

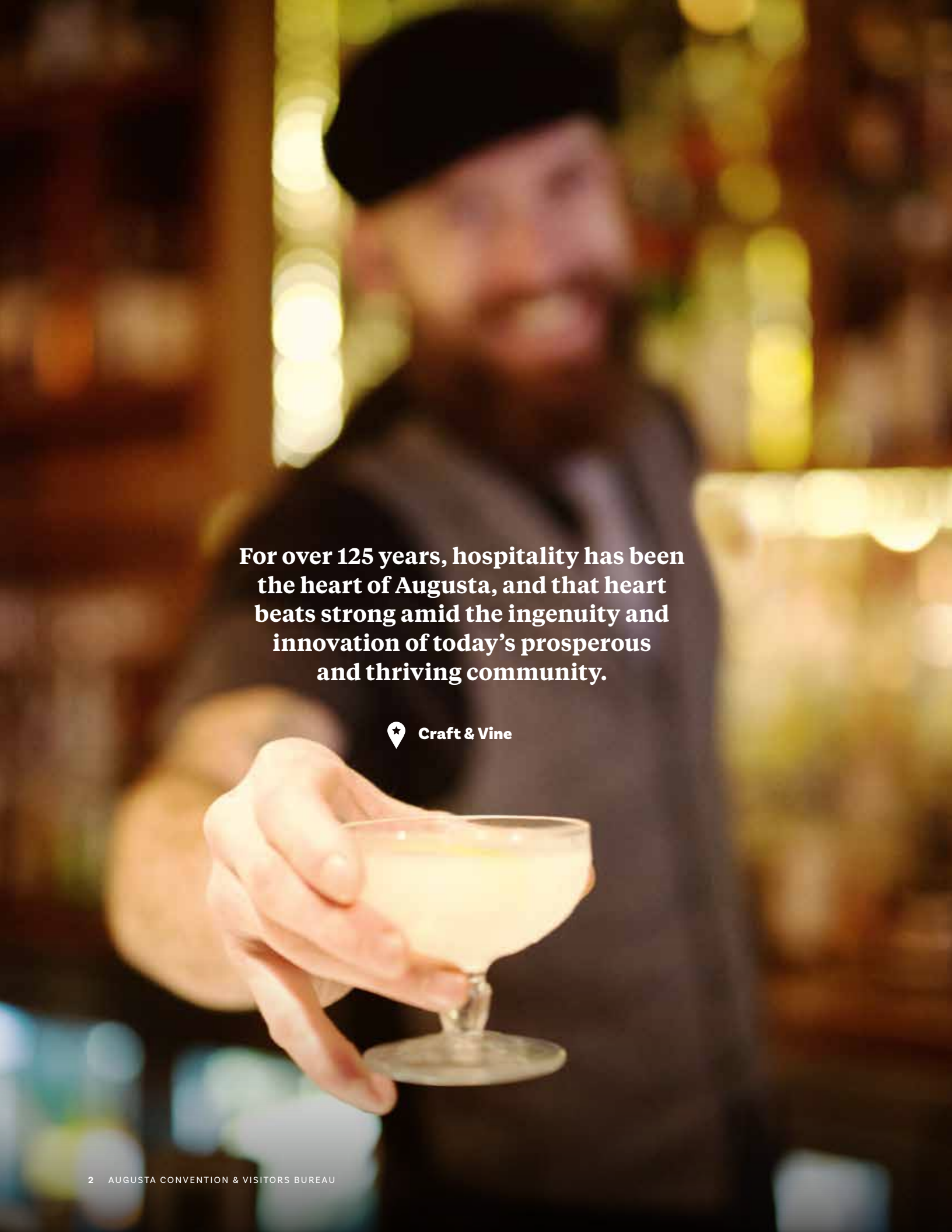


Legendary Hospitality



AUGUSTA

**Meeting
Professional
Toolkit**



For over 125 years, hospitality has been the heart of Augusta, and that heart beats strong amid the ingenuity and innovation of today’s prosperous and thriving community.

