



FANNIN COUNTY
CHAMBER & TOURISM

Leveraging Tourism to Enhance
Outdoor Recreation



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and Tourism Office

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Fannin County Recreation Department



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What if tourism paid for your next
park project?



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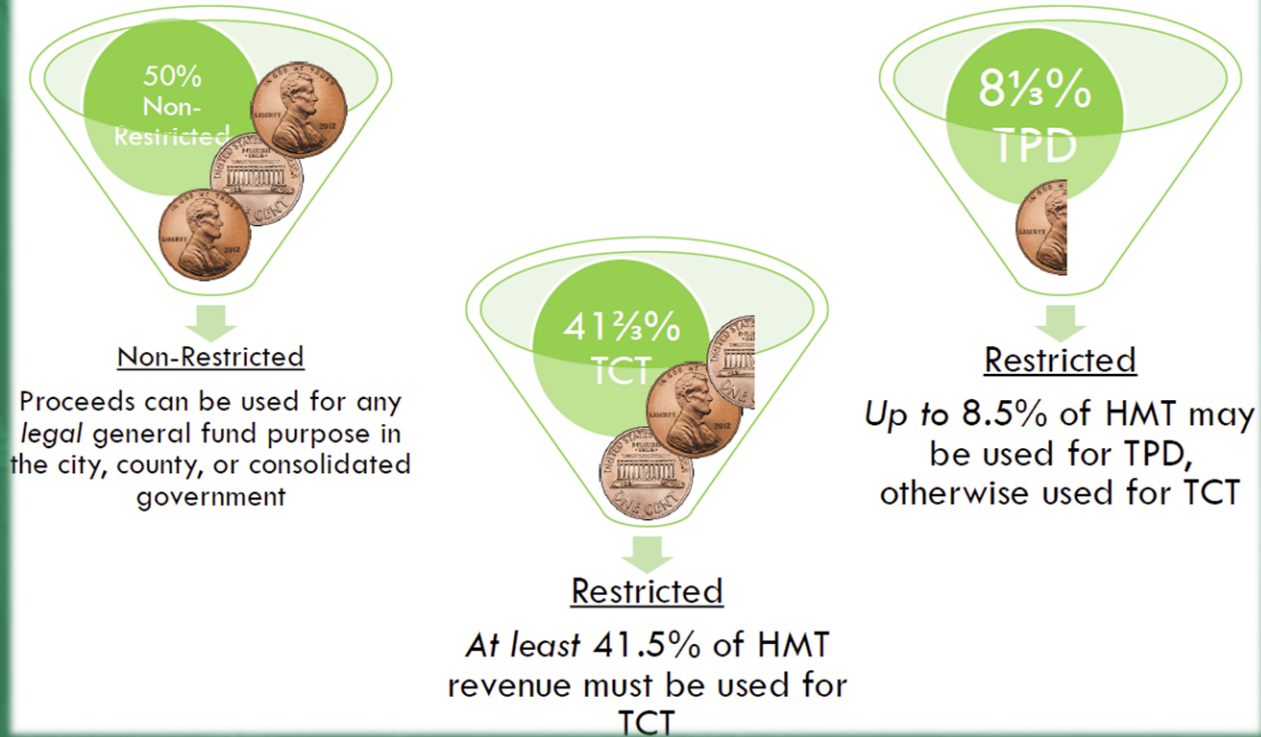
Understanding Lodging Tax and Tourism Product Development (TPD)



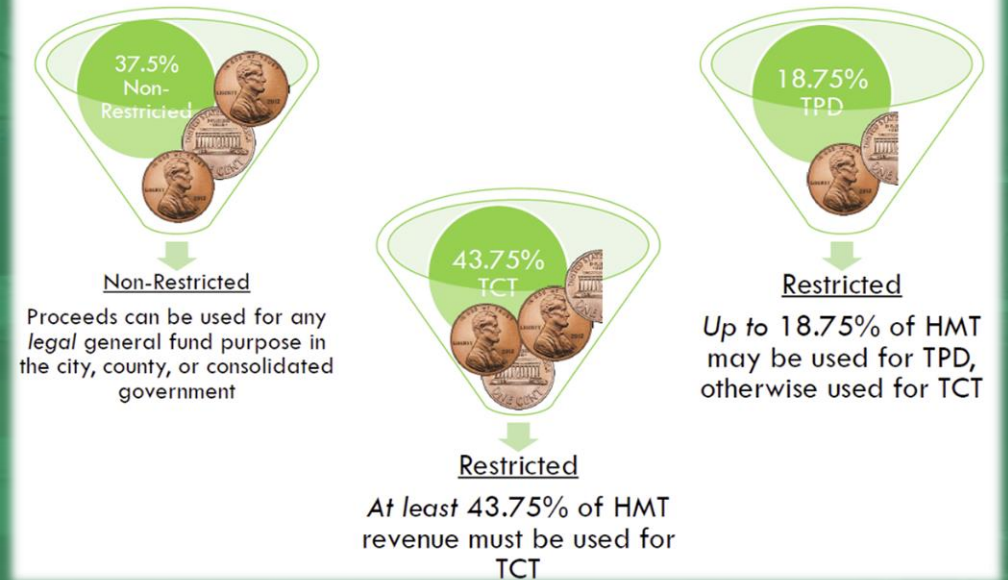
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O.C.G.A. § 48-13-51(b) – 6%



