



2022

ANNUAL REPORT

DESTINATION
AUGUSTA 





Our VISION

- » Augusta is a thriving community rich with experiences that attract people.

Our MISSION

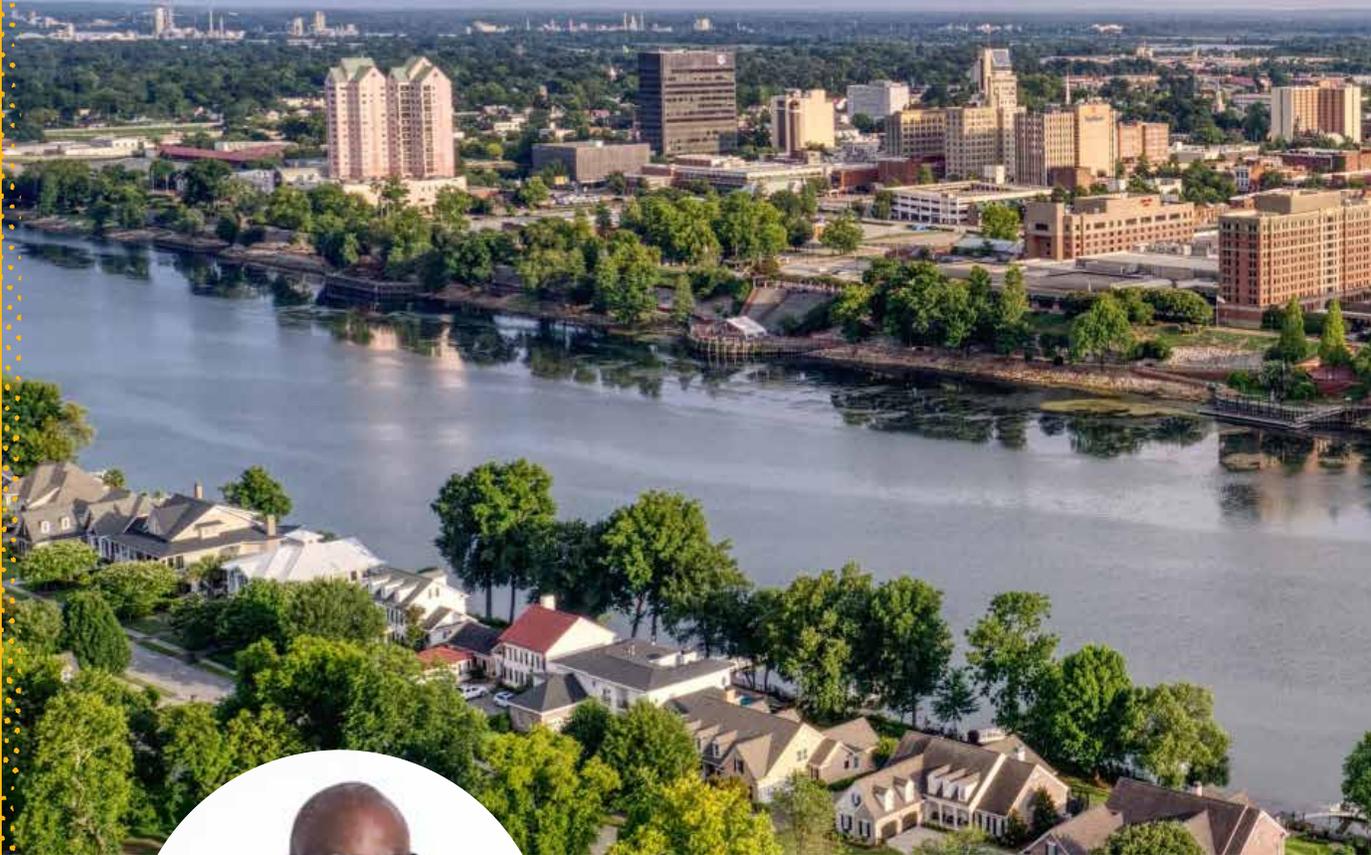
- » Destination Augusta develops and promotes our community, inspiring people to have unforgettable experiences.

Our VALUES

- » Leadership
- » Innovation
- » Collaboration
- » Fun!

Destination Augusta 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 & Co., Augusta's Experience Center, located at 1010 Broad Street; and the Augusta Film Commission.



Bennish Brown

BENNISH BROWN

President & CEO
Destination Augusta

LEADERSHIP. INNOVATION. COLLABORATION.

“IT’S A WRAP, FOLKS. WE CAN GO HOME NOW”

This phrase usually means something is finished, like the filming of a video, movie scene, or a show. When the director makes this statement, it indicates that everything is satisfactory.