 **Craft & Vine**

We Set a Legendary Standard

We’re glad you are considering Augusta, Georgia, for your next convention, meeting, or event.

Augusta’s River Region is a multifaceted gem, making it the ideal destination to suit your needs. Our city is poised for unprecedented growth and opportunity over the next several years.

Burgeoning potential shows in our new hotels; in the influx of cyber security companies making Augusta’s River Region home; in the unique restaurants, breweries and distilleries fueling our visitors; and in the exciting new stadium for the Augusta Green Jackets, South Atlantic affiliate of the San Francisco Giants. Augusta is enhancing old favorites and keeping downtown funky with James Brown-inspired artwork. From maintaining the gem of the Augusta Canal to our modern take on the historic downtown trolley tour, Augusta keeps its traditions alive with a new vitality.

If you are meeting at the downtown Augusta Convention Center, you can stroll the Riverwalk during breaks or head down Broad Street for shopping and a cup of locally roasted coffee. Meet outside the city limits at Phinizy Swamp Nature Park, with breathtaking views of wildlife and wide-open space.

We invite you to “Get On Up” in Augusta and let the Augusta CVB team assist you in planning your next event.

Sincerely,

The Guest Experiences Team
Augusta Convention and Visitors Bureau

Our Story

A Legendary Tradition

At first, they came to escape the cold northern winters. Drawn to Augusta, Georgia, in the late 1800s by the mild climate, presidents, industrialists, and socialites stepped down from private rail cars to winter at resort hotels dotting the landscape of the classic Southern city. William Howard Taft and John Rockefeller were among the luminaries whose names graced the guest registries of properties such as the Bon Air Hotel and Partridge Inn, and heirs to the Singer Sewing Machine Company were often in residence during the winter months.

Moderate temperatures also allowed equestrians to house their horses, and polo matches became places to see and be seen by the social set, creating a culture of refinement that added to the region's appeal. Without snow to hamper outdoor activities, Augusta soon became known as the "winter golf capital of America," representing the epitome of luxury, elegance, and Southern hospitality that stretched well into the twentieth century for this new breed of Augustans.

With its place well established as a resort destination, Augusta was a natural choice for the nation's most famous amateur golfer to select as the location for a golf course and club. The course opened in December of 1932, hosting its first invitational tournament in 1934.

For over 30 years, the competition attracted a mostly local audience, but in 1964, television coverage drew spectators from across the globe. The event sold out, and the flower-studded beauty and grace of Augusta was displayed on a world stage, confirming its well earned reputation for tradition, hospitality, and heritage.

As it has for over 80 years, the Masters® Tournament continues to offer an opportunity to share in the celebration of excellence that has made it the world's most prestigious sporting event; and the city is proud to welcome those who arrive each April to share the time-honored traditions that mark this rite of spring.

For over 125 years, hospitality has been at the heart of Augusta, and that heart beats strong amidst the ingenuity and innovation of today's prosperous and thriving community. There are those drawn to the Garden City by the mild climate, but alongside the banks of the Savannah River they also discover an Augusta that is alive for a new generation. This is a city that celebrates the city's arts and culture, flourishes with its dynamic recreational opportunities, revels in the renewed appreciation of the region's storied past, and pulses with a contagious vitality that promises a bright tomorrow for the new Augustan.

"Thank you so much for working to make our department's certification course a success. The visitor information you provided made it easy for them to enjoy the dining and local activities, which fosters the idea of coming back to enjoy the rich history of the City of Augusta."

—Curtis Briscoe, Government Meeting Professional

 **Phinizy Swamp Nature Park**

TOP
5

Reasons to Meet in Augusta

1. Us

The Augusta CVB prides itself on making each meeting and event in our city remarkable. As locals ourselves, it's our mission to provide trusted insight and knowledge to make every trip to Augusta a legendary one. From customized culinary guides to group-specific landing pages, we offer unparalleled attention to every single guest.