O.C.G.A. § 48-13-51(b) – 8%





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Fishing Preserves

Campsites

Hunting Preserves

Meeting/Convention Facility

Information Centers

Exhibit Hall

Parks and Trails

Wayfinding Signs Sports Stadium

Zoos Auto Racetracks

Drag Strips

Performing Arts Facilities Golf Courses

Sightseeing Boats

Permanent Carnivals Arenas

Amusement Parks Aquariums

Sightseeing Planes and Helicopters

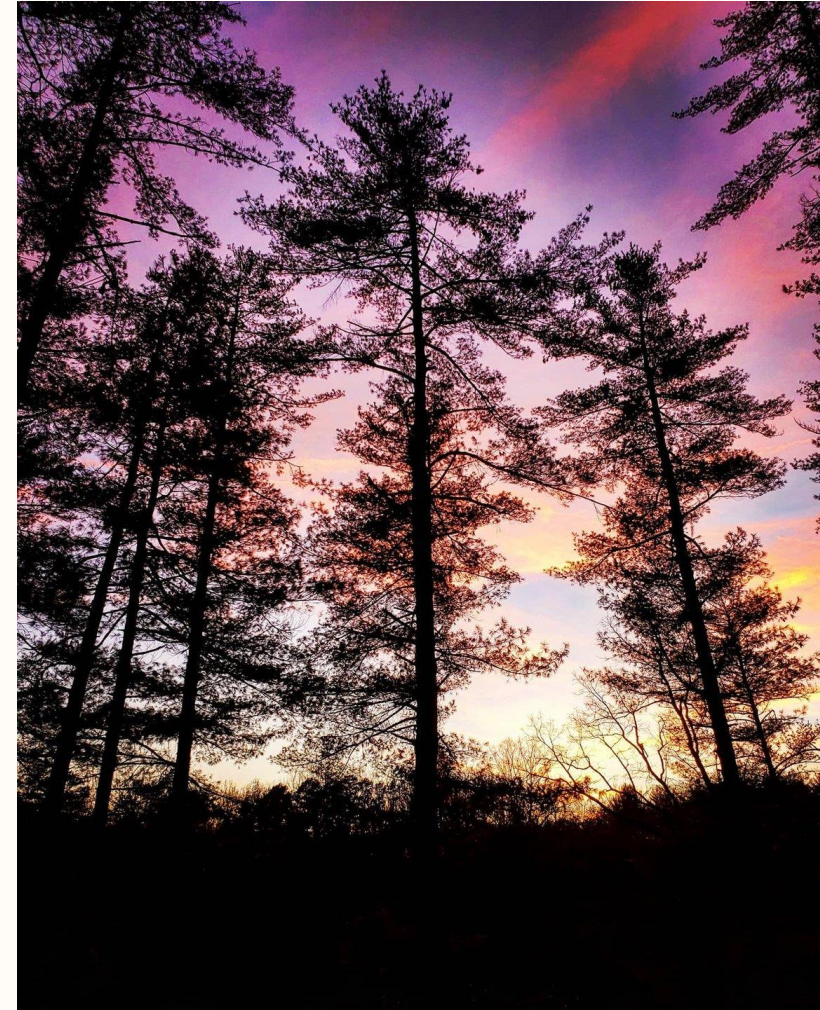
RV/Trailer/Camper Sites

Museums



Governance Model

-  Visitors Stay Overnight 
-  Lodging Tax Collected by Local Government 
-  TPD Committee Reviews Projects 
-  Recreation Department Executes Projects 
-  Improved Parks, Trails & Amenities 
-  Enhanced Quality of Life & Visitor Experience





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Why does it work?

**TOURISM OFFICE:
“WE APPROVED ANOTHER PROJECT!”**



On top of
everything
else?

