



GEORGIA PLANNER

Newsletter of the Georgia Planning Association, A Chapter of the American Planning Association
FEBRUARY 2004

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You Gotta Know the Territory

Georgia Tech research reveals whether and how to invest in tourism development

by Lincoln Bates



Three years ago, 11 counties along southeast Georgia's Altamaha River wanted to explore the possibility of developing nature-based tourism around the 137-mile, undammed waterway called one of the "75 last great places in the world" by The Nature Conservancy.

The Altamaha and its tributaries not only house a wealth of flora and fauna, but also contain historic elements such as the Rifle Cut Canal and offer diverse opportunities for outdoor recreation. With such features, local officials believed the river could offer the economic boost the region needed.

So the Tourism and Regional Assistance Centers (TRACS), part of Georgia Tech's Economic Development Institute, conducted a year-long feasibility study that examined environmental issues, analyzed promising tourism segments, inventoried area assets and made several recommendations.

Today, it's evident the research paid off. The counties formed a partnership and launched the tourism effort. The group has formalized its organizational structure, implemented distinctive signage, established a Web site, raised nearly \$1.5 million for infrastructure improvements and marketing, instituted three new river-based events and attracted at least one new outfitter business. Now, the partnership is contemplating opportunities for area improvements, such as the addition of public landings along the river.

GPA Spring Conference *Registration form inside!*

Check the GPA website
www.georgiaplannig.org for the latest
Legislative Update from Dan Reuter,
Legislative Committee Chair, or contact
Dan at dreuter@atlantaregional.com.

Continued on Page 8

From the President...

Members, there is much to look forward to in 2004. In December 2003, the Board of Directors adopted a long-range plan and annual work program. On January 16th, the Board adopted its 2004 budget (calendar year) with expenditures of \$97,055 and anticipated revenues of \$99,550. As president I've focused on trying to maximize the few ways we can increase revenue, such as applying and receiving a small grant from the Chapters President Council of APA and trying to increase business card advertisers in this newsletter. The budget provides for several events this year, and I hope you will continue your support or if inactive, rejoin Georgia's planners.

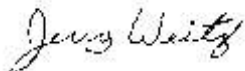
We look forward to a successful Spring conference in Macon, March 18-19. Help make this conference a success and plan now to attend; lodging rates are a bargain and it's the Cherry Blossom festival in Macon as well. Our fall conference will be at Brasstown Valley in October. This year for the first time, you will gain continuing professional development program credits for attending conference sessions.

We will also hold two Community Planning Institutes, one scheduled for northwest Georgia by spring. The AICP Exam Review Session will take place in April this year. We are planning to hold two planners' lunches in the Atlanta region. With the help of board members Diana Wheeler and Kathy Field, we will try and resurrect the planners' luncheons to their former status in the 1980s and early 1990s. And don't forget the GPA-Georgia Tech Alumni and Student Reception in late summer.

Our budget also provides for publication and distribution of a membership brochure targeted at all audiences: students, planning commissioners, and, yes, planning directors. Our most recent member list shows we currently have about 800 members. It is surprising, however, that some planning directors in the state are not members of GPA! Our district directors will make concerted efforts to identify and solicit more members. When you receive copies of the association's brochure later this year, please send them along to planning commissioners and staff. We will also produce a membership directory this year on compact disc.

Committee chairs have been finalized for the year (see list in this newsletter). If interested in serving on a committee, please let me know of your interest at Jerryweitz@aol.com or contact the committee chair directly. The Board of Directors would also like to know if there is interest in forming additional substantive committees like we now have for transportation, economic development, historic preservation, and urban design. For instance, should we start an environmental committee? These substantive committees will serve increasingly important functions, as we have assigned major responsibilities for spring and fall conference planning to them. Increasingly, these committees will serve as our bridge to other allied professions and state organizations.