2. Location

Whether a group is coming from another state or within Georgia, access off Interstate-20 and Highway 25 makes Augusta a natural choice. The city is centrally located within 2.5 hours of Atlanta, Charlotte, Savannah and Charleston. Augusta Regional Airport also hosts Delta and American Airlines.

3. Affordability

Some of Augusta's most attractive amenities are the reasonable rates and unique yet affordable dining options. Augusta is dedicated to delivering the highest quality at nominal cost, so you can truly enjoy every minute.

4. Local Fare

Augusta's thriving culinary scene combines locally sourced ingredients in exciting twists on Southern favorites and beyond. From the best traditional Southern barbeque to the latest modern fare, this chef-driven city has it all.

5. Downtown Walkability

While in Augusta, there's rarely a need to hail a ride. Augusta's walkability and mild climate allow guests to walk from their meeting space to restaurants, museums, shopping, and nightlife. There are over 30 locally owned businesses in a three-block area.



What Our Clients Are Saying



2016 & 2017
**ConventionSouth
Readers' Choice
Award**

“ Thank you for all your help with our Gulf Region Conference. It was certainly a pleasure to work with you. You were very helpful during our planning sessions and we were glad you were able to be with us during the conference. We appreciate all your efforts in helping to make our conference a success. ”

—Clayso Rice, Mole Family Reunion

“ Thanks for all your help. Because of you we had a very enjoyable reunion. The trip to the museum was the highlight of our day. Everyone had a wonderful time at the Saturday Market. We left Augusta with a new love; many of us vowed, we will be back. ”

—Esther Powers, Meeting Planner, African Methodist Episcopal Church

“ I just wanted to send you a personal thank you for the warm welcome and beautiful, organized workshop. Please know that we will definitely be reaching out to you in the months and days ahead in the planning stages of our super family reunion. ”

—Pat Cara, Conference Co-Chair

“ The CSRA Shag Club’s Summer Workshop couldn’t have gone any better. We have gotten so many emails and comments that proclaim this as the best workshop ever held! Thank you so much for your assistance during the planning of our workshop. ”

—Helen Still, Board Chair

“ They are a great resource, very cooperative, always putting your meeting first asking what can they do to help and what can they do to make your meeting better. ”

—Doreen Hester, Family Reunion Planner

“ Thank you for your coordination and on-site assistance during our Fall conference... The conference was an overall success and we couldn’t have done it without you! ”

—Association County Commissioners of Georgia



★ Partridge Inn

Hotels

After exploring Augusta's River Region, we want guests to come back to a place where they can relax.

Augusta is home to several modern chain hotels with all the conveniences groups desire. Or opt for a historic inn for a taste of true Southern charm and hospitality.

With over 7,000 guest rooms, it's easy to find the perfect accommodations, at affordable rates, to fit your travel needs.

Go to visitaugusta.com/stay to explore more options.

Nature

Evening hikes and music cruises. Kayaking. Hiking. However you prefer to enjoy nature, don't miss these top 5 things to do outdoors.



1. Full Moon Hikes at Phinizy Swamp Nature Park

Enjoy the beauty of the swamp by moonlight during this guided tour of Augusta's 1,100-acre nature park containing wetlands and woodlands.



2. Music Cruises Along the Augusta Canal

Groups can pack a picnic dinner and a bottle of wine (or growler of beer) and let local and regional musicians serenade them as they drift down the canal aboard a Petersburg boat.

3. Kayaking at Betty's Branch

A tributary to the Savannah River, Betty's Branch is one of the most popular kayaking destinations in Augusta. No kayak? No problem. Rent one and schedule a tour with Cole Watkins or Outdoor Augusta—local favorites.