Well, after 12 months of focused work from our Destination Augusta Business Plan, 2022 is a wrap. This report reflects our success in staying on task with our five goals:

- Recruit and promote meetings, events, festivals, and film production
- Keep Augusta improving to be the most attractive travel destination it can be
- Foster stakeholder alignment and collaboration



- Promote Augusta’s unique selling proposition so that prospective visitors emotionally connect with our brand
- Enhance Destination Augusta’s public profile, reflecting the fact that we are a professional, accredited organization

I’m extremely proud of the way this team has closed out a chapter that brought us through the final year of our 2020-2023 Strategic Plan, a period which also included our industry’s and destination’s post-pandemic recovery. There are successes to celebrate and cheer:

TRAVEL, LEISURE AND HOSPITALITY EMPLOYMENT

We climbed up to the fourth largest employment sector in the Metropolitan Statistical Area (MSA) after a drop to number five during the depths of the pandemic. We remain about 4% behind 2019 numbers with total jobs just below 26,000.

LODGING PERFORMANCE

Based on STR reports, our “Upper Tier” properties performed exceptionally well during the year, resulting in double-digit increases

in ADR (16.4%), RevPAR (17.4%), and overall Revenue (18.1%) over 2021.

I hope you’ll make time to read through this Annual Report and learn about our contributions to these encouraging results, including our marketing and branding, convention and group business development, and film production recruitment.

In reality, our work is never done. But it’s a wrap for 2022, and we couldn’t be more excited that the travel, leisure and hospitality industry continues to hold its own as a major economic driver for Augusta-Richmond County and Augusta’s River Region. ■



2021 VISITOR ECONOMIC IMPACT*

*Visitor Economic Impact calculations are made available at the end of the current calendar year for the year prior.

\$700.4 MILLION VISITOR SPENDING

BREAKDOWN:

\$211.8 MILLION *Food & Beverage*

\$150.4 MILLION *Lodging*

\$116.2 MILLION *Entertainment*

\$119.5 MILLION *Shopping*

\$102.5 MILLION *Transportation*

TAX RELIEF

VISITORS GENERATED

\$55.1 MILLION

IN STATE & LOCAL TAXES

WHICH IS EQUIVALENT TO

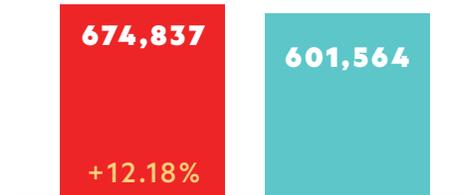
\$759

in tax savings for every household

2022 MARKETING REPORT

VISITAUGUSTA.COM

2022 2021

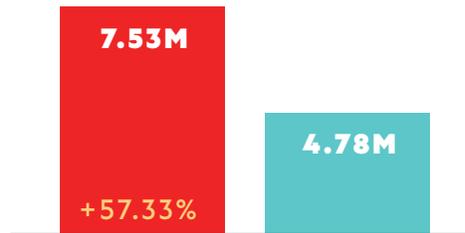


TOTAL WEBSITE SESSIONS
VisitAugusta.com generated 93,480 clicks to hospitality and event partners websites

Top Site Pages

- » Homepage
- » Things to Do in Augusta
- » Augusta, GA Events
- » Masters Parking & Maps
- » Restaurants

SOCIAL MEDIA

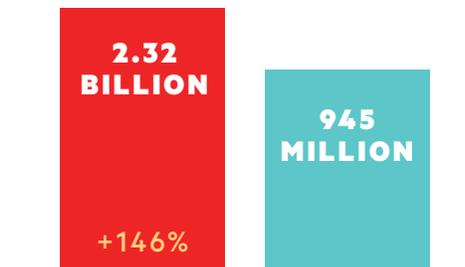


TOTAL IMPRESSIONS / REACH

Total Followers

- 12,698 ▲
- 14,721 ▲
- 4,241 ▲
- 1,999 ▲

PUBLIC RELATIONS



TOTAL IMPRESSIONS

Impressions

1. Digital: 2.3 Billion (+160%)
2. Social: 115,372 (-100%)
3. Print: 6.2 Million (+52%)

PUBLICITY HITS (+141%)

236 < 98



ADVERTISING EQUIVANCY



MARKETING

THIS YEAR THE MARKETING TEAM WORKED ON INITIATIVES THAT ALIGNED WITH DESTINATION AUGUSTA'S 2022 GOALS AND PRIORITIES. THESE INITIATIVES UTILIZED CREATIVE STORYTELLING THAT ARTICULATES AND EMOTIONALIZES AUGUSTA'S UNIQUE SELLING PROPOSITION TO GROW AWARENESS OF AUGUSTA AS AN IDEAL DESTINATION FOR LEISURE, MEETINGS, AND EVENTS TRAVEL.

