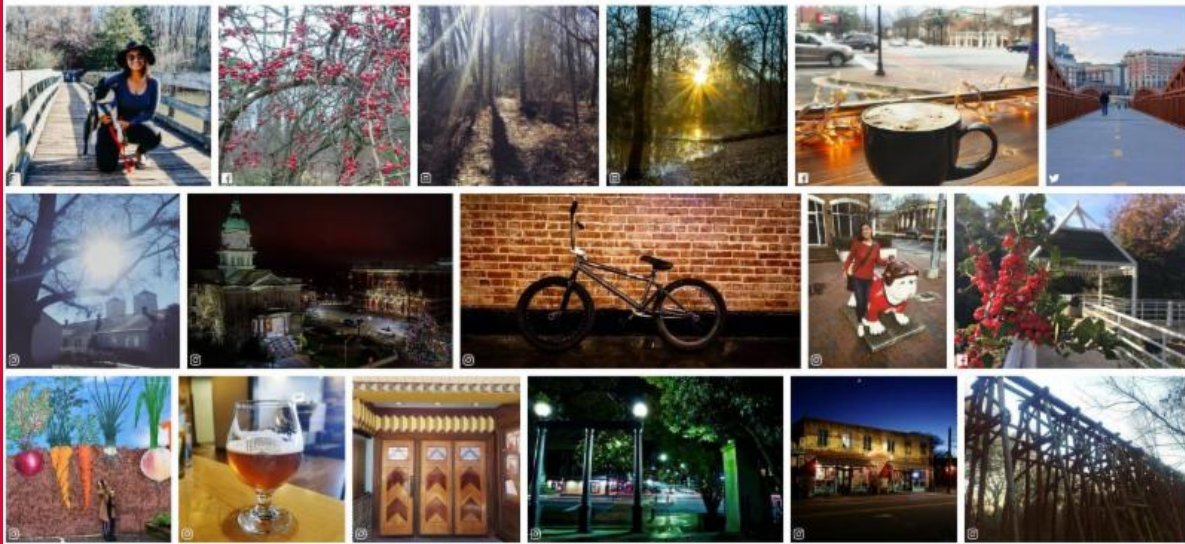


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# Athens Convention & Visitors Bureau

**Athens**  
LIFE UNLEASHED

See yourself here! #AthensGA



In December, the CVB began promoting user-generated content (UGC) through CrowdRiff, a leading vendor in tourism. We're enjoying seeing so many fresh

shots of Athens, and our social media followers are too! User-generated content has already provided a huge boost to engagement rates. We're also posting in our CVB office, on our website, and that's just the beginning!

Below we list how you, our partners, can benefit from CrowdRiff:

- 1- Be sure that your Instagram account has been switched to a business account
- 2- Use hashtags #VisitAthensGA or #AthensGA when posting photos of Athens either on your personal or business account.
- 2- If we comment and ask you to reply #SureAthens, please do so! (This step tells CrowdRiff to archive the image in a rights-approved area for the CVB to utilize for future purposes.)

*(HEADER IMAGE: PHOTO OF CROWDRIFF PHOTOS FROM OUR HOMEPAGE)*

## Envision Athens' Arts and Culture Stakeholder Committee

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CVB Director Chuck Jones attended the Envision Athens' Arts and Culture Stakeholder Committee meeting on December 18 as well as a number of other prior meetings. Envision Athens is proud to soon release Athens-Clarke County Arts and Culture Economic Impact Report. Utilizing both locally and more broadly sourced data, this report highlights the importance of Arts and Culture related to civic engagement, educational and economic impact.

## Final County-level Economic Impact figures from 2017

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The Georgia Department of Economic Development has recently released final economic impact figures for calendar year 2017. Athens' tourism industry generated \$310.17 in direct, domestic spending in 2017, resulting in \$12.96 million in state tax revenues and \$8.28 million in local tax revenues. Each household in Clarke County would need to be taxed an additional \$459 per year to replace taxes generated by tourism activity. This number typically doubles when international tourism and all forms of economic impact are included. The tourism industry also supported more than 2,872 local jobs and created \$65.14 million in payroll.

