

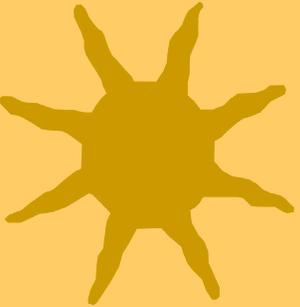
*Communities Working Together
to Attract People*

Audubon Country BirdFest
St. Francisville, Louisiana

-Virginia Rettig

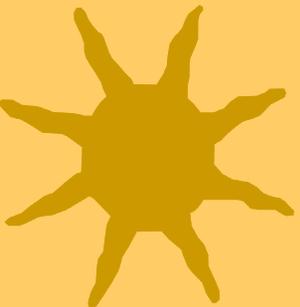


Overview



★ Location qualities

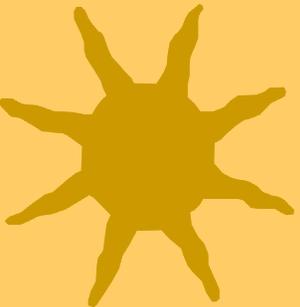
★ Natural history



★ BirdFest purpose

★ Challenges

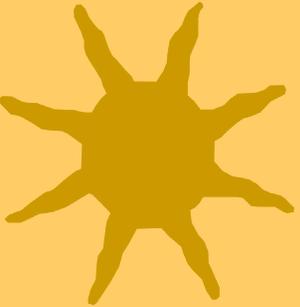
★ Results



★ Future

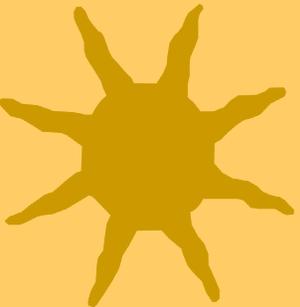


Historic St. Francisville



★ 30 miles north of Baton Rouge

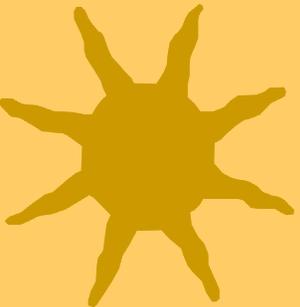
★ Known for its historical attributes



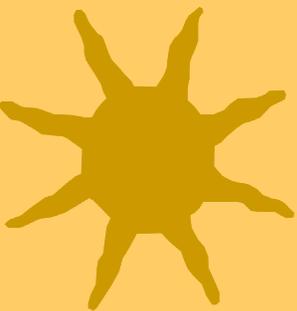
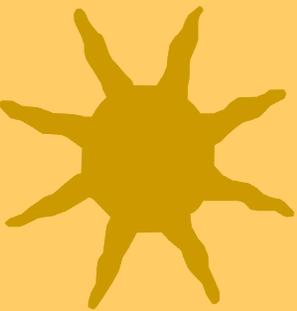
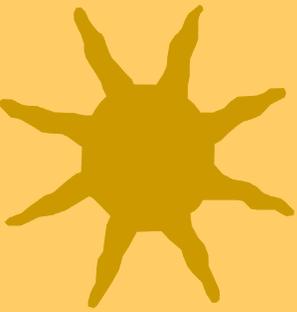
★ Already a tourist destination