★ COME SEE AUGUSTA CAMPAIGN

THE COME SEE AUGUSTA CAMPAIGN showed strong performance with tailored messaging and campaigns for leisure, meetings, and local markets. The co-op marketing campaign featured eight attractions and events partners including the Arts in the Heart of Augusta Festival, Augusta Canal, the Augusta Museum of History, the Lucy Craft Laney Museum of Black History, the Miller Theater, Morris Museum of Art, Paceline Ride, and Phinizy Nature Park. Come See Augusta campaign digital ads were seen **30.1 million** times with **164,585** users taking the action to click through to VisitAugusta.com for more information. In addition, we were able to track **20,801** travelers who were exposed to campaign messages and visited Augusta. Our billboard campaign generated over **40.7 million** impressions and print ad circulation totaled **1.75 million**.





Arts in the Heart of Augusta Festival was back in full swing this year and celebrating 40 years.

★ THE NEW AUGUSTA EXPERIENCE GUIDE

WE PRODUCED a new Augusta Experience Guide which serves as a valuable tool for visitors and locals to plan and navigate our soulful, historic, and artistic city. The Augusta Experience Guide is distributed to those requesting area information, state and regional Visitors Centers, hotels, meetings, groups, and sporting event attendees, industry trade shows, Augusta & Co., and area attractions. Many Augusta economic development organizations and educational institutions utilize the Augusta Experience Guide as a talent and business recruitment tool to familiarize prospects with Augusta.



Scan the QR code to view the interactive Augusta Experience Guide on our website.





★ PUBLIC RELATIONS

TO KEEP IN LINE WITH CURRENT INDUSTRY

reporting trends, we worked with Pineapple Public Relations to develop a new reporting process. Based on a set of goals and Key Performance Indicators (KPI's), we were able to measure our publicity with a set of metrics beyond impressions and ad equivalency. Based on our goals for quality of articles, we surpassed our goal by 400%.

CBS NATIONAL NEWSPATH

We hosted CBS reporter Wendy Gillette April 1-4 for the Masters Tournament. Her story was uploaded to the newswire and aired in 110 markets across the county and streamed to 91 countries. Her story was also heard on CBS Radio which is syndicated in 700 nationwide markets.



Scan the QR code to watch the CBS video spot



★ VERYVERA SHOW PARTNERSHIP

IN MARCH WE SPONSORED the 300th episode of The VeryVera Show featuring Augusta's own Vera Stewart experiencing Augusta with tourism partners Edgar's Above Broad, Bike Bike Baby, Two Dudes & A Boat Kayak Rentals, and The Partridge Inn. The episode aired in over 30 markets across the country. In conjunction with the episode we executed a VeryVera Augusta Getaway contest where people could enter to win a fun-filled weekend in Augusta. Promotion of the contest generated 377,812 impressions and 2,698 clicks to the contest landing page on VisitAugusta.com.

2022 PUBLIC RELATIONS HIGHLIGHTS

SOUTHERN LIVING

“Don’t Miss A Chance to Visit Augusta this Springtime”

THE HOUSTON CHRONICLE*

“Beyond its famous golf course, Augusta is a peach of a city to visit”

THE HONG KONG STANDARD, CHINA

“Augusta Comes to the Fore”

NEWSBREAK

“5 Georgia Restaurants Ranked among top 100 best places to eat in U.S.”

MENTAL FLOSS

“15 Facinating Facts About the Masters Tournament”

USA TODAY SPORTS

“Augusta, Fenway, Breaking Down Sports Venues that Provide Lendgandary Fan Experiences”

GEORGIA VOICE

“No one does Pride like the South”

MSN

“Kayaking in Georgia: 23+ Unbeatable Spots for Paddlers to Launch”

“Celebrate America’s Greatest Presidents With a Trip to These Amazing Sites”

TRIPADVISOR

“5 Romantic Getaways in Georgia to Book”

FODORS

“The Best U.S. Cities to Visit Based on Your Taste in Music”

U.S. NEWS AND WORLD REPORT

“17 Top Things to Do in Augusta, Georgia”

“Augusta, GA Best Places to Live”

365 ATLANTA TRAVELER

“Weekend Getaways in Georgia: 31+ Awesome Drivable Adventures”

“Best Train Rides and Museums”

*29 other publications ran this story for a total viewership of 67,067,740 and a total ad value of \$2,649,420. This is a mix of print and online publications.