Now that the General Assembly is in session, Dan Reuter will be watching the activities and reporting on them. As for me, I hope to focus attention on the planning commissioner's training program. We hope to bring together all interested associations and institutions with a stake in planning commissioner training to establish cooperatively a more formal system that will award credits, transcripts, and certifications for planning commissioners.



Jerry Weitz

2004 COMMITTEE CHAIRS AND APPOINTMENTS

Programs	Rob LeBeau	Economic Development	Bill Bryant
Planners' Luncheon	Kathleen Field and Diana Wheeler	Chapter Services	Alex Ikefuna
	Gary Cornell	Website	Debbie Miness
Nominations and Elections	David Sutton	Newsletter	Bill Ross
Planning Officials Development	Dan Reuter	Memberships	Eve Brothers
Legislative Affairs	Glenn Coyne	Minorities	Eve Brothers
Professional Development	Larry Vanden Bosch	Student Support Subcommittee	Dan Basso
Awards	Paul Soudi	DCA Resource Team, Commerce	Helen Stone
Urban Design	Mary Huffstetler and Tim Preece	Georgia Conservancy Blueprints	Debbie Miness
Transportation	Paul Forgey and Kip Padgett	Fulton County Development Advisory Committee	Ellen Heath
Historic Preservation			

2004 Budget

Georgia Planning Association
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Planning Official
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dreuter@atlantaregional.com**Glenn Coyne, AICP**
Professional Development Officer
gcoyne@hdrinc.com**David Sutton, AICP**
Planning Officials Development
Officer
dsutton@sgrdc.comGeorgia Planning Association
Adopted by the Board of Directors
January 16, 2004

ITEM	ANTICIPATED REVENUE	BUDGETED EXPENDITURE	ANTICIPATED DIFFERENCE
General Revenues			
APA	\$16,000	0	+\$16,000
AICP REBATE	\$900	0	+\$900
CPC Grant (half)	\$500	0	+\$500
SUBTOTAL	\$17,400	0	+\$17,400
Chapter Services			
Newsletter	\$2,000	\$12,050	-\$10,050
Web Page	\$200	\$1,355	-\$1,155
Awards + Recognitions	0	\$1,600	-\$1,600
Member Directory	0	\$1,500	-\$1,500
Membership Brochure and Initiative	0	\$2,300	-\$2,300
GPA Golf Shirts (\$25 ea.)	\$1,250	\$1,050	\$200
SUBTOTAL	\$3,450	\$19,855	-\$16,405
Programs			
Fall Conference	\$35,000	\$30,000	+\$5,000
Spring Conference	\$13,000	\$12,000	+\$1,000
CPI (two sessions)	\$26,000	\$26,000	0
AICP Exam Review	\$700	\$700	0
Planners Lunch	\$4,000	\$4,000	0
Fall Reception (Ga. Tech)	0	\$800	-\$800
District Events	0	\$200	-\$200
SUBTOTAL	\$78,700	\$73,700	+\$5,000
Other			
GRA Endowment	0	\$1,500	-\$1,500
Elections	0	Newsletter	0
Miscellaneous	0	\$1,000	-\$1,000
Travel (leadership, part)	0	\$1,000	-\$1,000
SUBTOTAL	0	\$3,500	-\$3,500
GRAND TOTAL SHOWN	\$99,550	\$97,055	\$2,495

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Georgia Planning Association 2004 Calendar of Planning Related Events