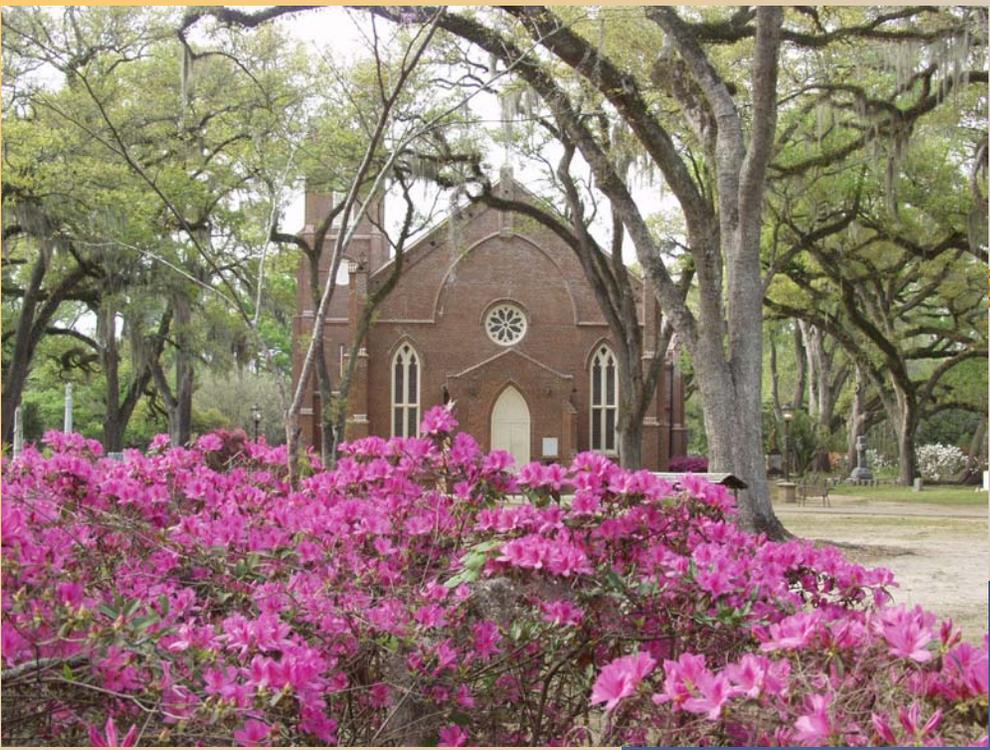
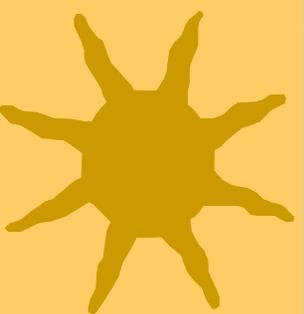
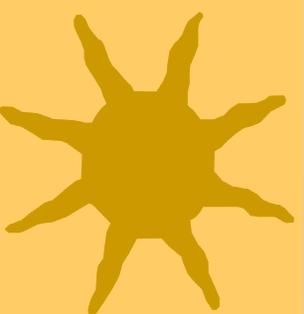
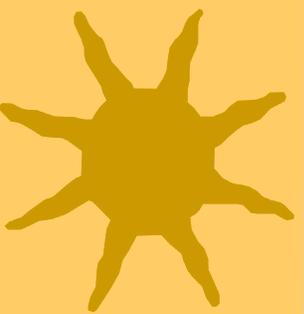
★ About 30 antebellum homes

★ Historic district downtown



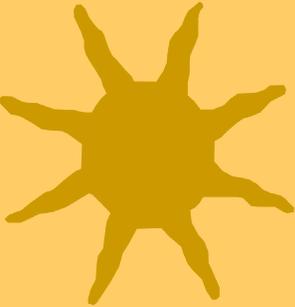
★ Historic churches and cemeteries





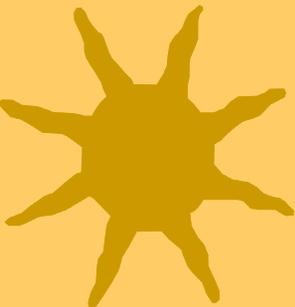


West Feliciana Natural History



★ Parish is largely forested

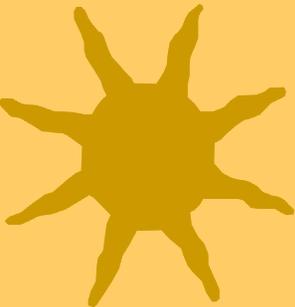
★ Only 15,000 people live in Parish



★ Tunica Hills WMA, Cat Island NWR,
Mary Ann Brown NP

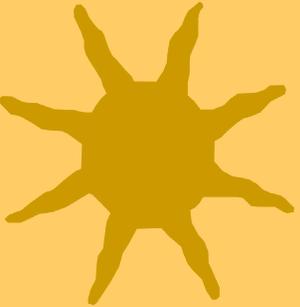
★ Along Mississippi River

★ Several waterways

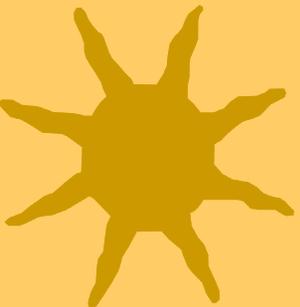




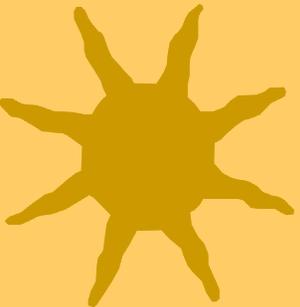
Audubon Country BirdFest



★ BirdFest purpose is to draw tourists to the area to educate them about the Parish's natural resources