HOUSTON • CARONELLE

Beyond its famous golf course, Augusta is a peach of a city to visit

Travelation • City Guides • Travel • Augusta (Richmond)
22 Mar 2022 • 17 mins • By Mary Ann Anderson

Come the first week in April, Augusta, Georgia’s second-largest city, will be on the mind of every golf fan. It’s almost the time of year for the Masters Tournament at Augusta National Golf Club, the little tournament that has given Augusta big headlines.

If you’re traveling to Augusta for the big event, or at any other time of the year, you should know a few basics about the city. Augusta, founded in 1736, is also Georgia’s second-oldest city.

Summer and fall are warm, sometimes too warm (read: fricassee hot) as Southern summers are inclined to be. While winter is mild, it is spring that bedazzles with near-perfect weather of low humidity and daytime temperatures running anywhere from 60 to 80 degrees Fahrenheit. From late March to mid-April, Augusta’s famed azaleas and dogwoods are showiest, with a riot of pinks, purples and reds. I’m convinced that it’s not only the golf that



The historic Augusta Canal, the showstopper of Augusta Canal National Heritage Area, runs the length of downtown Augusta.



2022 PUBLIC RELATIONS HIGHLIGHTS CONT.

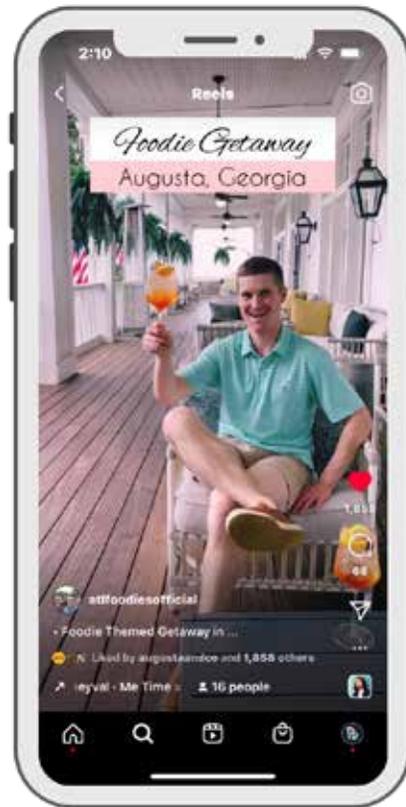
★ INFLUENCER RECAP

THROUGH OUR PUBLIC RELATIONS PROGRAM, we hosted two influencers from the Atlanta drive market. In Q3, Atlanta-based influencer Nikka Shae @ohnikka visited Augusta on September 16-18, 2022. Nikka executed a social media campaign for her 47,000 followers from September 16-26. Her visit was planned around 2022 Arts in the Heart of Augusta Festival where she attended the festival. She dined at The Brunch House Augusta, Vance’s Bakery Bar, Pho-Ramen’L, TacoCat, 6 South Rooftop Bar, and The Bee’s Knees and visited the Augusta

In Q4, Atlanta-based influencers Adam and Cole aka ATL Foodies visited Augusta on November 4-6, 2022. Adam and Cole with @atloffodiesofficial executed a social media campaign highlighting Augusta’s food scene and drivability from Atlanta to their 109,000 followers running from



Saturday Market. Her campaign generated 26,286 total campaign impressions and 2,123 total engagements.



November 23 – December 13. The campaign featured Bodega Ultima, Vance’s Bakery Bar, Augusta Saturday Market, Pineapple Ink Tavern, 2nd City Distillery, and 6 South Rooftop Bar. The campaign generated 84,117 total campaign impressions and 3,804 total engagements. The @ATLFoodies also shared the video on their TikTok which has 131,000 followers. The video has 5,389 views.

DESTINATION DEVELOPMENT

★ AUTHENTIC AUGUSTA EXPERIENCE DEVELOPMENT

VISITORS AND LOCALS are craving new immersive experiences according to national and local research. Equipped with that data and input, in 2022 Destination Augusta began a program to develop 10 new experiential and engaging experiences with local attractions and entrepreneurs. Partnering with the Veneto Collaboratory, and owner Joe Veneto, 10 partners were identified through a destination evaluation and “secret shopping,” analysis.

For the bulk of 2022 partners created new offerings through extensive monthly workshops, script writing, rehearsing and testing.



Destination Augusta unveiled these new Authentic Augusta experiences in November at Experience Augusta, our state of tourism event. With these new products in hand, Destination Augusta gains a new asset to promote the City as a visitor destination. These new experiences will help set Augusta apart from our competition.

Now known as the Authentic Augusta Collection these new experiences will be heavily marketed and promoted in 2023 and 2024. Experiences are expected to launch in the first and second quarters of 2023.



A CURATED COLLECTION OF THE BEST SIGHTS & EXPERIENCES OUR CITY HAS TO OFFER.



