



# ANNUAL MEETING

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10.24.19

# College Football's Greatest College Towns

Sports Illustrated

9 Georgia Getaways Perfect for a Girls'  
Trip

Southern Living

## 2. Athens, Georgia



'Avengers: Endgame' gives this Georgia-made craft beer  
its own superhero moments

USA TODAY

## 6 Best Southern Destinations for Art Lovers

THIS  
IS MY **SOUTH**  
THE TRAVEL GUIDE TO THE SOUTHERN USA



# QUALITY OF LIFE

# DIRECT IMPACT OF TRAVEL 2018

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@alisha kernisant

Source: 2018 Travel Economic Impact on  
Georgia State, Counties and Regions

# **DIRECT IMPACT OF TRAVEL**

## **2018**

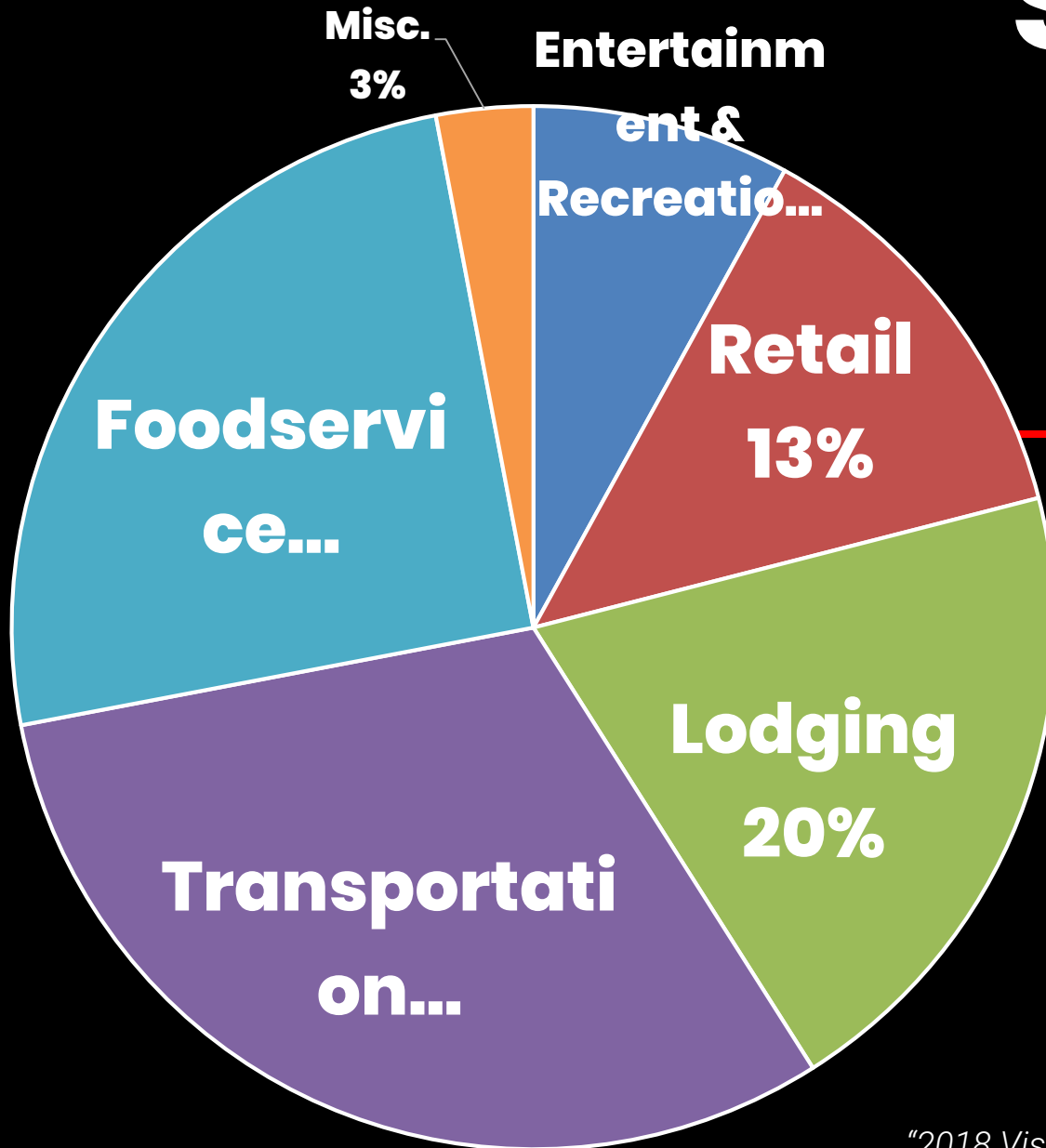


Source: 2018 Travel Economic Impact on  
Georgia State, Counties and Regions

# **\$905,479**

## **Tourism Spending Per Day**

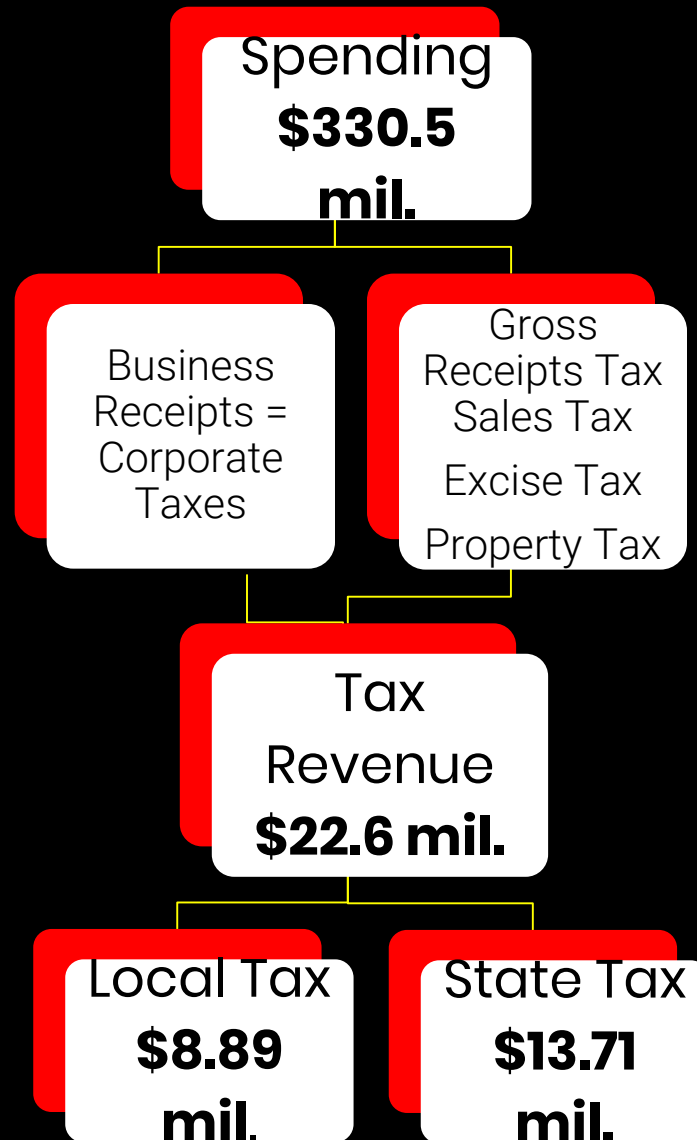
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*"2018 Visitor Profile," D.K. Shifflet & Assoc.  
& Georgia Department of Economic Development*

# **DIRECT IMPACT OF TRAVEL**

## **2018**



Source: 2018 Travel Economic Impact on Georgia  
State, Counties and Regions

# Tax Relief for Residents

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\$8.89 mil.

ACC Tax  
Collected



+

\$13.71 mil.