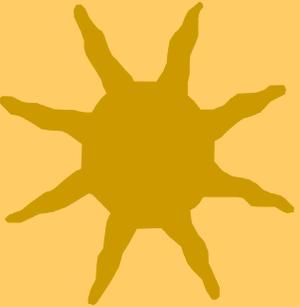


★ AND to educate the community about our natural heritage



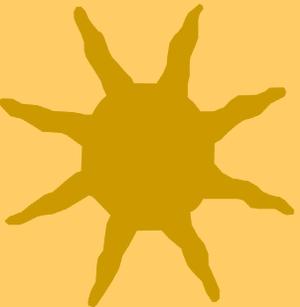


ACB's uniqueness



★ Inland

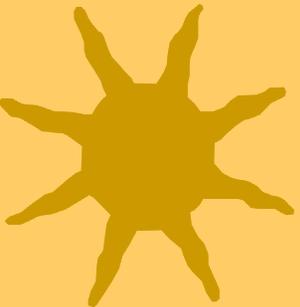
★ John James Audubon



★ Combine history and natural history

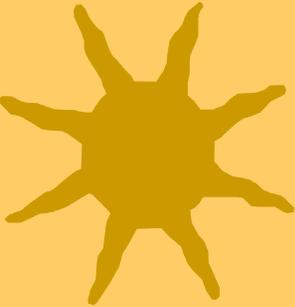
★ Geology unique to Louisiana

★ Small community/large impact



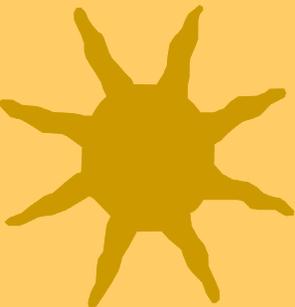


Challenges



★ Timing/competition

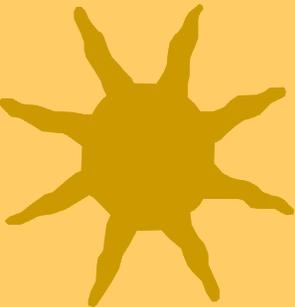
★ Marketing-local and beyond



★ Include the community

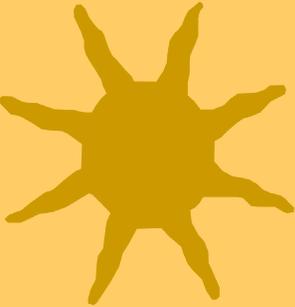
★ Logistics

★ TIME!

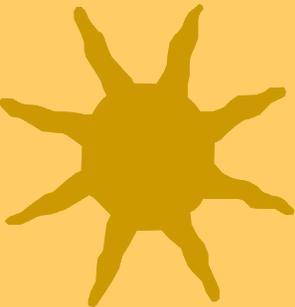
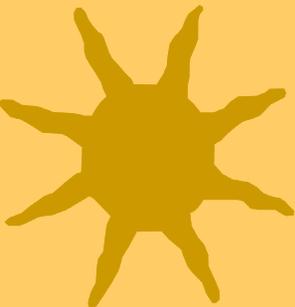




Tours

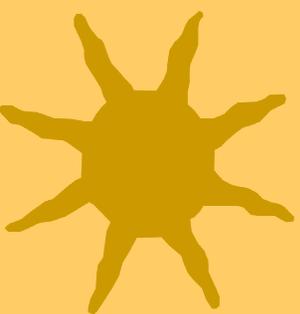
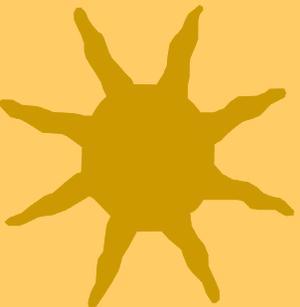
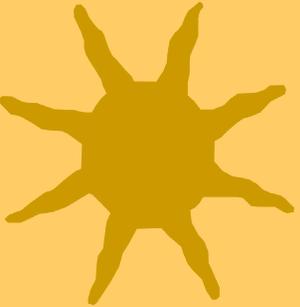


