

# Etowah Indian Mounds Historic Site

**\$1,456,758 in tourism revenue  
for local community**



Home to several thousand Native Americans between 1000 A.D. to 1550 A.D., this 54-acre site contains six earthen mounds, a plaza, village area, borrow pits and defensive ditch. This is the most intact Mississippian Culture site in the Southeastern United States. While only nine percent of this site has been excavated, examination at Mound C and surrounding artifacts revealed much about the people who lived here more than 500 years ago. The Etowah Indian Mounds symbolize a society rich in ritual. Towering over the community, the 63-foot flat-topped earthen knoll was likely used as a platform for the home of the priest-chief. In another mound, nobility were buried in elaborate costumes accompanied by items they would need in their after-lives. Today, visitors may tour the museum where exhibits interpret daily life in the once self-sufficient community.

## Facilities

6 Earthen Mounds | Museum with Film  
Gift shop | 20 Picnic Tables  
Riverside Benches

\*Figures based on tourism spending estimates from the U.S. Travel Association combined with actual number of visitors to Etowah Indian Mounds Historic Site.

## FY09 Park Facts

Visitation: 18,324

Tourism Spending:  
**\$1,456,758**

Local jobs  
supported: 17

Site visitors  
contributed  
**\$1,456,758** to the  
local economy.\*

Tourism to  
Etowah Indian  
Mounds Historic  
Site supports an  
estimated  
**17 jobs** locally.\*

## FY09 Return on Investment

\$192,144 in state  
funding was used  
to operate the site.

**For every dollar  
in state funds,  
visitors spent  
\$7.58 in the local  
community.**

# Georgia State Parks & Historic Sites: Economic Engines for Georgia

## Why invest in state parks and historic sites?

Georgia's collection of state parks and historic sites are not just natural, cultural and historic treasures that need to be protected and maintained. They are also economic engines. The money they generate for the communities surrounding them is vital to Georgia's economy and critical to recovery from the current financial crisis.

## Why are parks important to Georgia's economic health?

Tourism is Georgia's second largest industry after agriculture. State parks and historic sites make up a vital component of that industry attracting over 10 million visitors annually. State park and historic site visitors spend an estimated \$650 million in Georgia and support an estimated 7,600 jobs in restaurants, convenience stores and other small businesses. In addition, the majority of state parks and historic sites are located in Tier 1 and 2 counties, often providing one of the most important economic resources for the most impoverished areas of the state.

## What is the current budget situation within parks?

In 2009, funding to state parks & historic sites was cut by 39% (\$10.6 million). The result was layoffs, reductions in operating hours and service limitations at some sites. Employees and volunteers rose to the challenge and continue to seek new ways to attract tourists, generate revenue, maintain security and protect Georgia's most precious natural, cultural and historic resources. However, further erosion of funding for the park system can only continue to have negative short- and long-term consequences throughout the state.



Friends of Georgia State Parks & Historic Sites is a non-profit, 501(c)(3) organization whose mission is to partner with, promote and preserve Georgia State Parks & Historic Sites. The organization is made up of almost 15,000 members. Through its 50 Friends Chapters, the organization contributed more than \$1 million in volunteer services in 2009.

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