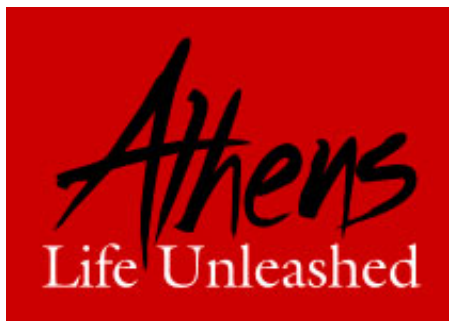


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Athens Now:

Newsletter of the Athens Convention & Visitors Bureau

March 2016



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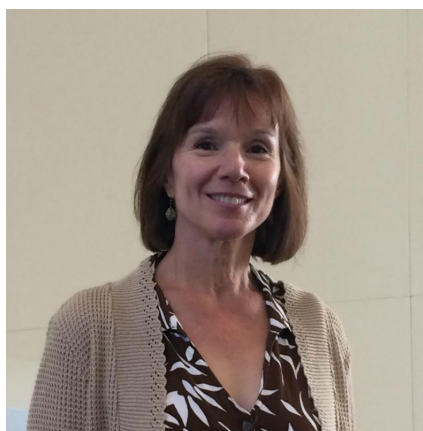


SAVE THE DATE

**Athens CVB
Advisory Board
Meeting**
April 14
Location TBA
8:45 AM Networking
9:00 AM Meeting

CVB Staff Updates

The Athens CVB is pleased to announce the hire of Information Coordinator **Charlotte Morgan**, who began work on March 14. Charlotte is a Georgia College and State University graduate who has recently returned to Georgia after living in North Carolina. She comes to the CVB with extensive skills in customer service and database management, and is enthusiastic about Athens and helping visitors make the most of their stay here.



**CVB Director of
Sales Meeting**
Courtyard by Marriott
March 15
3 - 5 PM
RSVP to [Rita Lowery](#)

**Georgia Restaurant
Week**
July 18-24
[More info](#)



The CVB is hiring a part-time **Receptionist**, 10-15 hrs./week, 2:30 - 5:00 PM. Please inquire with [Venessa Banks](#) for a job description.



IN THE NEWS

"Best New Cities for Beer Lovers"
[Fortune](#)
March 2, 2016

"8 Great Small Towns to Visit in 2016"
[Visit South](#)

GACVB Winter Meeting

CVB Director **Chuck Jones** and Director of Marketing and Communications **Hannah Smith** attended the GACVB Winter Meeting in Columbus, GA, February 29 - March 2. Keynote speaker [Bill Geist](#) provided thought-provoking recommendations for continued CVB success in today's marketplace. Jones and Smith also attended accelerated Leadership Excellence Certification courses. Networking, round-table idea exchanges, and experiencing Columbus' convention and tourism product were also on the docket.



GACVB Winter Meeting
February 29 – March 2, 2016

FY 17 Budget Hearing Presentation



Chuck Jones and The Classic Center's Executive Director Paul Cramer presented their **FY17 budgets** to the mayor and commission on February 26. They shared past successes and plans for the upcoming fiscal year focusing on the impressive ROI that visitor spending and the hospitality industry provide to the local economy. Jones discussed the importance of continued reinvestment of hotel-motel tax dollars to generate further

gains in employment, sales & property tax collections, and the resulting tax savings to local Athens residents.

Sales Updates

February Activity, CVB Sales Team:

- 24 bookings
- 8,710 attendees
- \$4,428,356.42 direct spending
- 8,991 total room nights

Please log into the [Partner Extranet](#) to view upcoming meeting & conventions calendar and leads.

Places in Peril Nominations Open

December 6, 2015

"Athens, GA:
Creative Culture"
[Georgia Trend](#)
October 1, 2015

"5 Fabulous Reasons
to Visit Athens, GA"
[LLWorldTour](#)
September 23, 2015

"A Road Trip
Through Georgia"
[www.Examiner.com](#)
September 3, 2015

"America's Best
College Football
Towns"
[Travel + Leisure](#)
September 3, 2015

"5 Artsy Southern
Towns"
[Deep South Magazine](#)
September 2, 2015

"Restaurant
Roundup: Athens,
Ga."
[PasteMagazine.com](#)
September 1, 2015

"20 College Towns
We Love to Visit"
[Fodors.com](#)
August 28, 2015

"The 16 Best Places
to Live in America
2015"
[Outside Magazine](#)
August 18, 2015

"My Town: Susan
Hable's Athens,
Georgia"
[ExploreGeorgia.org](#)
August 18, 2015

"South Georgia's
Four 'A' Trail"
[Philadelphia
Sunday Sun](#)
June 27, 2015

"Atlanta Day Trips: A
Guide to Athens"
[Virgin Atlantic](#)
June 15, 2015

"Athens, GA City
Guide"



Do you know of a special irreplaceable historic building or site that is highly threatened by demolition, neglect, inappropriate development, or other threats? If so, this is your opportunity to help save it. The Georgia Trust's *Places in Peril* program identifies threatened historic sites and provides resources to help preserve and utilize selected properties.

Deadline: June 6

[Nominate a Place in Peril now >>](#)

[Design Sponge](#)

June 2, 2015

"Take Five: The Essential Athens, Georgia"

[PasteMagazine.com](#)

April 21, 2015

"The Perfect Food Weekend in Athens, Georgia"

[ExploreGeorgia.org](#)

April 8, 2015

"See the Sophisticated Side of Athens"

[New York Magazine](#)

March 6, 2015



LINKS & RESOURCES

[Partner Extranet](#)

[Athens Events Calendar](#)



WHO'S COMING TO TOWN?

Upcoming M&C calendars are available to local partners via our [Extranet](#)

or from the CVB Sales Team:

[Rita Lowery](#)

[Missy Brandt](#)

[Ben Ray](#)



STATE RESOURCES

State marketing resources & industry stats are available at www.MarketGeorgia.org

Bread for Life



On February 25, the current class of Bread for Life (BFL) students toured many of Athens' hospitality businesses as part of their curriculum. CVB Sales Manager Ben Ray (left) organized and accompanied the tour to the Athens Welcome Center, Porterhouse Grill, Lyndon House Arts Center, and Graduate Athens. A non-profit, BFL is an anti-poverty initiative aimed at introducing people to the hospitality/tourism industry.

Small Business ROCK STARS



CONNECT WITH US!



Every year, the Georgia Department of Economic Development (GDEcD) honors a select few Georgia small businesses that have shown outstanding leadership, innovation, and growth over 12 months. On February 15, Athens' own **Creature Comforts Brewing Company** was named one of this year's **Small Business ROCK STARS** by GDEcD. Starting with just 5 personnel, the brewery has now grown to employ 20 full-time and 25 part-time employees, and they went on to produce nearly 10,000 barrels of beer in 2015. Along the way, Creature Comforts has gained an arsenal of awards for their product. Congratulations!

Athens Convention & Visitors Bureau, 300 N. Thomas St., Athens, GA 30601

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