GA Tax  
Collected



=

\$488

savings



*Source: 2018 Travel Economic Impact on Georgia State, Counties and Regions*



**Putting 2,973 people to work**





# SALES



# ROOM NIGHTS

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**Future  
Booked  
Room  
Nights**

Goal: 86,225

Actual: **87,670**

**Actualized  
Room  
Nights**

Goal: 84,000

Actual: **86,878**

# HOUSING BUREAU

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Gross revenue:

**\$94,049**

Net Goal: \$45,000

Net Actual:

**\$56,429**

# REGISTRATION SERVICES

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Revenue Goal:  
\$10,000

Actual:  
**\$11,025**



Georgia Libraries Conference

# MARKETING & COMMUNICATIONS



Credit: Jason Thrasher

# ACCOMPLISHMENTS

ATHENS'  
OWN  
CREATIVE  
COMMUNITY

hulu



# VisitAthensGA.com

Athens  
GEORGIA

All  
New



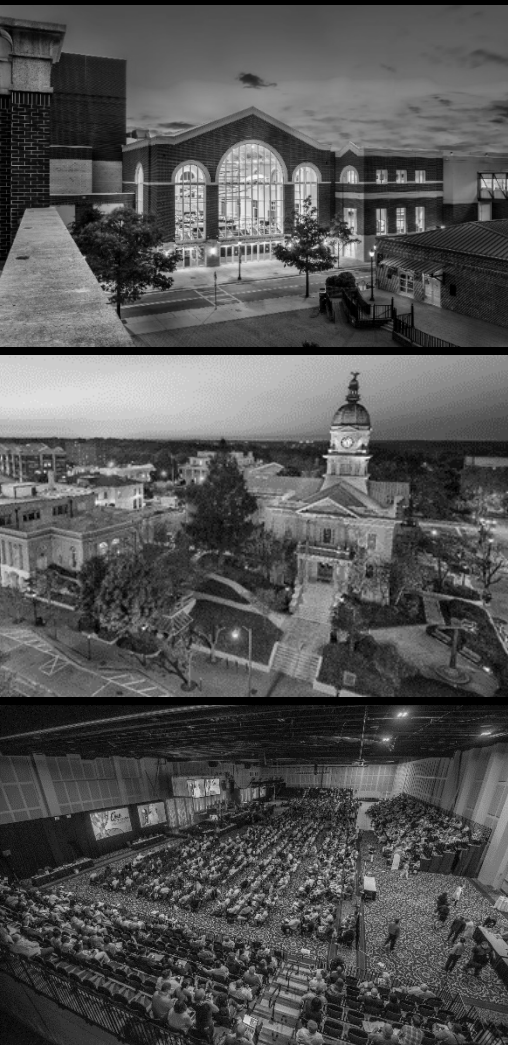
EXPLORE  
ATHENS →

# FY20 FOCUS

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Media & Partner Relations



# THE ARENA WILL GENERATE



**\$30 MILLION**

annual economic impact



**OVER 600**

new jobs



**\$8.7 MILLION**

taxes collected annually after new  
development

\$5.1 Currently + \$3.6 From New Developments



**100,000**

additional hotel room nights

\*As researched and confirmed by Conventions Sports & Leisure Consulta





**DATE** October 24, 2019

**PAY TO THE  
ORDER OF** \_\_\_\_\_

Athens-Clarke Co. Finance Dept.

**\$**

**8.9 Million**

Eight Million, Nine Hundred Thousand and  $\frac{00}{100}$

**DOLLARS**

Local revenue from tourism

FOR \_\_\_\_\_

*Athens Tourism Industry*

PRESENTED BY THE ATHENS CONVENTION  
& VISITORS BUREAU



**2019 HOSPITALITY  
AWARDS**

# **Hospitality HEROES of the Year**

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# Valencia Landry

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Hotel Indigo



***Hospitality  
HEROES  
of the Year***

# Partner of the Year

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# Russel Stalvey

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Terrapin Beer  
Co.

***Partner  
of the  
Year***

# Classic Host Award

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# Jean Lord

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Carl Vinson Institute of  
Government

## **Classic Host Award**

# Louis Griffith Hospitality Leadership Award

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# Dr. James F. Mellichamp

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Piedmont College

**Louis Griffith  
Hospitality  
Leadership  
Award**



**Thank You!**

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**Athens**  
**LIFE UNLEASHED**