



Athens CVB hosts Georgia Department of Economic Development Product Development Resource Team Visit



GDEcD Product Development Resource Team visits Kindercore Vinyl.

The Athens Convention and Visitors Bureau (CVB) hosted a product development resource team from the Georgia Department of Economic Development (GDEcD) Tourism division on November 29-30, 2017. GDEcD offers grant funding to communities that participate in the department's Tourism Product Development Resource Team Program (TPDRTP) as a way to build product outlined in the resource team's reports.

The team focused on music, as it is one of Athens' most distinguishing features. The resource team met with key Athens tourism stakeholders - including venue managers, talent buyers, the Downtown Development Authority, Athens-Clarke County (ACC) Economic Development Department, Athensmade, hoteliers, festival planners, representatives from the University of Georgia, and ACC Mayor & Commission - to hear thoughts on the current state of Athens as a music destination and what could be done to enhance it in the

future.

"We are excited to welcome this group of 12 experts and professionals who will visit 13 individual locations and meet with over 70 local Athenians who are participating as hosts, speakers, sponsors, or local expert attendees. This is an incredible opportunity for open exchange between locals and experts to assess what Athens does best and dream about what it could become in the future," said CVB Director Chuck Jones. "Our work today will ensure that Athens continues to grow to be the best destination it can be."



Mike Cooley of the Drive-By Truckers performs at the Foundry.

Following the visit to Athens, the resource team will develop recommendations and present those to the community in early 2018.

Full press release [HERE](#).



GDEcD Product Development Resource Team tour Creature Comforts new brewery location.

New Hotel Boom Continues



*CVB staff congratulate Hyatt Place on their opening on Nov. 9.
L-R: Nick Arnold, Jay Boling, Taylor Eason, Chuck Jones, Christin Walker*

The Hyatt Place Athens opened on November 9. Connected to The Classic Center, The Hyatt Place

features views of downtown Athens, 190 hotel rooms, expansive dining space, meeting space, Starbucks coffee, and full bar, as well as a rooftop bar that is due to be finished in spring 2018.

Athens CVB and Classic Center employees toured the Springhill Suites on November 10. Currently under construction, the Springhill Suites will add 200 hotel rooms to the downtown inventory and boast views of historic North Campus and Sanford Stadium.

The Best Western is adding 54 more rooms, due to be completed in spring 2018.

Homewood Suites is also under construction. The 130-room property, located behind The Classic Center at the Mark complex, is scheduled to be open in late 2018.

Hotel Indigo Athens recently announced plans for a potential partnership with Athens-Clarke County (ACC) for an Athens-Creative Development Campus on Strong Street. The proposed plans include a five-story development on the property that would include 45 hotel rooms; office space for the ACC Economic Development Department; 8,000 square feet of meeting and event space; 7,000 square feet of co-working space where entrepreneurs and startups could rent desks, offices and conference rooms; a street-level restaurant; a rooftop bar, and 60 underground parking spots. Strong Street would be closed and converted into a courtyard. Full details of the proposal are [HERE](#).



*CVB and Classic Center staffs tour Springhill Suites on Nov. 10
L-R Front: Hannah Smith, Mike Waldrip, Aimee Cheek, Karen Haughton. Back: Marvin Nunnally, Chuck Jones, Kurt Kosloske, Danny Bryant*



Proposed plans of potential new addition to Hotel Indigo in downtown Athens.

GSAE Celebrates 100th Anniversary

Georgia Society of Association Executives celebrated its 100th anniversary with a gala on November 15 in Atlanta. Missy Brandt Wilson, Nick Arnold, Jay Boling, and Jeremiah Cook



L-R:Jeremiah Cook, Jay Boling, Missy Brandt Wilson, Nick Arnold

represented the Athens CVB at the event.

Missy Brandt Wilson is the 2016 recipient of the Chair's Award, which was extended to recognize her for going above and beyond the call of duty to help GSAE. Wilson was recognized as a "Who's Who" at this year's event.

Industry Events & Recent Media Coverage

**Tourism,
Hospitality
and Arts Day
at the Capitol
January 23
Atlanta**

**GA Council for the
Arts FY 19 Project and
Partner Grant
Application open**
Deadline: Feb. 13, 2018
Apply [HERE](#)

- "Room to Grow: Downtown Athens evolves with new hotels," [Athens Banner-Herald](#), Dec. 2017
- "A Day Trip to Athens, GA," [MyStyleVita](#), Sept. 2017
- "Road Trip to Athens, GA with Toyota," [PoorLittleItGirl](#), Sept. 2017
- "Winter Fun on the Ice," [Georgia Magazine](#), Dec. 2017

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