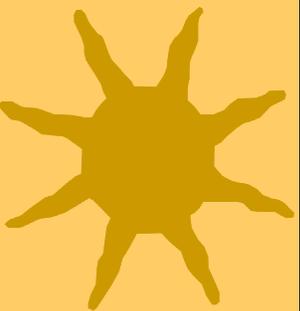
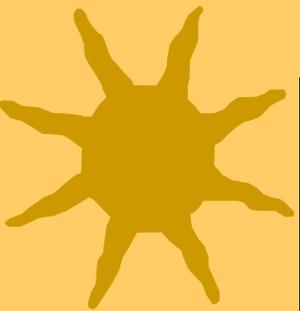
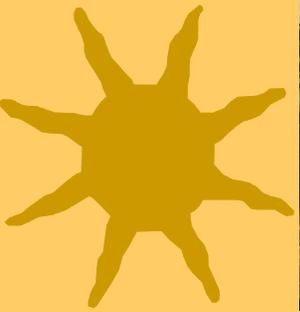
- ★ Cat Island National Wildlife Refuge
- ★ Tunica Hills Wildlife Management Area
- ★ Mary Ann Brown Nature Preserve
- ★ Clark Creek Nature Preserve
- ★ Butler Greenwood Plantation
- ★ The Cottage Plantation
- ★ Oakhill
- ★ Audubon State Commemorative Area





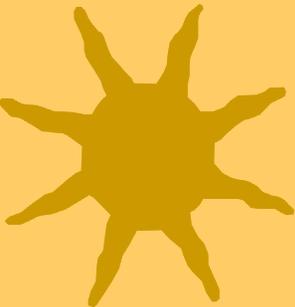
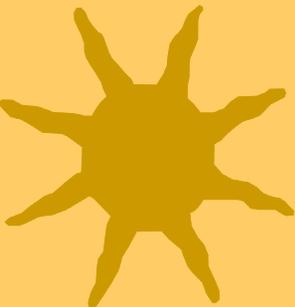
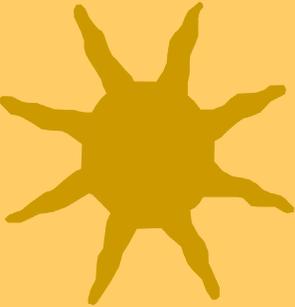
Tours





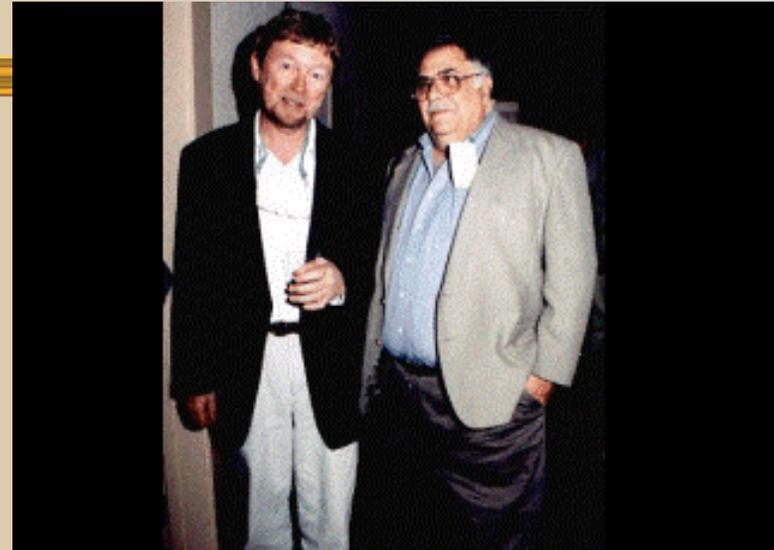
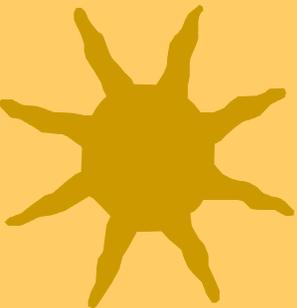
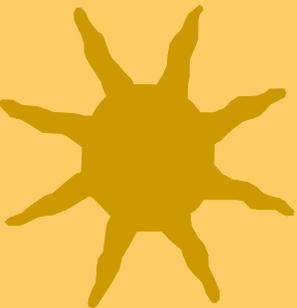
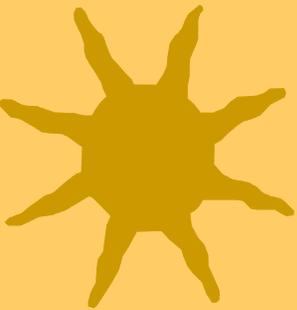


