



2019 Tourism Annual Report & 2020 Objectives



Our Mission

- Tell Our Story
- Destination Marketing
- Create Tourism Products
- Tourism Economy
- Attract Visitors to Augusta's River Region

Our Strategic Priorities

- Increase Augusta's market share of convention, film, and leisure business
- Build and leverage trackable relationships with community partners who will share Augusta's Story and help promote Augusta's growth and development
- Promote implementation of Destination Blueprint and remain fluid to emerging opportunities that will increase Augusta's market share

Cheers to 2019!

Dear Partner,

On behalf of our Board and our entire team, I want to take this opportunity to thank you for your ongoing commitment and support of our tourism industry. We are also extremely grateful for all you do for the Augusta Convention and Visitors Bureau.

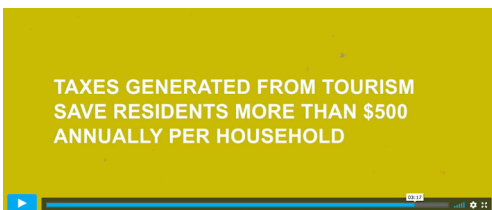


Our Experience Augusta event in November was an amazing time to collectively celebrate a busy and successful year for Augusta's tourism economy. Since pictures are worth a thousand words, our year-end video served to ratchet up the excitement for 2019. We also rolled out our road map of where we planned to take the organization in 2020 and beyond, as shown in the below list.

2020 Focus

- Develop and execute a new dynamic marketing campaign with an updated brand to position Augusta as a preferred visitor destination
- Recruit meetings with an emphasis on expanding the technology, military, and education markets that meet in Augusta
- Generate citywide impact by targeting unique events that are a fit for Augusta's primary venues
- Increase film production by promoting Augusta to independent filmmakers, episodic series, and big studio productions
- Honor the global recognition of James Brown and create visitor experiences that highlight his life in Augusta
- Build and leverage relationships with community partners who will share Augusta's story and help promote Augusta's growth and development
- Promote implementation of Destination Blueprint and All In Augusta, and remain fluid to emerging opportunities that will increase Augusta's market share

Augusta's economy is booming and we are ready for it!



Bennish D. Brown
President/CEO

View our 2019 tourism economy recap video: vimeo.com/visitaugusta/ExperienceAugusta

