

College Park CVB announces \$13M economic impact

by Staff

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Under the new leadership of its president Cookie Smoak, the Meet College Park, Georgia convention and visitors bureau recently announced the destination marketing organization has generated over \$12.9 million in economic impact for the city in just over seven months, attributed to 25 meetings and conventions booked for dates from 2013 through 2016.

Aligned with the CVB's primary purpose, to generate and stimulate economic development for the city by effectively marketing facilities of the community as a preferred tourism, convention and business destination, this impact has created and continued to support local College Park businesses and has increased awareness of the community.

"We are proud to bring such substantial revenue to the city of College Park," Smoak said in a statement. "The remarkable response to Meet CPGA's sales and marketing activities is a testament to the unique opportunities that College Park has to offer residents and visitors alike. We are excited to take on some exciting new developments and are eager to see what the future holds for both the organization and community."

Becoming the first official group to market and sell the College Park area, the bureau was officially established in 2012 with a mission to fuel economic growth and development within the city of College Park and build awareness of the area's marketable advantages.

The organization has been fully staffed since February 2014, following the hiring of Gabrielle Dickson as marketing and project manager and Valerie Shellnutt as sales coordinator.

"We are confident that Meet College Park's sales and marketing efforts are proportional to these outstanding results, so bringing Gabrielle and Valerie on board to complete the team is likely to result in continued success," Andria Towne, vice president of marketing, said in a statement.

New projects through 2016 include the Delta Flight Museum, Porsche North American Headquarters featuring the Porsche Driving Experience and three new hotels.

Information: www.MeetCPGA.com