



CVB Annual Meeting & Athens Hospitality Award Winners



Pictured (left to right): CVB Director Chuck Jones, CVB Advisory Board Chair Kathy Hoard, 2016 Partner of the Year Abby Hicks, and Director of Sales Missy Brandt Wilson

The Athens CVB held its annual meeting Thursday, October 20, highlighted by the release of new economic impact figures for Athens-Clarke County and the presentation of the annual Athens Hospitality Awards.

Visitors to Athens-Clarke County spent \$281.31 million in 2015, according to the "Economic Impact of Domestic Travel on Georgia by Region & Industry, 2015" study prepared for the Georgia Department of Economic Development by the United States Travel Association. Tourism in Athens-Clarke County generated 2,664 jobs, as well as \$11.27 million in state tax and \$7.77 million in local tax collections.

The **Partner of the Year Award** honors a CVB partner in the local hospitality industry who recognizes the value of working together to achieve greatness. The 2016 Partner of the Year Award was presented to **Abby Hicks of Hotel Indigo Athens**.

The **Hospitality HEROES (Hospitality Employees Recognition of Excellent Service) of the Year Award** recognizes a front-line employee who has exceeded normal expectations to provide excellent service to visitors and residents. The 2016 Hospitality HEROES of the Year award was given to **Allison Perfetti of the Classic Center**.

The **Classic Host Award** recognizes a local individual or individuals committed to bringing to the Athens area a new convention, meeting, or event generating a significant economic impact. The 2016 Classic Host Award was given to **Mike Callinan of Athens Academy**, for his role in bringing the First Tech Challenge South Super-Regional Robotics Competition to Athens in March 2017. Bringing this conference normally held in San Antonio, TX, to Athens is expected to result in 1,950 room nights and \$605,697.86 in direct spending per attendee.

The **Louis Griffith Hospitality Leadership Award** honors an outstanding individual in the local hospitality industry who displays foresight and exceptional leadership skills to impact the Athens-Clarke County hospitality industry and the community as a whole. The Louis Griffith Hospitality Leadership Award was presented to **Cardee Kilpatrick**, former Athens CVB Advisory Board Chair, as well as past ACC mayor and commissioner.

To view the press release that includes our economic impact figures, as well as hospitality award winners, click [here](#). Additionally, we have uploaded a PDF of our handout and all presentations from the annual meeting, for reference.

- [Handout: Stats Sheet](#)
- ["Faces of Athens Travel"](#)
- [CVB Annual Meeting Presentation & Hospitality Awards](#)
- [Guest Speaker: Daniel Skahen, "Partnered for Success"](#)

Athens' Little Helpers on Halloween



The Athens CVB staff competed in a costume contest at The Classic Center on Halloween. CVB Director Chuck Jones (center) dressed up as Gru and the rest of the staff dressed up as minions, from the movie *Despicable Me*. The CVB won the contest and received a donation made in their name to United Way of Northeast Georgia.

Hospitality Newsmakers



Terrapin Beer Company will open a taproom and microbrewery at The Battery Atlanta, adjacent to SunTrust Park, the soon-to-be new home of the Braves. The Terrapin Taproom restaurant will be operated by Delaware North, offering a rotating tap list that includes many of the signature beers that have elevated and defined Terrapin within the craft beer world since 2002. Adjacent to The Taproom will be the ATL Brew Lab, a microbrewery where Terrapin will experiment with different styles of brewing and further collaboration efforts on brand-new beers, including some special baseball-themed brands. Both the Terrapin Taproom and the ATL Brew Lab will be located outside the right field gate entrance and stay open year-round.

The **Athens-Clarke County Department of Leisure Services** was recently honored by the Georgia Recreation and Park Association (GRPA) at their annual conference hosted in Athens November 7-10. **Dr. Maurice Snook** was honored with the GRPA State Programmer's Network "Volunteer Award" and the GRPA District 7 "Volunteer Award." **Keith Kirkland**, Leisure Services Department Maintenance Supervisor, received the GRPA District 7 "Facilities and Grounds Professional Award" and the GRPA State Parks Maintenance/Operations Network "Distinguished Professional Award." **Marci Summer**, Rocksprings Park Facility Supervisor, was honored by GRPA with the "Roy Hammond Leadership Award."

Sign up to judge a student conference event

Every year, the best and brightest of Career and Technical Student Organizations (CTSOs) from all across our state gather in Athens to showcase their skills. These state conference events mark the culmination of a great deal of hard work by students and dedication by teachers.

On March 12-14, 2017, Georgia Future Business Leaders of America (FBLA) will be hosting its State Leadership Conference at The Classic Center, and they need approximately 180 volunteers to serve as competitive events judges on March 13, 2017. Anyone can sign up and there are many events to choose from, so please choose an event to judge that best aligns with your interests. [Sign up!](#)

We hope you will consider joining Georgia FBLA for this exciting student conference!

Study identifies restaurant flaws that leave a bad taste in diners' mouths

A new survey commissioned by Cintas Corporation identifies common issues that would keep Americans from returning to restaurants.

The top five factors that would turn diners away from a restaurant include:

1. Dirty surfaces (86 percent)
2. General bad odor (85 percent)
3. Dirty restrooms (80 percent)
4. Dirty/slippery floors (72 percent)
5. Entryway cleanliness (70 percent)

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Don't Miss Out

We are loving the ever-growing features of VisitAthensGA- be sure that you are taking advantage of these new opportunities.

PDFs can now be uploaded via the [Partner Extranet](#). Click on the "collateral" button and then look for the "brochure" upload area when you add or edit a listing or an event.

- Restaurants, make your menu available
- Events, upload your event poster or flier

Don't forget, meeting specs and floor plans can also be uploaded.

[Industry Events](#)

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**CVB Advisory Board
Holiday Luncheon**
Date & Location TBA

**Tourism Hospitality
and Arts Day at the
Capitol**
January 23-24
The Capitol

- "25 Most Giving Cities in the
U.S.," Travelocity.com, November 9, 2016
- "25 Best Day Trips from
Atlanta," VacationIdea.com, November 8,
2016
- "9 Places to Shop for Georgia-made gifts,"
ExploreGeorgia.org, November 8, 2016

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

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