

Report to Gilmer County Board of Commissioners



Q3 2010
Presented October 28, 2010

Hotel/Motel Tax funding for Tourism Product Promotion and Development

- **Continued services of b2 Ideas**
 - * Visit by Patty George. Writer for www.al.com
 - * Georgia Apple Festival featured on Fox5 Atlanta's Good Day Atlanta
 - * Southern Living photographer in town for photo shoot for Oct. 2011 issue
 - * "Apple capital" feature in the October issue of Southern Living
 - * 3 page plus cover feature on Apple season in September issue of *UiC (Up In Cumming)* magazine.
 - * Feature event on www.exploregeorgia.org for Apple Festival and Apple Pickin' Jubilee at Hillcrest Orchards
 - * Feature destination on www.facebook.com/exploregeorgia
 - * Travel feature on www.ajc.com

- **Feature on Carter's Lake set to run in Jan/Feb issue of Boating magazine. On newsstands for 14 weeks.**

- **Apple Capital of Georgia Day at Ringold State Welcome Center on Oct. 8**

- **www.facebook.com/theellijays has 588 fans and growing**

- **Harrison Park steering committee was recently awarded DNR trails grant for \$100,000 to include Phase 1 projects such as parking, trails, signage.**

- **Second Saturday Block Parties in Downtown Ellijay have continued. November 13 will be the final party for 2010.**

- **Tom Sauret of SORBA/IMBA has met with state and federal stakeholders regarding our the IMBA ride center designation.**

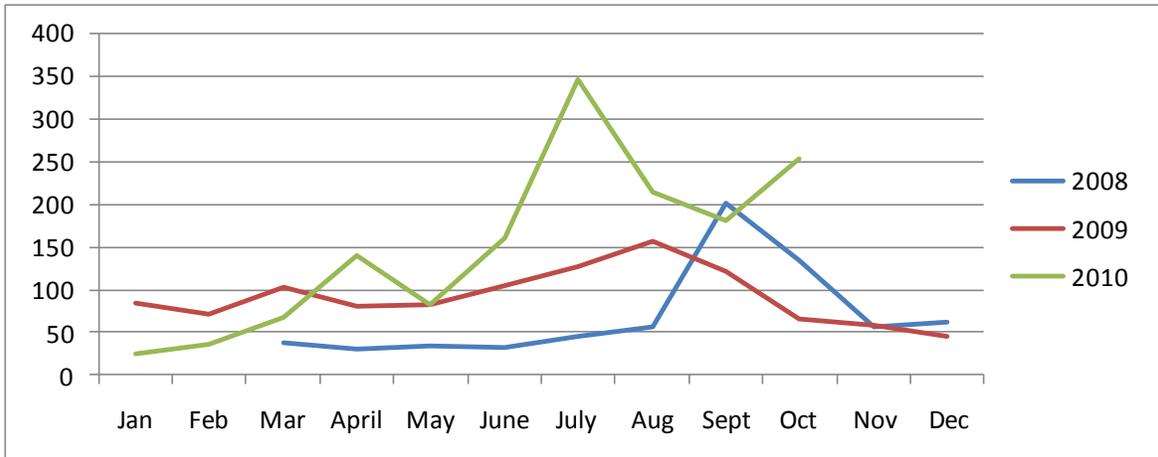
- **Paige and Ruth attended the Governor's Conference on Tourism in Athens**

- **Redesign work for our 2011 marketing and branding campaign has begun to include new print and online ads, redesigned visitor's guide, launch of www.exploremountains.com, new series of brochure rack cards, outdoor advertising.**

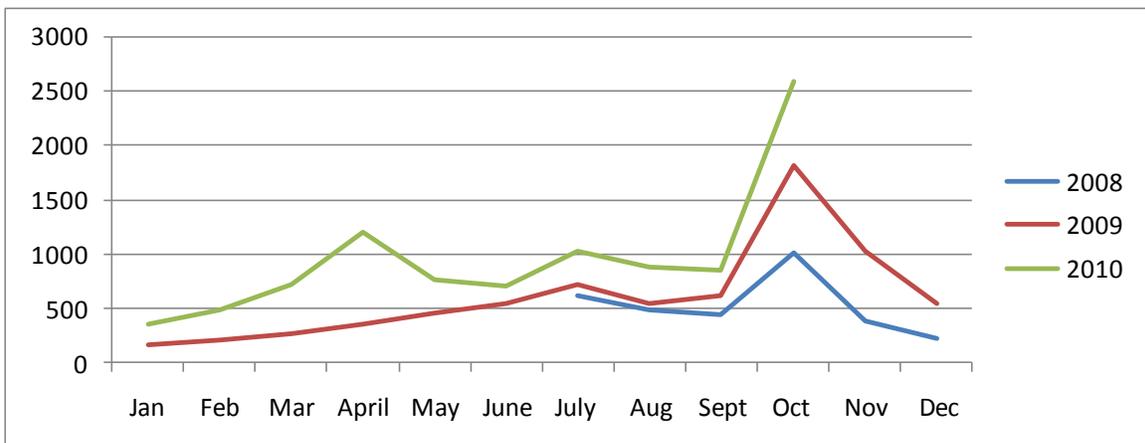
- **Record breaking 39th annual Georgia Apple Festival**
 - * 67,000 total attendees over 4 days
 - * Colonel Poole's BBQ has had the best month in their 21 year history.
 - * Lodging facilities are experiencing higher occupancy rates

Tracking Inquiries & Walk-Ins

Requests for Tourism Information



Walk-In Visitors



Community & Economic Development

- **Economic Development Authority**
 - * July 9 & 23, October 1
 - * Working towards Georgia Work Ready certification
 - * Currently need 73 publicly employed, 4 privately employed, 4 GED
 - * Additional testing dates being set for November
 - * Existing Industry surveys have begun
 - * Working with Chamber Community & Economic Development Council to find synergy in projects
 - * Working with a local gentleman with access to foreign investments
 - * Currently need new appointments to the EDA
 - * Development Authority Training in Dalton in mid-November
- Paige has been asked to serve as a 2011 committee chair for GEDA (Georgia Economic Developers Association)
- Paige attended Project Management 101 training hosted by Georgia Power at the Georgia Power Resource Center and met with utility partners and state project managers
- **Community & Economic Development Council**
 - * Hosted Entrepreneur Friendly workshop on September 29. Mary Ellen McClanahan with the Georgia Dept of Economic Development led the discussion and helped the council in identifying projects/community needs.
 - * Creating trifold “Energizing Entrepreneurs” brochure for start up businesses
 - * Creating “How to do business in Gilmer County” booklet
 - * Creating corporate coaches/mentor program for existing and start up businesses
- Working on “Camera Ready designation” from the Georgia Department of Economic Development
- **Inquiries/Prospects-**
 - * 2 hard requests for information from state project managers
 - * New chain restaurant continues due diligence
 - * Apple Mountain Arts Center took possession of facility on October 20 and is casting first play
 - * Downtown Ellijay occupancy rate continues to increase
 - * 3 “soft” inquiries regarding sq/ft availability and market analysis
 - * 2 projects came in but we did not have available buildings that fit minimum requirements