AUGUSTA'S BLACK CADDIES
MEN ON THE BAG

Be transported in time, relive celebrations, and learn how black caddies made a difference in the games of many golfers as you talk with a living legend.



HEART OF AUGUSTA TOUR
CYCLE THE SOUL CITY

Take a group biking tour around downtown Augusta with an expert on all things about our local culture.



ECO EXPLORERS
BECOME A CITIZEN SCIENTIST

Explore Pinckney Swamp National Park's ecosystem, collect and analyze samples, and learn about this vital ecosystem.



PROMENADE & PAINT
AUGUSTA'S PUBLIC ART

Take a 90' guided tour of Augusta's Sculpture Trail, work handson with a local artist, and become an artist yourself when you paint your very own mural.



TIME DETECTIVES
AUGUSTA MUSEUM OF HISTORY

Work together to solve mysteries and find clues about the history of Augusta on your way through the museum.



THE CURATED PALETTE
INSPIRING CONTEMPORARY ART

Create a character's board and enjoy a curated wine selection while learning how curating an art gallery makes all things flow together.



CANAL TO CLOTH
A DAY AT THE MILL

Tour the canal by foot, then work the looms of the textile industry to understand the importance of the Augusta Canal to the industrial revolution in Augusta.



MYSTERY AT THE MORRIS
THE REST OF THE STORY

Find yourself caught up in an investigation about a unique Augusta art collection and join an investigative journalist in solving the mystery.



ALL EQUAL PARTS
BARTENDER FOR A DAY

Enjoy a friendly demonstration and education with hands-on cocktail making at Augusta & Co. in the heart of downtown Augusta.



BRINGING UP A PRESIDENT
TEA WITH MRS. WILSON

Enjoy tea with President Woodrow Wilson's mother in her parlor as she and her neighbor Mrs. Lamar recount tales of raising a future President.

LEARN MORE AND BOOK AN EXPERIENCE AT **AUGUSTA & CO.** 1010 Broad St. Suite 1, Augusta, Georgia 30901

Scan TO LEARN MORE AND BOOK ONLINE 

Come See AUGUSTA
Or see visitaugusta.com/authentic



AUGUSTA & CO.

★ AUGUSTA & CO. SUPPORTS DOWNTOWN SOUL CITY

AUGUSTA & CO. SUPPORTED local businesses through Downtown Soul City and two of their key events in 2022.

Downtown Soul City is a group of locally owned businesses working to promote and market retail and local shopping in downtown Augusta.

As a supporting partner, Augusta & Co. was a stop in their summer event, Camp Soul City, which offered participants summer camp-like activities at participating businesses. Destination Augusta and Augusta & Co. helped to promote the events online in a joint social media campaign.

Additionally, Augusta & Co. served as the first stop of the Small Business Saturday crawl the Saturday after Thanksgiving. Augusta & Co. partnered with the Downtown Development Authority and other sponsors to provide the one of kind I Love Augusta tote bags. For Augusta & Co. Small Business Saturday offered the opportunity greet the largest number of customers and was the highest grossing retail sales day for all of 2022.



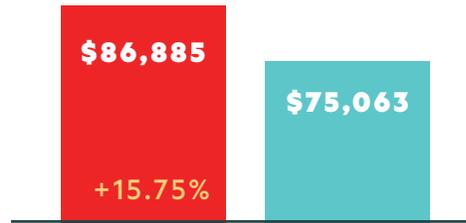
★ MISTLETOE MARKET

AS PART OF OUR ONGOING EFFORTS to feature and highlight local and unique businesses Augusta & Co. held it's third annual Mistletoe Market in December. We hosted pop ups from eight different vendors including Edenberry Lettering, La Bonbonniere Chocolate, Trevathan Goat Soaps, Augusta Training Shop, Chloe Louise Couture Pet Boutique, Riverbluff Honey, and Kulture Kabinet and topped off the shopping experience with holiday drink tastings with Fruitland of Augusta. Augusta & Co. also had extended hours to accommodate holiday shopping during the Downtown Augusta Parade.