[Click here](#) to view the full report of the county-level snapshot for Athens-Clarke County.

[Click here](#) to view the economic impact sheet.

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## SALES UPDATES

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- The Classic Center and CVB sales teams attended the Georgia Society of Association Executives (GSAE) Holiday Luncheon on December 12 at the Atlanta Marriott Century Center. The new leadership team and board chair were also announced at the luncheon.

- CVB staff members Director Chuck

Jones, Sales Manager Jeremiah Cook and Director of Sales Nick Arnold attended a luncheon on Friday, January 11, organized by The Classic Center and held in conjunction with Religious Conference Management Association for faith-based meeting planners.

*(Photo: Diane Morrison, Chuck Jones and Rev. Joice Tinsley)*



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## **DON'T MISS OUT: ATHENS BURGER WEEK AND GRANT APPLICATIONS**

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The people behind ATL Burger Week are bringing one of ATL's most popular and successful restaurant promotions to Athens this March! Athens Burger Week kicks off on March 25th and will bring a TON of traffic into Athens' local restaurants. The hook is simple: Dozens of restaurants feature a \$5 specialty burger for the week. Then the public is asked to try as many as humanly possible so that they can vote for their favorite.

Athens' restaurants should check out the [www.AthensBurgerWeek.com](http://www.AthensBurgerWeek.com) website and sign up to participate.





## Watson-Brown Foundation is accepting grant applications

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The Watson-Brown Foundation, Inc., is currently accepting grants from organizations that have an abiding interest in the history and culture of the South. The foundation supports historic preservation in part through its Junior Board, a group of local high-school students whose exclusive mission is historic preservation. The Junior Board awards \$33,000 in grants annually to historic preservation projects in select areas of Georgia and South Carolina.

**The deadline to submit applications is Friday, February 8.** For more information, visit <https://www.watson-brown.org/grants/>.

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## UPCOMING EVENTS

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### Historic Heartland Travel Association Meeting in Athens Feb. 6

On Wednesday, February 6, from 11:30 a.m. - 1 p.m. Athens will be hosting the first 2019 meeting of the Historic Heartland Travel Association, which is comprised of hospitality industry professionals from 19 counties in our region of Georgia. The program is a panel discussion about culinary travel, and a superstar panel of local Athens professionals will be discussing current trends. Panelists include Mimi Maumus from home.made, Angie Tillman from Pickles Phun Foods and representatives from Terrapin Brewery and Athens Wine Weekend. Cost of the program, including lunch, is \$20. Historic Heartland has a year's worth of

valuable programming planned for 2019, so please join us on Feb. 6 as a guest and consider becoming members, for just \$120 per year. Please RSVP to Hannah Smith, [hsmith@visitathensga.com](mailto:hsmith@visitathensga.com).

## Homewood Suites Grand Opening Jan. 23

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Homewood Suites will have its Grand Opening on Wednesday, January 23, at 5 p.m. The first 50 people will receive Hilton Honors Bonus Points!

### MORE EVENTS:

- Feb. 1 - 2: Athens Wine Weekend  
<https://www.visitathensga.com/event/athens-wine-weekend/19229/>
- Feb 5: THAD (Tourism, Hospitality and Arts Day at the Capitol,) Atlanta <https://www.gacvb.com/tourism--hospitality---arts-day-at-the-capitol>
- Feb 12-13: Georgia Grown Symposium, Macon,  
<https://www.georgiagrown.com/events/georgia-grown-symposium-save-date>
- Feb 20-22 - GACVB Winter Meeting, Dunwoody,  
<https://www.gacvb.com/winter-meeting>
- Mar 3-4: Winter Chautauqua Tourism Conference, Carrollton,  
<http://www.winterchautauqua.com/>

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## ATHENS IN THE NEWS

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"These 3 Georgia restaurants are worth the drive," [AJC.com](http://www.ajc.com), December 2018.

[Website](#) / [Partner Extranet](#) / [State Resources](#) / [Media Coverage](#) / [Athens Events](#)