4. Night Sky Exploration at Dupont Planetarium

Learn the legends behind constellations or take a trip to Mars without ever leaving your seat.

5. Multi-Use Trails

Whether a group cycling adventure or nature hike, Augusta has a multitude of multi-use trails to explore. From the award-winning Forks Area Trail System (FATS) that winds through much of Augusta's River Region to the widely used canal towpath, Augusta's trails are for everyone.

History

Trolley tours. Boat tours. Home tours. However you prefer to uncover history, don't miss these top 5 events and attractions.



📍 Trolley Tours

1. Historic Trolley Tour of Augusta

As the second oldest city in Georgia, Augusta has a rich story to tell. After hopping off the trolley, groups can take a tour of the Augusta Museum of History —included with their ticket—where they can check out an interactive James Brown exhibit, complete with family photos and personal artifacts, among other riveting historic exhibitions.

2. Black History Trolley Tour

Learn about notable African Americans who shaped and influenced Augusta during this trolley tour of more than 25 black heritage sites that tell stories through the detailed art and history of their everyday lives. Tickets also include entrance into the Lucy Craft Laney Museum of Black History—a must-see exhibit.

3. Augusta Ghost Trolley Tour

From grave robbing to cursed pillar, groups can tour Augusta's most haunted attractions and hear the tales behind their chilling origins.

4. Civil War Boat Tour

This hour-long “Food, Fabric & Firepower Tour” along the Augusta Canal National Heritage Area presents behind-the-lines stories of the Confederate Powder Works and details Augusta's major role in supplying Southern troops during the Civil War. After exiting the boat, groups can enjoy access to the Canal Discovery Center, included in their ticket.

5. Tour of the Boyhood Home of President Woodrow Wilson

Before Woodrow Wilson began shaping American history, he was just a boy growing up in Augusta during the Civil War. Hear his story and tour the home where a future president showed his first signs of leadership.

Westobou Gallery

Arts & Culture

Shop for art. Craft a piece of pottery. Or wander through classic and modern galleries. However you prefer to experience it, don't miss these top 5 arts attractions.



Tire City Potters

1. Face Jugs at Tire City Potters

More adventurous groups who aren't scared to get their hands a little dirty will enjoy a workshop at Tire City Potters to create hand-crafted face jugs and leave the city with a little piece of their own art.



2. Morris Museum of Art

Spend the afternoon uncovering the stories within each gallery of the Morris Museum of Art, the first dedicated to the art and artists of the South. On Sundays, guided tours are free.

3. Broad Street Galleries

Gallery hop between some of downtown Augusta's most modern exhibits at the Westobou Gallery, Wolf and Finch, and 600 Broad. These galleries contain curated collections of both regional and local artists.

4. Gertrude Herbert Institute of Art

Not only are the galleries at Gertrude Herbert full of interesting paintings and sculptures, the house itself is a true work of art with its own story to tell.

5. Shopping on Artists Row

From blown glass to watercolors to hand painted furniture, guests can take a piece of Augusta home with them when they shop at the galleries and art boutiques along Artists Row.

★ Pizza Joint

Culinary

Chocolate and coffee. Craft brews and spirits. In addition to chef-owned establishments, treat yourself to these 5 must-taste culinary experiences.



★ Finch & Fifth

1. Tuesday Night Tastings at Finch & Fifth

The mixologists at Finch & Fifth, a favorite local hangout featuring artisanal cheeses and creative twists on Southern classics, create signature drinks for the perfect price.

2. Distillery Tour & Tasting at Carolina Moon Distillery

Tour the only micro-distillery in Augusta's River Region and get a taste of small-batch moonshine and whiskey, made with corn and water from Edgefield County.

3. Brewery Tours & Tastings

As the first brewery in Augusta since prohibition, River Watch Brewery offers tours and tastings for the discerning craft beer lover. Afterwards, guests can hop over to the Savannah River Brewing Company to tour a new 30-barrel craft brewery featuring fresh, high-quality craft beers and sodas.