CONTENTS

2

Mission & Priorities

3

Letter from President/CEO

4

Visitor Impact

5 + 6

Marketing

7

Sales

8 + 9

Community Engagement

10 + 11

Destination Development

12 + 13

FILM Augusta

14

Operations & Governance

15

Staff & Board Directory

Visitor Impact



VISITOR SPENDING BREAKDOWN

\$586.1
M I L L I O N

Economic Impact

Employment

5,056

Jobs

Tax Relief Per Household

\$579

As a Result of Taxes
Generated by Tourism

State Taxes

\$26.08

Million

Local Taxes

\$15.73

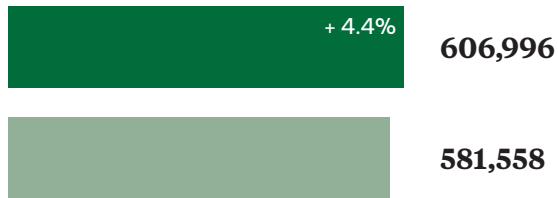
Million

Source: Georgia Department of Economic Development

2019 MARKETING REPORT

VisitAugusta.com

TOTAL WEBSITE SESSIONS

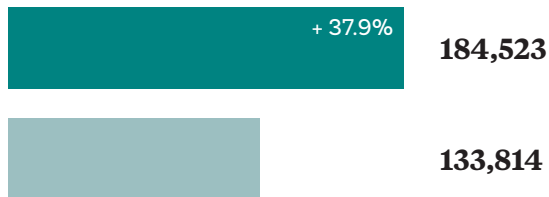


TOTAL TIME ON SITE IN MINUTES

1:39 < **1:41**

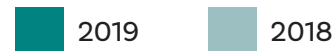
Social Media

TOTAL IMPRESSIONS/REACH






TOP SITE PAGES

- 1 Events
- 2 Things to Do
- 3 Free Things to Do

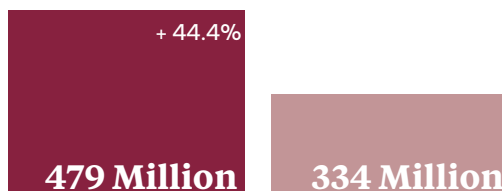


TOTAL FOLLOWERS

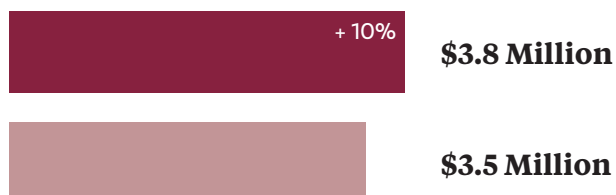
-  3,867
-  6,500
-  11,235

Public Relations

TOTAL IMPRESSIONS



TOTAL ADVERTISING EQUIVALENCY*



IMPRESSIONS: PRINT, DIGITAL + SOCIAL

- 1 **Print:** 13.2 Million (+ 314%)
- 2 **Digital:** 458.8 Million (+ 41%)
- 3 **Social:** 7.3 Million (+ 79%)

TOTAL PUBLICITY HITS (+ 79%)

240 > **134**

WRITER/INFLUENCER VISITS

12 > **7**

2019 News Coverage of Note

- The Daily Beast - “This Southern City Has Charms Other Than Golf”
- MSN Lifestyle, Travel + Leisure - “The Masters 2019”
- CNN.com - “Traveler’s Guide to Augusta and the Masters”
- Rolling Stone Magazine - “Hear Bootsy Collins celebrate James Brown’s Birthday With Monster ‘JB -- Still the Man’ Remix”
- Fodor’s Travel - “10 Ultimate Things to Do in Georgia”
- Thrillest - “Best Weekend Getaways from Atlanta”

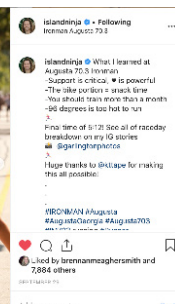
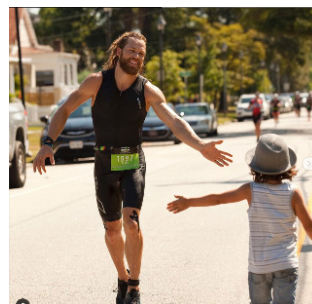
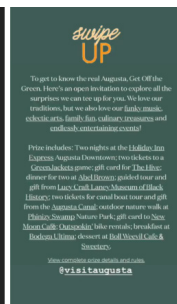
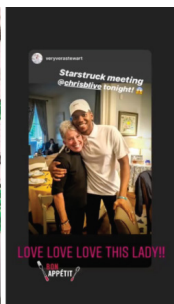
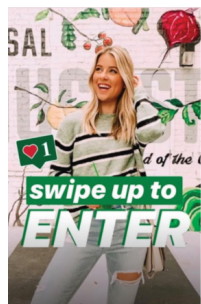
DAILY BEAST

IT'S STILL A BIG WORLD

This Southern City Has Charms Other Than Golf



It's the host city of the world's most famous golf tournament, but visitors who come at less frantic times are in for a pleasant surprise.



Social media partnerships we conducted this year included a contest called “Get Off the Green” and a partnership with Grant McCartney, @islandninja on Instagram, for the IRONMAN 70.3 Augusta with the Augusta Sports Council.

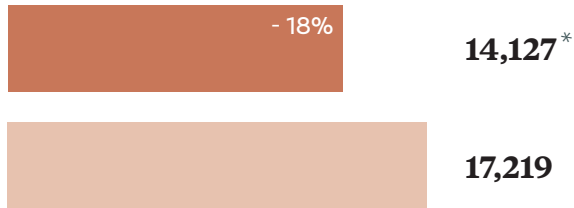
2020 Marketing Objectives

- Develop new Augusta branding and advertising campaign creative
- Develop new marketing strategy that supports the organization’s goals
- Host six travel media and influencers for destination discovery visits
- Develop 2021 media plan based on 2020 marketing results
- Execute Phase 1 of the VisitAugusta.com redesign
- Enhance social media and website engagement
- Develop new e-marketing strategy and campaign to increase engagement
- Utilize public relations campaign to garner regional and national media coverage for Augusta
- Release the 2020 Augusta Experience Guide
- Host meetings with economic development partners and creative agency to develop unified marketing strategy