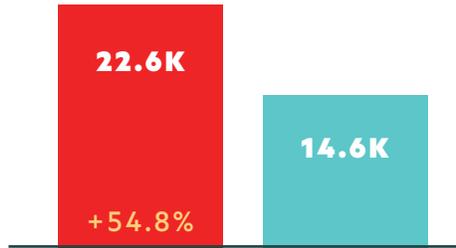


AUGUSTA & CO. BY THE NUMBERS

2022 2021



GROSS REVENUE



VISITOR COUNT

TOTAL FOLLOWERS



DEI PARTNER STATS

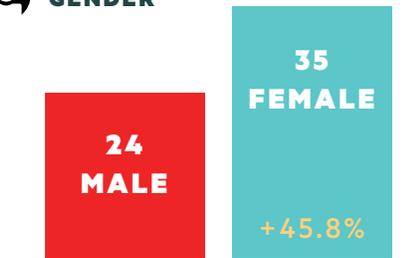
59% WOMEN OWNED
RETAIL PARTNERS

15% ASIAN OWNED
BUSINESSES

18% AFRICAN AMERICAN OWNED
BUSINESSES

7% HISPANIC/LATINO OWNED
BUSINESSES

GENDER



ACTIVE-DUTY MILITARY OR VETERAN/SPOUSE OF A VETERAN **7**

Mistletoe Market vendors, Edenberry House Lettering (right) and Chloe Louise Couture Pet and La Bonbonniere (left).



Scan code to view the full DEI statement on our website.





COMMUNITY ENGAGEMENT

★ SPRING & FALL DESTINATION TRAINING TOURS



TO EQUIP FRONT-LINE STAFF at hotels, attractions, and restaurants with personal experiences to share with visitors, Destination Augusta collaborated with North Augusta Parks, Recreation, and Tourism department in the Spring, and Bike Bike Baby in the Fall. These destination training tours introduced attendees to area attractions, points of interest, and included a lunch experience to give each attendee the ability to make recommendations to visitors on how to enjoy Augusta’s River Region.

★ TEXT ALERT SERVICE LAUNCHES

DESTINATION AUGUSTA HAS launched a new SMS (text messaging) service to stay in touch with our business community. We are providing SMS (text message) alerts to inform locally-owned bars, restaurants, small businesses, attractions, and activities when meetings, events, and groups will be coming to town. We are excited about this new communications tool to stay connected with our partners in tourism.



We want your digits! Sign up to receive text messages from Destination Augusta that will include information about convention & event groups in town. Occasionally, we will also present opportunities for you to partner with us to directly impact your businesses. You will receive a maximum of two messages a month.

To receive the messages we need you to opt in on your smartphone. Use one of these keywords to opt in:

- Drinks – text this word if you operate a bar or restaurant
- Experience – text this word if you operate a locally-owned small business, tourism attraction, or local activity

Text your keyword to +1 (855) 919-5869 NOW!



Wycliffe Gordon and the Augusta University Jazz band playing at the Experience Augusta Annual Event



★ EXPERIENCE AUGUSTA ANNUAL EVENT

IN MID-NOVEMBER, Destination Augusta and the Augusta Sports Council held their annual tourism celebration after a two-year hiatus due to the pandemic. Not only did each organization share their recent successes, but each cast a vision for the future of tourism in Augusta.

Around 200 people attended the event held at the Miller Theater, which featured live music by

Wycliffe Gordon, Karen Gordon, and Niki Harris. To access a recap of the event, information about strategic plans, and a video about tourism's impact in Augusta, scan the QR code to visit the website.

Scan code to view the Experience Augusta recap



★ MASTERS OF HOSPITALITY WINNERS



THE MASTERS OF HOSPITALITY (MOH) is a recognition program celebrating front-line hospitality staff for providing excellent customer service. Nominations are made by visitors and collected throughout the year to decide a winning individual, winning limited service, and full service hotel property with the most nominations. The 2022 annual recognition event was held at Top Golf Augusta where winners were recognized by Mayor Hardie Davis and Destination Augusta's President & CEO Bennish Brown.



FILM AUGUSTA 2022

★ CHRISTMAS PARTY CRASHERS PRODUCTION

IT WAS CHRISTMAS IN MAY AND JUNE in Augusta when BET+ filmed their Christmas Party Crashers holiday film. Christmas Party Crashers employed local crew, background extras, paid for local locations, rented vehicles, lodged in local hotels, bought costumes and generated over \$500,000 in local spending. Christmas Party Crashers was produced by MarVista Entertainment and led by Augusta's own Mark Crump, MarVista Producer|Physical Production|Georgia. Film Augusta hosted MarVista Executives during Masters® Week providing a familiarization tour of all Augusta has to offer the film industry. We hope to see this relationship and local connection continue to flourish and provide ongoing opportunities for the film industry in Augusta.



★ FILM CLASSES, SCREENINGS, AND FESTIVALS

THE INAUGURAL CLASS OF the Georgia Film Academy began in January through Augusta Tech with classes held at IndieGrip.

In 2021, Film Augusta and Augusta Tech worked together to bring the Georgia Film Academy (GFA) to Augusta. These GFA classes will equip students for a career in the film industry and help grow Augusta's film industry workforce.