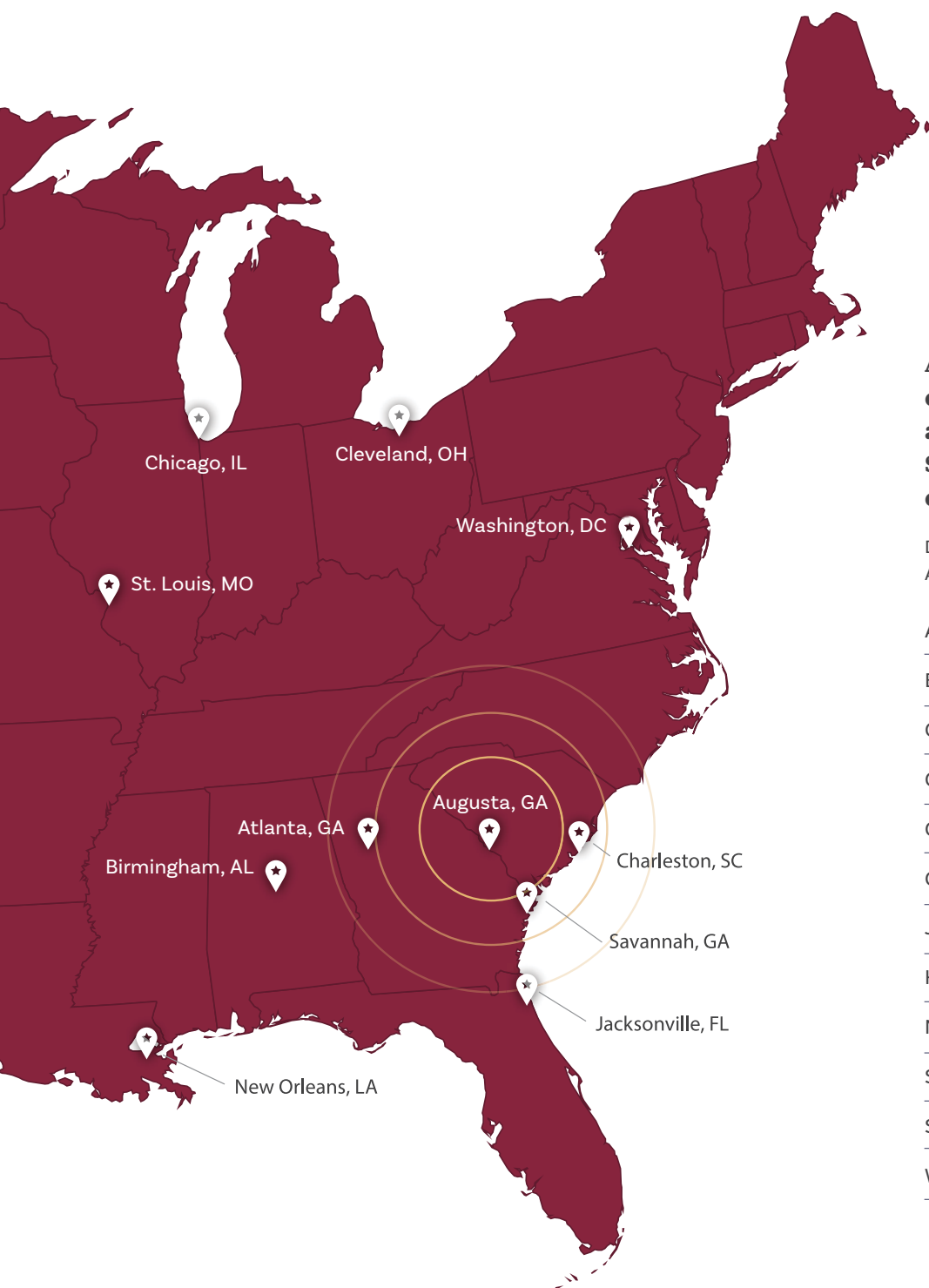
4. Pour Overs at Buona Caffè Artisan Roasted Coffee

Fresh coffee beans roasted and custom blended in house will have even the most novice coffee drinkers enjoying a cup of aromatic perfection.