2019 SALES REPORT



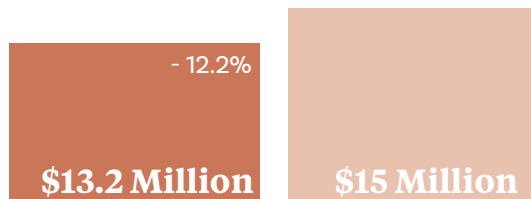
BOOKED ROOM NIGHTS YTD



*Variance due to one-time convention/event bookings in 2018 that did not return for 2019.



ESTIMATED ECONOMIC IMPACT YTD



2019



2018

LEADS GENERATED YTD

132

PARTNER VISITS YTD

60

PROSPECTING CALLS YTD

186



2020 Objectives

- Meet or exceed room night goals for new business
- Prospect to book new events for local venues
- Explore target market contacts in non-stop destinations for Augusta Regional Airport
- Attend six trade shows to generate more qualified contacts than the previous year

2019 COMMUNITY ENGAGEMENT REPORT

Community Events

Experience Augusta

The ACVB and Augusta Sports Council jointly presented the event around the theme, “Evolve + Elevate.”

Community partners shared in the success of 2019 and helped tell Augusta’s tourism story to attendees.

200+

People attended

20+

Partner organizations represented in the local hub



Masters of Hospitality

This service recognition program allows hotel and attraction guests to nominate hospitality staff members for providing excellent customer service.

657

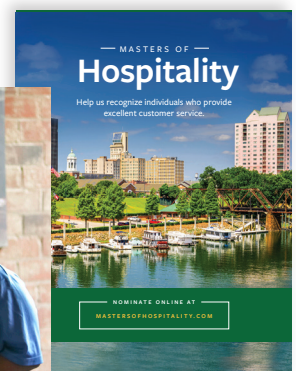
Nominations Received

20+

More than 20 hotels and attractions participated



In photo: ACVB CEO Bennish Brown presents the hotel employee of the year to Ella Mae Mays, a staff member at the Hilton Garden Inn.



Destination Discovery Tours

In 2019, we hosted five Destination Discovery Tours of Augusta. Based on the tour theme, the attendees included either hotel front-line staff, attraction staff, Augusta National Golf Club staff, and the downtown SMART officers. Even the most seasoned resident of our area learns something new on our tours. One hotel employee shared, “I had been thinking of moving out of the area, but now that I’ve seen how great Augusta is, I want to stay.”



Augusta National Womens Amateur Dining Event

The Augusta CVB was proud to partner with the Augusta National Golf Club (ANGC) and create a two-night dining event for the tournament athletes and their guests. The ACVB worked with 10 local restaurants to host the players, their families, and friends. Together the ACVB and ANGC designed vouchers for the players who picked them up at Augusta & Co. and then were either shuttled to or escorted by ACVB staff to their chosen restaurants. This event was a huge success with both the players and local restaurant owners. The dine around will be an annual event and plans are in place for April 2020. This opportunity became available after hosting members of the ANGC staff on a destination discovery tour.

2020 Objectives

- Create a network of support and influence with restaurants, small business owners, and major community stakeholders
- Conduct five to six destination discovery tours to train community partners who interact with visitors to Augusta’s River Region
- Execute the 2020 Experience Augusta tourism event
- Award the Masters of Hospitality recipients and coordinate their recognition ceremony

2019 DESTINATION DEVELOPMENT REPORT

Augusta & Co.

The Augusta Experience Center

Our new experience center, Augusta & Co., welcomes both visitors and locals alike and features locally-produced merchandise, goods, and Augusta's own local experts. Just as much an interactive hub, this new communal space provides visitors with the opportunity to engage with local Augustans, as well. This includes featured tastings with local brewers, introductions to local artists, book signings by Augusta-based authors, all of whom help tell Augusta's stories. The official grand opening and ribbon cutting was held on May 10.


