescue certification workshop in West Virginia.

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