IN 2022, THREE FILM PROJECTS which shot in Augusta premiered on screen or on streaming services. To help promote these locally filmed productions Film Augusta organized and promoted special screenings and we attended and hosted a photo booth to celebrate each premiere. The Royal and Christmas Party Crashers are now available to



stream online. Applewood is working the festival circuit and was recently a selection in the Catalina Film Festival. To see full galleries from each of the events, please visit our Film Augusta Facebook page.

FILM AUGUSTA WENT TO HOLLYWOOD, AGAIN! Staff member Sarah Childers and Film Augusta Advisory Panel Member Barbara Zagrodnik Lewis took Augusta to LA to meet with filmmakers at the 18th Annual

HollyShorts Film Festival. While there, they spoke on a panel discussion, met one on one with prospects and distributed information about filming in Augusta.

This is a special event for Film Augusta made possible by a longtime relationship with HollyShorts Film Festival co-creator and owner Daniel Sol, who serves as a member of our Film Advisory Panel.



★ FILM LOCATION GALLERY UPGRADES

STEPPING UP OUR GAME, Film Augusta enhanced its ability to lure in film productions with upgraded software from ReelScout. The new program allows Film Augusta to expand its film location library, track film prospects, and send customize film location packages to film producers.

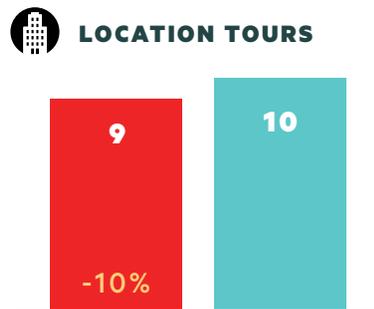
Additionally, a special thanks to local film producer and location manager Mark Crump for sharing hundreds of local location photos to the Film Augusta photo library. Mark is a valued member of the Film Augusta Advisory Panel and works tirelessly to grow the film industry in the Augusta..



Scan code to view the full Film sizzle reel on our website.

BY THE NUMBERS

■ 2022 ■ 2021





GROUP BUSINESS DEVELOPMENT HIGHLIGHTS

★ GROUP SALES SYMPOSIUM



OUR VERY OWN Michelle Bovian represented Destination Augusta at the Georgia Association of Convention & Visitors Bureaus (GACVB) – Annual Group Sales Symposium by serving on a panel with other industry leaders leading the topic of Tradeshows: Best Practices.

★ SMALL MARKET MEETINGS

GROUP BUSINESS DEVELOPMENT attended the Small Market Meetings tradeshow in Wichita, KS. More than 70 meeting planners met with suppliers in the Marketplace Appointment setting. There were opportunities for networking and relationship building.

The relationships built serve as a network of contacts valuable for any future opportunity.



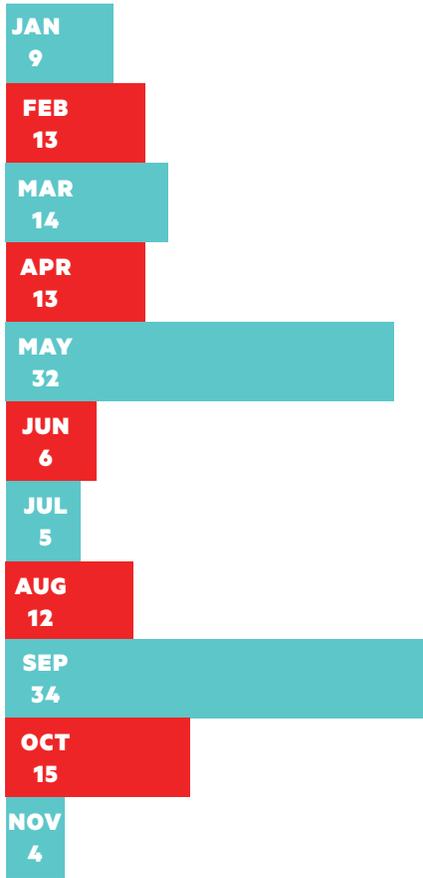
★ CONNECT SOUTHEAST

CONNECT SOUTHEAST was held in Little Rock, Arkansas. At this tradeshow there was opportunity to tell Augusta's story to meeting planners as well as other industry partners. This show is an industry leading event that provided inspiration, education and business opportunities. These opportunities include meeting with planners from the faith, association and corporate-based events. Attending Connect Southeast brings the potential to enhance Augusta's future events that fill hotel rooms, meeting venues and restaurants, creating a huge economic impact.