Augusta & Co. Sales Report

GROSS SALES REVENUE



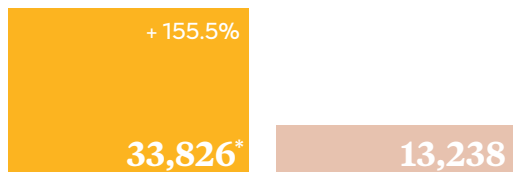
\$89,641.40*

\$24,694.77

 2019  2018


 2,341 followers

TOTAL VISITORS (ESTIMATE)



33,826*

13,238

 1,583 likes & 507 Check-ins

**Augusta & Co. opened its doors in April 2019. This award-winning experience center enjoyed record-setting growth in both visitation and merchandise for the ACVB.*

2019 BY THE NUMBERS

Augusta & Co. Hosted

- 45 Pop-Up Shops
- 8 Community Takeover Events
- 3 Yoga + Mimosas
- 1 Holiday Shopping Event (Mistletoe Market)

Top 5 Grossing Products

(all locally-made products)

- Vega Creative Augusta coasters
- Army Signal Tower ornament
- Shoppe 3130 landscape coffee mug
- Freshwater Design Co. ornaments
- Very Vera cookbook

Top 5 Volume Sales

- Augusta post cards
- Arts in the Heart badges
- Gold golf magnet
- Watanut pecan shortbread cookies
- Augusta Honey Co. lip balm

Augusta & Co. Wins Industry Award for Product Development

Augusta & Co. received the Bill Hardman, Sr. Product Development Champion Award presented by Governor Brian Kemp at the 2019 Georgia Governor's Tourism Conference in September. This award honors a partner agency or individual for outstanding work in attracting capital investments for tourism projects.



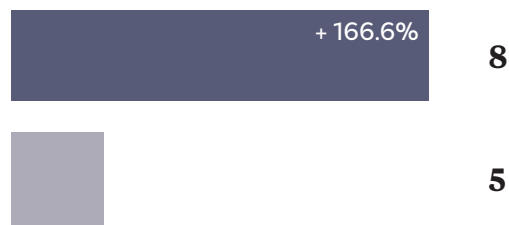
One of the first of its kind, Augusta & Co. redefines the traditional visitors center experience and creates a unique identity for the city of Augusta, GA, going one step further to create a brand experience that showcases the city's rich history, Southern hospitality, outdoor adventure, and maker culture. At Augusta & Co., local makers and artists are proudly put on display, helping to catalyze their business growth while providing multipurpose spaces for robust community programming and an immersive visitor experience. Being authentically rooted in its unique local character, Augusta & Co. allows visitors to feel connected to the locals through community takeover events, pop-up shops, and tastings at its sampling bar. Not only does Augusta & Co. act as a unique experience center, it's also a city anchor, putting Augusta on the map to stimulate growth and investment. Governor Kemp and many other state leaders were in attendance to celebrate the impact of Georgia's tourism industry on both state and local economies. At the State level, visitor spending generated more than \$3.4 billion in tax revenues in 2018 alone.

2020 Objectives

- Augusta & Co. will host 60 pop-up shops and 10 Community Takeovers, use at least 80% local vendors for all product sourcing, rotate vignettes with different materials three to four times per year, and rotate art in the gallery two to three times per year
- Determine messaging and delivery methods for golf cart awareness campaign
- Benchmark products produced with Tourism Product Development Grant Funds to measure impact of grant funds
- Secure at least seven partners to help facilitate the destination assessment for experiential tourism
- Complete phase one of James Brown sidewalk vinyl tour
- Complete the initial planning stage of the International Soul Festival and identify a professional management company or event producer

2019 FILM AUGUSTA REPORT

LOCATION TOURS



ESTIMATED ECONOMIC IMPACT

\$1.6 million



LOCAL CREW HIRED

170

REGISTRATIONS COMPLETED

22 > 4

LOCAL REGISTRATIONS

7

TOTAL NUMBER OF INQUIRIES YTD

26 > 8

2019 Industry Tours

- High-ranking executive from major cable network during Masters
- Jamie Linden, screenwriter of We Are Marshall and Money Monster, during Masters
- Episodic television show location scout from major cable network (follow up from Masters hosting)
- Production team from major motion picture “El Dorado” (genre: action blockbuster)*
- Location scout from major motion picture
- Production team for micro-budget, faith-based film Tulsa*
- Production team for One Heart (FILM Augusta logo will be present in credits)*
- Production team for Untitled Baseball Movie (genre: indie biopic, FILM Augusta logo will be present in credentials)*