5. Belgian Chocolate Classes at La Bonbonnière

Groups can spend an afternoon creating their own confections. The trick is making it back to the hotel without eating them all. Reservations may be required.

Driving Distance



Augusta is ~140 miles east of Atlanta and is easily accessible to most of the Southeast via its location on Interstate 20.

Distance (miles) between Augusta and other major cities

Atlanta, GA	139
Birmingham, AL	294
Charleston, SC	138
Charlotte, NC	160
Chicago, IL	829
Cleveland, OH	543
Jacksonville, FL	245
Knoxville, TN	272
New Orleans, LA	612
St. Louis, MO	699
Savannah, GA	122
Washington, DC	547

Airport Info

First established as a flight training school for the United States military, Augusta Regional Airport has become a significant travel hub for Augusta’s River Region. Flights with competitive rates are offered out of Augusta on a daily basis through Delta and American Airlines. Many area hotels offer shuttle service to and from the airport.

Once you’re here, our downtown is easily walkable, and attractions in Augusta’s River Region are a short drive away.

Should you need a ride, Uber drivers operate in Augusta and Augusta’s River Region. There are also several taxi services available in Augusta.

Augusta Regional Airport at Bush Field

Phone:
706.798.3236

Website:
www.flyags.com

Carriers



Daniel Field Airport (serving private aircraft)

Phone:
706.733.8970

Website:
www.augustaaviation.com

Annual Events

★ Arts in the Heart

Festivals

Augusta hosts many legendary festivals throughout the year, including the multi-cultural Arts in the Heart of Augusta, the community-arts inspired Westobou Festival, the Sacred Heart Garden Festival, Augusta PRIDE, and Hispanic and Greek festivals and many others. Augusta celebrates its diversity and unique local artisans every chance it gets. (Seasonal)

IRONMAN 70.3

Augusta is accustomed to welcoming the world into our home and showing off the best that the city has to offer, both off and on the course. That includes being home to North America's largest half IRONMAN 70.3 competition. The locals are always here to cheer you on. (September)

Saturday Market

Artists and craftspeople line the 8th Street entrance to the Riverwalk, offering unique, handmade wares. Visitors mix with local chefs and tastemakers selling ethnic fare, locally roasted coffee, fresh baked goods, and regional produce. Live music drifts through the air from the riverfront stage while runners finish their morning trek and early birds start their sun salutation on yoga mats. Augusta's Saturday Market is everything that makes the city fun and funky. (March – November)



Southern Nationals Drag Boat Races

Called the “World’s Richest Drag Boat Race,” the Augusta Southern Nationals draws race teams from all over the country to the city of Augusta. As they race down the liquid quarter mile between the Georgia and South Carolina border each summer, thousands gather on the banks of the Savannah River to watch the speeds top 200 mph. (July)

Futurity

Launched in February 1980, the Augusta Futurity is a highly regarded World Championship event for cutting horse competitors. Every January, top horses and their skilled riders from the Southwest make a stop in Augusta to show off their skills. (January)

Masters® Golf Tournament

The Masters® Golf Tournament, also known as The Masters®, is one of the four major championships in professional golf. Scheduled for the first full week of April, the Masters® is the first major of the year. Unlike other majors, it is always held at the pristine Augusta National, a private course known for its well manicured lawns, blooming azaleas, and pimento cheese sandwiches. (April)

For more information on events to make your stay in Augusta a legendary one, go to visitaugusta.com/events.

★ Golf Exhibit at the Augusta Museum of History





Augusta

CONVENTION &
VISITORS BUREAU

1010 Broad Street
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