Vendors/Exhibitors



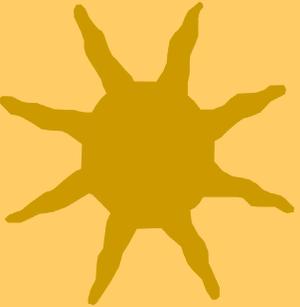


Evening Socials



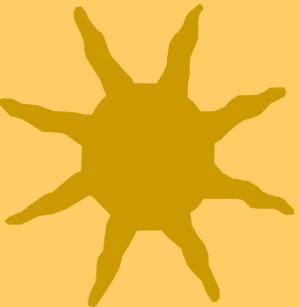


Other Activities



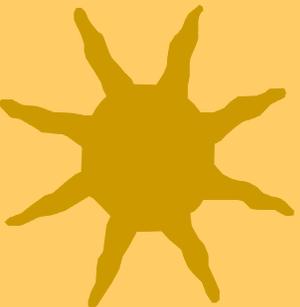
★ Kid's activity tent

★ Silent auction



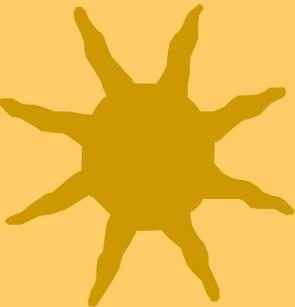
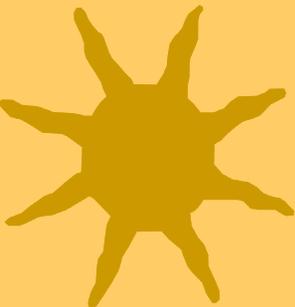
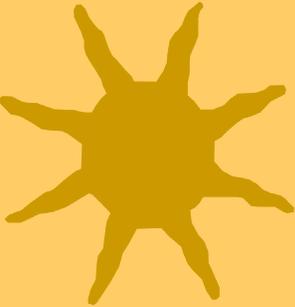
★ Live auction

★ Daytime seminars





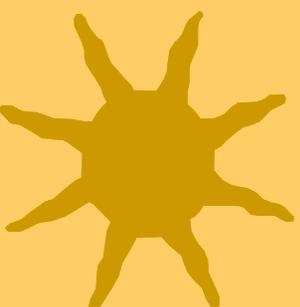
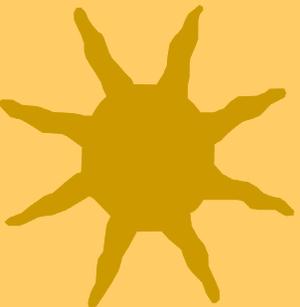
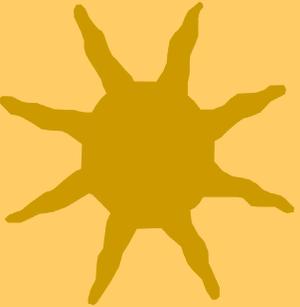
When the party's over...



-
- ★ About 350 attendees
 - ★ Overwhelming positive response from community, visitors and tour guides
 - ★ Netted about \$6,000
 - ★ Launched Feliciana Hummingbird Celebration in July 2002
 - ★ Audubon Country BirdFest, April 2003
here we come...



To learn more



www.audubonbirdfest.com