**selected Augusta as filming location*

2019 Registered Film Projects

- Oxygen Network crime documentary “The Millbrook Twins”
- “One Heart” independent film
- “Tulsa” faith-based film
- Musical documentary for public broadcast
- Fishing show for public broadcast by Meateater Productions
- Major motion picture “El Dorado”
- Commercial shoot for Taxslayer
- Commercial shoot of Augusta Convention & Visitors Bureau
- Television show shoot for syndicated “Very Vera” cooking show
- Local filmmaker for 30 Days of Horror project
- Untitled Baseball Film, an indie biopic
- House in A Hurry Reality Show
- Born to Care Commercial for University Hospital
- “Ghost Light” Horror Short
- AU President’s Gala program video shoot
- Untitled Reality Wedding Show
- “Life After the Feds” Chedda Boy music video
- Paceline Ride/Anyways Films organization promotional video
- “Digital Farm Animals” short film (shoot was canceled)
- “There is a Reckoning” short film

FILM Augusta Advisory Panel Formed

In July, we formed a 10-member advisory panel of local filmmaking stakeholders to grow community engagement in the film registration process and guidelines. Members of the panel include:

- Krys Bailey, Black Cat Picture Show
- Mark Crump, Location Manager + Producer
- Wesley Kisting + Matthew Buzzell, AU Professors
- Nick Laws, Southeastern Filmmakers
- Daniel Sol, HollyShorts Film Festival
- Susan Ratliff, Producer
- Sincera Stallings, Entertainment Lawyer
- Terrence Williams, IndieGrip Studio
- Barbara Zagrodnik (Lewis) - Assistant Director



In November, the Film Augusta Advisory Panel was instrumental in coordinating a workshop with Augusta Commissioners to visit the set of a film production utilizing the Law Enforcement Center (LEC). Commissioners and panel members were able to tour the set and discuss the jail with panel members and producers of the film, “The Royal.” Thanks to this in-person experience and discussion, many members of the Augusta Commission became convinced the demolition of the jail should be delayed and available for future film use. In 2020, the panel will tackle revisions to the Film Augusta Guidelines and Registration Form, taking into consideration student filmmaking, local productions, and productions with low or no budgets.

FILM Augusta at HollyShorts Film Festival

In early August, we attended the HollyShorts Film Festival (HSFF) in Hollywood, CA. In addition to being a sponsor, holding nine meetings with industry professionals, and generating leads at the event - we held a panel discussion on “Maximizing the Georgia Tax Incentives” with Film Augusta which included Jennifer Bowen, Mayor Hardie Davis, Daniel Sol (co-founder of HSFF), and Paul Salamoff (writer/director of Encounter).



2020 FILM Augusta Objectives

- Recruit new productions
- Provide exceptional service to productions in Augusta
- Collaborate with Augusta film partners
- Research additional space for use as a sound stage
- Engage local education institutions and the GA Film Academy in discussions
- Maximize membership in Association of Film Commissioners International
- Host four FILM Augusta FAM Tours
- Market Augusta at two film festivals
- Host one industry event
- Manage website + social media

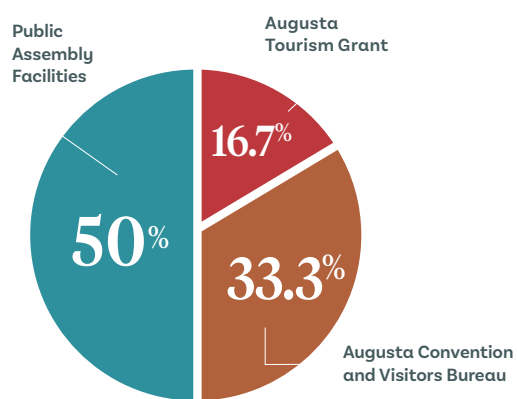
2019 OPERATIONS + GOVERNANCE REPORT

The CVB is currently in sound financial condition. As of December 31, 2019, total current assets equaled \$1,880,974 of which \$370,443 are unrestricted and \$1,510,531 are restricted for tourism grants and wayfinding, or board designated. Liabilities equal \$3,308,157 of which \$37 are payroll liabilities, \$866,630 are Tourism Grant funds and \$2,441,527 are the notes on 1010 Broad Street.