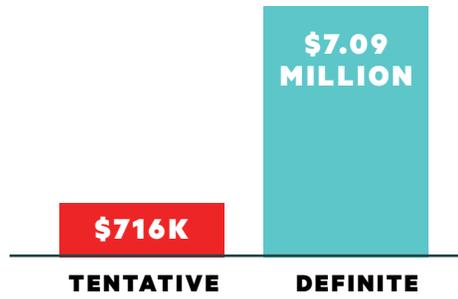


PROSPECTING CALLS YTD*

153



ECONOMIC IMPACT TENTATIVE VS. DEFINITE



SALES CALLS MADE YTD*

164



LEADS GENERATED YTD*

77

*Prospect calls are cold calls to qualified or vetted meeting planners. Sales calls are in-person or digital meetings with vetted meeting and event planners. Leads are requests for group blocks and rates we distribute to hotels to submit proposals.

★ ASAE ANNUAL MEETING & EXPOSITION



EXPLORE GEORGIA, the Georgia Department of Economic Development's (GDECD) tourism division, led a statewide convention marketing presence at the 2022 American Society of Association Executives (ASAE) Annual Meeting & Exposition, the premier annual event for association executives. The event welcomed nearly 5,000 attendees and Destination Augusta was invited to join Explore Georgia's co-exhibit that also included Visit Savannah, Athens CVB, Visit Columbus, Jekyll Island Authority, and Visit Macon.



2022 STAFF & BOARD DIRECTORY

★ DESTINATION AUGUSTA STAFF

BENNISH BROWN

President/CEO
bennish@visitaugusta.com
(706) 823-6611

BRENDA ATKINS

Office Operations Manager
brenda@visitaugusta.com
(706) 849-3245

MICHELLE BOVIAN

Director of Group Business Development
michelle@visitaugusta.com
(706) 823-6616

JENNIFER BOWEN

Vice President of Destination Development & Community Engagement + FILM Augusta Liaison
jennifer@visitaugusta.com
(706) 823-6613

NATASHA CARTER

Marketing Manager
natasha@visitaugusta.com
(706) 823-6605

SARAH CHILDERS

Community Engagement Manager
sarah@visitaugusta.com
(706) 849-3246

LINDSAY FRUCHTL

Vice President of Marketing & Communications
lindsay@visitaugusta.com
(706) 823-6606

IMAN JOHNSON

Senior Manager of Group Business Development
iman@visitaugusta.com
(706) 823-6615

MAMIE MCABEE

Augusta & Co. Manager
mamie@visitaugusta.com
(706) 724-4067

TRENT SNYDER

Vice President of Finance & Administration
trent@visitaugusta.com
(706) 823-6610

RACHEL WILKERSON

Communications Manager
rachel@visitaugusta.com
(706) 823-6607

TAYLOR WOOD

Manager of Group Business Development
taylor@visitaugusta.com
(706) 823-6602

AUGUSTA EXPERTS

(706) 724-4067
Jo Nash-Conner
McKenzie Evans
Elleana Garcia
Leon Maben
Hillary Williamson



★ BOARD OF DIRECTORS

DESTINATION AUGUSTA is governed by a Board of Directors that represents a cross section of business and hospitality industry partners. Board meetings are held six times per year and are open to the public.

BRANDON HADDOCK

Chair

Textron Specialized Vehicles

JAMES HEFFNER

Vice Chair

SRP Federal Credit Union

DONALD KING

Secretary

Loop Recruiting

RANDALL BLUMBERG

Treasurer

Hyatt House Downtown

CHRIS BIRD

Augusta Entertainment
Complex

TRISTIAN DAVIS

Residence Inn

PARKER DYE

Jordan Trotter Commercial
Real Estate

BRANDON GARRETT

Augusta Commission

CARY GOLDSMITH

Bodega Ultima

MELISSA ODEN

Owner of Healthcare
Companies

SUE PARR

Augusta Metro
Chamber of Commerce

COREY ROGERS

Lucy Craft Laney Museum
of Black History

MICHAEL SHAFFER

Georgia Cyber Center

THERON STEPHENS

Local Business Owner

DENNIS WILLIAMS

Augusta Commission

PHIL WAHL

Immediate Past Chair

Security Federal Bank

MICHELLE NAVAL PIPPIN

Ex-Officio

Greater Augusta Sports
Council

DEREK MAY

Ex-Officio

Azalea Development

★ OPERATIONS + GOVERNANCE

As of December 31, 2022, total current assets equaled \$2,345,041 of which \$809,141 are unrestricted and \$1,535,900 are restricted for tourism grants and wayfinding, or board designated. Liabilities equal \$1,790,601 of which \$32,954 are payroll liabilities and accrued interest and \$1,757,647 are the deferred rent revenue, note on 1010 Broad Street and Federal Disaster loan.

DESTINATION
AUGUSTA 

WWW.VISITAUGUSTA.COM