<u>DATE</u>	<u>EVENT</u>	<u>LOCATION</u>	<u>CONTACT</u>
February 27 th	Second Deadline APA National Planning Conference Registration	Washington, DC	confregistration@planning.org
March 17 th	Southface Visionary Dinner	Atlanta	www.southface.org
March 18 th 19 th	GPA Spring Conference	Macon	rlebeau@atlantaregional.com
	Greenprints 2004; Sustainable Communities by Design	Atlanta	www.greenprints.org
March 19 th	AIA Green Design Showcase	Atlanta	www.greenprints.org
March 26 th	Final Deadline APA National Planning Conference Registration	Washington, DC	confregistration@planning.org
March 31 st	<i>Georgia Planner</i> deadline	Send news/articles to:	www.GPAnews@planross.com
April 2 nd	AICP Workshop	Atlanta	glenn.coyne@hdrinc.com
April 16 th	Blueprints Partners Meeting	Atlanta	mail@gaconservancy.org
April 24 th 28 th	APA National Planning Conference	Washington, DC	conference@planning.org
April 24 th 27 th	ACCG Annual Meeting	Savannah	www.accg.org
May 20 th 22 nd	AICP Exam Test Window	Various Locations	www.planning.org/certification
May 31 st	<i>Georgia Planner</i> deadline	Send news/articles to:	www.GPAnews@planross.com
June 26 th 29 th	GMA Annual Convention	Savannah	www.gmanet.com
July 6 th	Application Deadline	November AICP	www.planning.org/certification
July 31 st	<i>Georgia Planner</i> deadline	Send news/articles to:	www.GPAnews@planross.com
August 5 th 6 th	GAZA Summer Conference	Augusta	rogers@cviog.uga.edu
August 20 th	Blueprints Partners Meeting	Atlanta	mail@gaconservancy.org
September 30 th	<i>Georgia Planner</i> deadline	Send news/articles to:	www.GPAnews@planross.com
October 13 th 15 th	GPA Fall Conference	Brasstown Valley	rlebeau@atlantaregional.com
October 15 th	Blueprints Partners Meeting	Atlanta	mail@gaconservancy.org
November 8 th 20 th	AICP Exam Test Window	Various Locations	www.planning.org/certification
November 30 th	<i>Georgia Planner</i> deadline	Send news/articles to:	www.GPAnews@planross.com

Sign Up Now! **Be a Resource Volunteer for our Student Members**

by Dan Basso, Chair, Student Services Subcommittee

The Georgia Planning Association, as part of its ongoing commitment to encourage interest in the planning profession and to support our student members in their studies and endeavor to become planning professionals, is initiating a program to promote interaction between our regular members and our student members. Through this program, a regular member can volunteer to become a "resource" for student members. As a "resource," regular members can make themselves available to student members to share with them their expertise in the planning field.



By providing assistance to a student member, whether it be

about a student project, a career question or a topic of interest, you will be encouraging future planners at the beginning of their planning careers and playing an active role in the promotion and viability of the Georgia Planning Association as the state planning organization and local chapter of the APA. Please join us by completing the attached form and returning it by email to: dbasso@dca.state.ga.us, by post to: Dan Basso, 345 Eastland Dr, Decatur, GA 30030-1440 or fax: 404-679-0646.

A list of our volunteer "resources" will be made available to all student members of the GPA. The success of this program is dependent on your willingness to participate. I encourage our regular members to make the time and take the time to be a resource for our student members.

Thank you for your consideration.

Resource Contact Form

Name:

Planning Affiliation:

(title, name of business, govt., etc.)

Area(s) of Experience:

(Impact Fees, Transportation, etc.)

Email:

Phone:

Times of Availability:

Comments:

NEWS From APA National

Planner's Day on Capitol Hill

Meet with your elected representatives in Congress during APA's 2004 National Planning Conference in Washington, DC! Planner's Day on Capitol Hill is a special program that gives you an opportunity to talk to your member of Congress about many issues of importance to the planning community. Transportation, affordable housing, conservation, and environmental protection are some of the planning-related issues before Congress this year, so it is an opportune time to advocate for the policies that make great communities happen!

Experts on grassroots advocacy will prepare you for Congressional meetings with a customized itinerary, special training on APA's legislative priorities, key messages and talking points. Making your voice heard on Capitol Hill couldn't be easier. It's easy, and it's important. What's more, participation in Planner's Day on Capitol Hill is FREE with your conference registration! Sign up now by filling out the conference registration form in the 2004 National Planning Conference brochure or contact APA's government affairs

office today at govtaffairs@planning.org.