2020 Objectives

- Support operation of Augusta & Co.
- All in Campaign Management
- Enhance human resource development and productivity
- Identify and pursue additional revenue for the organization
- Manage operations, auditing, and budget
- Complete timely and accurate reporting outlined in agreement with City of Augusta
- Lead the ACVB staff in embracing and promoting our Core Values

Hotel Tax Allocations



Our Funding

Primary funding is derived from a portion of a six percent hotel tax. The CVB receives 33.3 percent of the hotel tax, which is designated for marketing and promotions. The CVB administers a tourism grant with a portion of the hotel tax restricted for that purpose.

Lodging Metrics

The below hotel market data was provided by STR. We saw growth in all of the following areas in 2019*.

Annual Occupancy	+ 1.4%
Average Daily Rate	+ 1.5%
RevPar	+ 2.9%
Room Revenue	+ 5.0%
Demand	+ 3.5%

* Data from January to December 2019

2020 Staff and Board Directory

The Augusta CVB is governed by a board of directors that represents a cross section of business and hospitality industry partners. Board meetings are held monthly and are open to the public.

Augusta CVB Staff

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Trent Snyder

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Marjorie Chambers

Brooke Griffin

Naomie Jules

Carolyn Lewis

Keallie McCarley

Mary Sahm

Daniel White

Board of Directors

Phil Wahl

Chair
Security Federal Bank

Brandon Haddock

Vice Chair
Textron Specialized Vehicles

Krista Wight

Treasurer
Frog Hollow Hospitality
Group

Randall Blumberg

Secretary
Hyatt Place

Mary Davis

Augusta Commission

Nancy Glaser

Augusta Museum of History

James Heffner

First Community Bank of
South Carolina

Joel Hortenstine

Singh Investment Group

Sue Parr

Augusta Metro
Chamber of Commerce

Dayton Sherrouse

Augusta Canal National
Heritage Area

Dennis Williams

Augusta Commission

Shelly Blackburn, Ex-Officio

Columbia County Convention
& Visitors Bureau

Brian Graham, Ex-Officio

Greater Augusta Sports
Council

Augusta's River Region

Together We Have a Lot More to Offer

Beyond the city of Augusta lies a larger and more diverse area we refer to as Augusta's River Region, which encompasses the Savannah River and the neighboring communities, including Augusta, Aiken, Columbia County, Edgefield and North Augusta.

This region has all the flavors of the south with a growing culture of artists, foodies, athletes, adventurers, historians, and families.

Augusta's River Region includes areas of Georgia and South Carolina, so you can experience everything from horse racing to barhopping, from textiles to kayaking along the region's waterways.

The Augusta Convention and Visitors Bureau, Inc. (CVB) is a not-for-profit 501(c)(6) corporation responsible for promoting tourism in the Augusta area. This destination marketing organization is Augusta's exclusive provider of tourism promotion services.

Augusta's first CVB was established in 1980 as a department of the Metro Augusta Chamber of Commerce. In 1988, the city and county created the Augusta-Richmond County Convention and Visitors Bureau as a joint entity of the two governments. On January 1, 1997, Augusta CVB, Inc. was created

and entered into a service agreement with the city of Augusta.

The primary objective of the CVB is to look beyond daily occupancy rates of hotels and position Augusta as a destination by developing an image that will attract visitors. This is accomplished through effective strategies, aggressive advertising and public relations campaigns, sales efforts within the convention and meeting markets, and destination development. The Augusta CVB also operates the Visitor Center, now an Augusta Experience Center, which is on the first floor of their building at 1010 Broad Street.



1010 Broad Street • Augusta, GA 30901

VISITAUGUSTA.COM