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