For more information, go to
<http://www.planning.org/legislation/04plannersday.htm>

Homeland Security in Land Use Review and Approval

In the November 2003 issue of Land Use Law & Zoning Digest, Rufus Young and Dwight Merriam present a comprehensive outline of Homeland Security factors that merit consideration in the land use review and approval process, as well as numerous references for further information. The events of 9/11 made real the threat of terrorist attacks in the U.S. Whether that threat is large or small, it potentially increases the liability of those who approve, build, or manage potential terrorist targets. This outline serves as a preliminary checklist of factors and actions local governments, developers, and property owners and managers should consider to avoid or reduce such threats and liability risks. To read or download the outline, go to www.planning.org/PEL/articleIndex.htm.



Kudos

Diana Wheeler Volunteer of the Year!

Congratulations are in order to Diana Wheeler, GPA Board Member for her receipt of a 2003 award for volunteerism from the Greater North Fulton Chamber of Commerce.

Way to go, Diana!

Jerry Weitz

GQGP Website Recognized!

GQGP Website named Dept of Energy's "website of the week!"

The Department of Energy recently named GQGP the website of the week!! Congratulations GQGP!!

Each week, the Department of Energy's Smart Communities Network features a website that they identify as a top resource on sustainable community development. They choose sites that provide useful information to communities regarding quality growth/sustainable development.

To view GQGP website: www.georgiaqualitygrowth.com

To view the Smart Communities Network website: www.sustainable.doe.gov/index.shtml

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WORKING TO BETTER OUR COMMUNIT[ES AND ENVIRONMENT

You Gotta Know the Territory, Continued from Page 1

Up-front research tells communities if it makes sense to invest in tourism development and promotion, and where to spend those dollars most effectively, says TRACS manager Ann O'Neill.

With interest growing in tourism as an economic development tool, TRACS has undertaken similar efforts elsewhere in Georgia. For example, an east Georgia alliance wants to revive the Woodpecker Trail, once billed as the fastest route to Florida's west coast through 10 Georgia counties from Richmond to Charlton via state Highway 121.

The feasibility study completed by (TRACS) disclosed excellent opportunities for our

communities that otherwise may not have been explored, says Mayor Billy Trapnell of Metter, one of the towns along the Woodpecker Trail.

Other recent studies have involved: (1) Georgia Lake Country, a group representing Putnam, Greene and Morgan counties, which promotes the area's historic and recreational assets; (2) the Golden Isles Parkway Association, which

wants to assess development along state Highway 341; and (3) the Lower Chattahoochee Regional Development Council, which wants to develop a market profile of visitors to the southwest Georgia region.

TRACS uses several tools to conduct tourism research, and they can provide decision-making information to the entire tourism industry, from a rural chamber of commerce to the state's Tourism Division, O'Neill says. The tools include:

■ **Travel USA**, a syndicated study from Longwoods International. It tracks 200,000 U.S. households annually, measuring and profiling

visitation to all 50 states, 19 U.S. cities and 20 foreign countries. The Georgia Visitors Survey queries some of the Georgia tourists tracked in the Travel USA study to gather more detail on their planning and booking, transportation, lodging, activities, expenditures and opinions about destinations. An example of this data's utility was the response it helped the Tourism Division formulate to counter declining tourism after the Sept. 11 terrorist attacks. That response included a supplemental \$1 million appropriation into the state's targeted tourism marketing. A Longwoods return-on-investment study later determined that Georgia got back \$7.63 for every \$1 it spent on that effort.

■ **PRIZM** from Claritas Inc., a lifestyle segmentation analysis based on the concept that people with similar backgrounds and needs tend to live near each other, as in the old adage, Birds of a feather flock together. It uses guest register data to identify addresses of former visitors, then assigns them to one of 62 profile clusters based on demographic and behavioral characteristics of residents. PRIZM gives them catchy names like Shotguns & Pickups, Greenbelt America and Kids & Cul-de-Sacs. Clusters are displayed in map or graphical form.

