



FOR IMMEDIATE RELEASE

CONTACT:

Emily Murray
Georgia Department of Economic Development
404-962-4078
emurray@georgia.org

Georgia Tourism Product Development Resource Team Returns to Oconee County February 15, 2018

ATLANTA, Feb. 13, 2018 – The Georgia Department of Economic Development announced today that Georgia Tourism’s Product Development Resource team will return to Oconee County on Thursday, February 15, 2018, to present its findings to the community. The Tourism division’s resource team is a statewide initiative that provides communities with the resources needed to identify tourism product and increase visitor activity throughout the community. The meeting is open to the public and will take place at Oconee Veterans Park at 6pm.

“We are thrilled to return to Oconee County to present the plan we formulated based on the research and findings we gathered during our visit last year,” said Cindy Eidson, Director of Tourism Product Development at the Georgia Department of Economic Development. “During our time in the community, we were able to meet with leaders, locals and explore the history of the area. We believe the opportunities we have been able to identify will help spur and cultivate tourism offerings for Oconee County.”

Following initial discussions and staff visits, Oconee County was selected by the Georgia Tourism division to participate in this initiative, which focuses on providing technical assistance by means of a thorough examination and strategy visit to a local community interested in developing its tourism potential.

The representatives from multiple state agencies who are part of the resource team will return to the community to discuss their findings and their assessment of the tourism assets related to heritage and cultural tourism, nature-based tourism, agritourism and retail development. The final report is a 30-month strategy for initiating the development of a tourism-based economy in Oconee County. The report will include the potential for utilizing cultural and heritage tourism district zoning, downtown development programs, and historic preservation and economic development tools.

“We are excited to see what the resource team has identified as areas of strengths and opportunities for our area,” said Alex Perschka, Tourism Director for Oconee County. “With the help of our community leaders, citizens, and local tourism partners, I believe we can successfully implement the recommendations and improve the experiences for those that visit our community.”

For more information contact Alex Perschka, Tourism Director – Oconee County at aperschka@oconee.ga.us / 706-769-5197 Or, Emily Murray, Georgia Department of Economic Development at emurray@georgia.org or 404-962-4078.

About GDEcD

The Georgia Department of Economic Development (GDEcD) is the state’s sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, locating new markets for Georgia products, attracting tourists to Georgia, and

promoting the state as a destination for arts events and location for film, music and digital entertainment projects, as well as planning and mobilizing state resources for economic development.

www.georgia.org