**RECREATION DEPARTMENT:
“COOL. I’LL ADD IT TO THE LIST OF THINGS I’M BUILDING, MAINTAINING,
MOWING, REPAIRING, AND EXPLAINING AT PUBLIC MEETINGS.”**





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Trail and Accessibility Improvements

County Park Overview



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Horseshoe Bend Park

Before & After



Horseshoe Bend Park

Before & After



Horseshoe Bend Park

New Dog Park and Walking Path



Tammen Park

Before & After





**SO YOU HAD
MONEY FOR
PICKLEBALL...**

**But what about
the tennis
players?**

Blue Ridge City Park



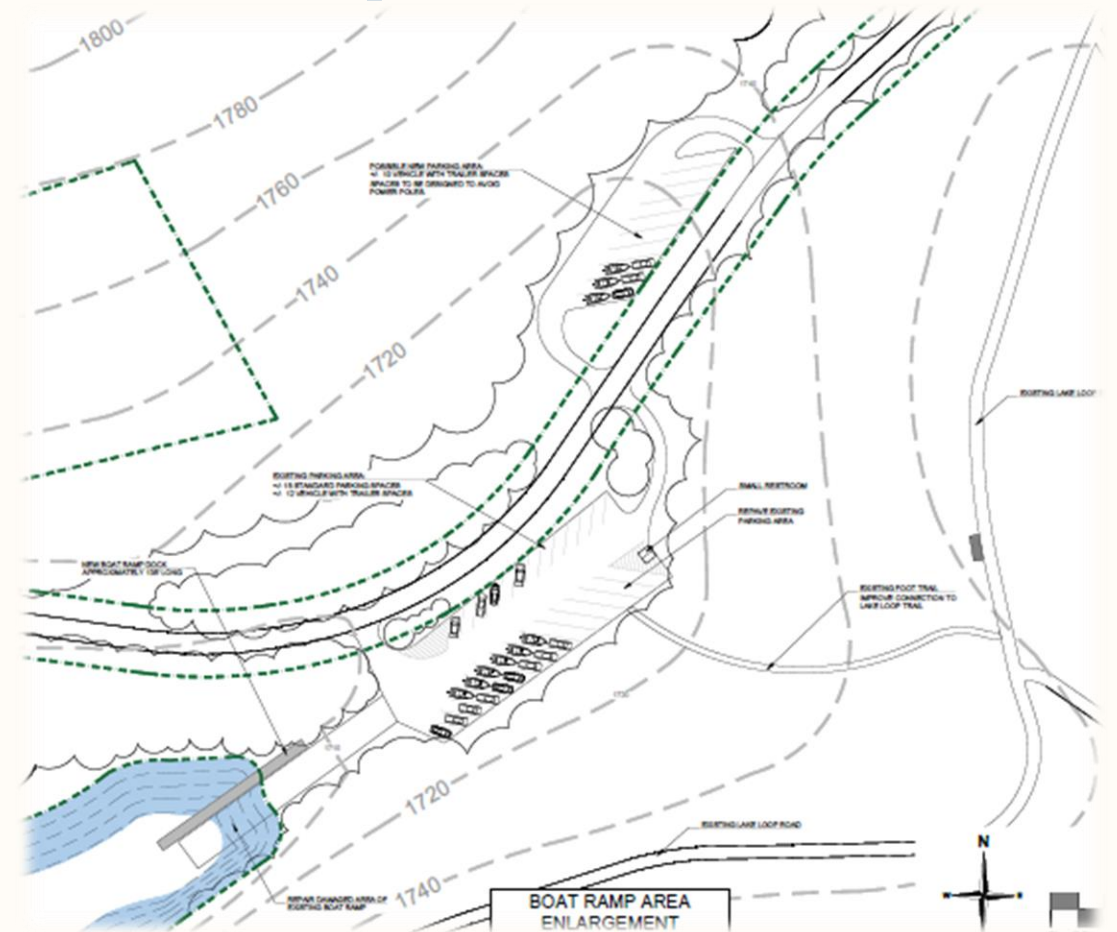
Blue Ridge City Park

County & City
Partnership



Unique Partnership

USFS and Lake Blue Ridge Day Use Area





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Beyond Tourism



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Environmental Stewardship Through Recreation

Education





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Economic Development Impact



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Lessons Learned & Takeaways



It's never
enough.

Replicating the Model

🏠 Identify who manages Tourism Product Development Funds →

📋 Understand Priorities →

🏗️ Assemble Committee →

🏡 Budget Projects →

❤️ Tell the Story





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Questions

Thank You!

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