In 2001, TRACS employed PRIZM in a study for the state's Augusta-anchored Classic South tourism region to profile key visitor segments. It revealed that the region's single-most important consumer group is Landed Gentry, an affluent group comprising large, multi-income families headed by executives and professionals and having an interest in historic tourism. It recommended the Classic South region initially promote itself to Atlanta because the metro area has more than 230,000 key cluster households and the largest concentration of them in Georgia and neighboring states. TRACS also advised using print, rather than broadcast, advertising because this cluster prefers print media.



Continued on Page 9

You Gotta Know the Territory, Continued from Page 8

State government also conducts tourism-related research, as discussed by the Department of Industry, Trade and Tourism's (GDITT) Kevin Langston at the TRACS-sponsored Travel Trends conference held in fall 2002 in Macon. Research enables GDITT to chart progress, provide objective feedback and guide decision-making, Langston says. But such studies don't address all issues or answer all questions. Research is a valuable tool to help gauge past performance, current situation and future direction, as long as its limitations are considered, Langston adds.

One GDITT tool is the annual Economic Impact Study that uses visitor survey and lodging data plus statistics from the state departments of Labor and Revenue. The study determines how many people visit Georgia, how much money they spend, how many jobs tourism supports and how much tax revenue the state collects from tourism. A second is the Smith Travel Research Report, which measures hotel occupancy and room rate and revenue to assess the economic health of the hotel industry.


Knowing how things are faring be it a local attraction, hotel chain or a state's entire assets is increasingly important, researchers say. In his recently published guide to tourism best practices, researcher Rich Harrill observes that tourism practitioners today must be adept at destination management instead of destination marketing. Also, agencies are embracing accountability and evaluation, and

return-on-investment studies are no longer a luxury, but a critical step in demonstrating effectiveness to legislators and providing data for internal benchmarking purposes. Research is integral to this contemporary way of doing business in the increasingly competitive tourism arena, Harrill adds.

Harrill's book, published by the Educational Institute of the American Hotel and Lodging Association, discusses 16 best practices in six categories--research, funding, professional development, information dissemination, advocacy and Web marketing. The case studies represent efforts of tourism organizations across the country--from Florida to Hawaii--and many of the techniques are adaptable by other state and local tourism practitioners.

"TRACS exists to give Georgia's tourism industry a competitive advantage through high-quality, decision-making information," O'Neill says. "No community or tourism business is too small to benefit from this." And, with the exception of PRIZM, these tools are available free to members of Georgia's tourism industry, she adds.

For more information, contact Ann O'Neill, Economic Development Institute, Georgia Tech, Atlanta, GA 30332-0640. (Telephone: 404/894-3113) (E-mail: ann.oneill@edi.gatech.edu); or Rich Harrill, same address. (Telephone: 404-894-3852) (E-mail: rich.harrill@edi.gatech.edu)



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Georgia Planning Association



2004 Spring Conference Thursday, March 18 & Friday, March 19, 2004 Macon, Georgia

The Georgia Planning Association is happy to invite you to the 2004 Spring Conference to be held at the Crowne Plaza Hotel in Macon. Please join us for informative training sessions, educational lectures and opportunities for networking. The conference agenda includes sessions in transportation, economic and neighborhood development, housing, and comprehensive plan implementation.

Highlights of training include:

- Numerous transportation planning sessions focusing on topics relevant to both rural areas and MPO's
- Integrating tourism into the comprehensive planning process
- Cutting-edge and innovative zoning techniques that promote smart growth concepts
- Evaluating the balance needed between jobs and housing
- Involving economic developers in the planning process
- Creating a vision that is supported by citizens and local officials
- Two tours focusing on downtown redevelopment and inner-city revitalization in Macon, GA
- Updating the Service Delivery Strategy and developing an intergovernmental coordination plan

THURSDAY

- Registration opens at 8:30 a.m. and sessions begin at 10:00 a.m.
- Keynote speaker George Israel, President and CEO of Georgia Chamber of Commerce.
- Evening reception at the historic Federated Garden Club of Macon.
 - A trolley will be available to take guests to and from the reception location.
 - The reception will include heavy hors d'oeuvres, beer and wine.

FRIDAY

- Keynote speaker Dr. Catherine Ross, Harry West Chair and Director of the Center for Quality Growth and Regional Development at the Georgia Institute of Technology.
- The conference will adjourn at 3:00 p.m.

Stay with us through the weekend!

The 22nd Annual International Cherry Blossom Festival, labeled one of the Top 20 Events in the South, will be opening festivities on Friday, March 19. Macon is the Cherry Blossom Capital of the World, with over 150,000 Yoshino cherry trees. Festivities will include tours, concerts, rides and work from artisans around the country. For interested parties, tickets for festival events and tours will be available for sale at the conference registration desk. The Crowne Plaza Hotel rates will be valid through the weekend. For more information regarding the Cherry Blossom Festival, visit the website www.cherryblossom.com



Georgia Planning Association

2004 Spring Conference
 Thursday, March 18 & Friday, March 19, 2004
 Macon, Georgia

REGISTRATION FORM

Name: _____ Name for Badge: _____

Agency or Firm: _____

Mailing Address: _____

Phone : _____ Fax: _____

E-mail Address: _____

Registration Fees

ENCLOSED

EARLY REGISTRATION - Postmarked by February 27 or earlier ~ \$100 \$ _____

LATE REGISTRATION - Postmarked by February 28 or later ~ \$125 \$ _____

MOBILE WORKSHOP ~ \$10 each

• Downtown Redevelopment tour on Thursday, March 18 ~ 11:00 a.m. - 2:30 p.m. \$ _____

• Inner-city Neighborhood Revitalization tour on Friday, March 19 ~ 9:00 a.m. - noon \$ _____

Total Fee Enclosed \$ _____

Guest tickets will be available on site for the Thursday evening reception (\$20) and the Friday luncheon (\$20)

Payment Information

Send one form for each registrant along with registration fee (check or purchase order) **made payable to GPA**. Mail checks and completed forms to:

Ellen Heath, GPA Treasurer
 EDAW, Inc.
 The Biltmore, Suite 770
 817 West Peachtree Street, NW
 Atlanta, GA 30308

Hotel Information

Rooms are available at the Crowne Plaza in Macon for \$79/night single or double. For reservations, call the hotel directly at (478) 746-1461. Mention the Georgia Planning Conference.



Crowne Plaza Hotel

108 First Street
 Macon, GA 31201
 Phone: (478) 746-1461
 Fax: (478) 738-2460



GEORGIA PLANNER

Newsletter of the Georgia Planning Association, A Chapter of the American Planning Association
2161 Peachtree Road, NE Suite 806 • Atlanta, Georgia 30309

A P A ... M a k i n g G r e a t C o m m u n i t i e s H a p p e n



Change of Address: The Georgia Chapter does not maintain address lists. All lists are maintained at the national office and are mailed to the local chapters each month. If you have moved, e-mail: addresschange@planning.org, go to Member Login at www.planning.org, or write to:

Membership Department
APA National Headquarters
122 South Michigan, Suite 1600
Chicago, Illinois 60603-6107

Membership Information: If you are interested in joining GPA or the American Planning Association, contact the national headquarters at the address above or call (312) 431-9100.

Contacts: Direct financial inquiries and address payments to the Treasurer. Direct questions about chapter records to the Secretary. Direct matters for the Board of Directors to the President. See mailing and e-mail addresses inside.

Submission: The Georgia Planning Association welcomes articles, letters to the editor, photos of planning events or state happenings, calendar listings, job notices, planners on the move, etc. We are always interested in publishing items you think may be of interest to others throughout the state. Graphics are especially welcome. Articles may be edited for space. Articles printed in any issue of The Georgia Planner are not the expressed opinion of the Chapter.

Deadline: The deadline for the next issue is **March 31, 2004**.
Send Items for the newsletter to:

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