



Newsmakers // Opportunities // New Developments in Tourism

Coronavirus Resources and Athens CVB News



NEWS & UPDATES

COVID-19: Event Changes and Industry Resources

The Athens CVB aims to provide accurate and up-to-date information as it pertains to the effects of Coronavirus Disease (COVID-19) on our local travel, hospitality and meetings industry. We will be updating industry information as we receive it via our Partner Extranet. Partners should log in at <https://www.VisitAthensGA.com/partners>.

Additionally, we have published a page on our website to inform the public, <https://www.VisitAthensGA.com/events/covid19-event-updates/>.

EVENT UPDATES:

The CVB understands what a difficult situation event organizers are in and that the situation is very fluid and still developing. Please keep the CVB on your media list and provide us with updates as they become available, as we'd like to help keep the public informed, either of a

date change or cancellation, or to promote an event still happening.

RESTAURANT AND RETAIL UPDATES:

Please notify us closures as well as if you are providing meals or other deliveries via a service such as UberEats should a quarantine situation arise.

HOTEL UPDATES:

We appreciate hotels who are making discount lodging available to UGA students who have been displaced from their campus housing. Please submit as a special offer via the Extranet and we will help spread the word.

INDUSTRY RESOURCES:

- [The US Travel Association has compiled a thorough Emergency Preparedness and Response guide for our industry](#)
- [Explore Georgia's key messaging](#)
- [Destinations International Resource Page](#)

Athens CVB Visits Normaltown Brewing Company

CVB staff members took a tour of the fifth brewery to open in Athens, Normaltown Brewing Company on Friday, February 21. Normaltown Brewing Company is located on Oneta Street near Athens Cotton Press. This brewery creates handcrafted artisan beer and is opened Thursday from 3 p.m. - 7 p.m., Friday from 3 p.m. - 8 p.m. and Saturday from 1 p.m. - 9 p.m.

Top: left to right Normaltown Brewing Company staff member Heath Yarborough, Normaltown Brewing Company staff member Scott Fortson, CVB Information Coordinator Meredith McLucas, CVB Director of Sales Nick Arnold and CVB Sales Manager Jeremiah Cook

Bottom: CVB Director of Marketing and Communications Hannah Smith and CVB Sales and Services Manager Heather Grant



(Not pictured: Communications Specialist Alvieann Chandler)

Athens CVB Staff Take a Tour of Tweed Recording Studio



Left to right: Sales Manager Jeremiah Cook, Receptionist Casey Ogden, Information Coordinator Meredith McLucas, Sales and Services Manager Heather Grant, Communications

CVB staff members took a tour of the new Tweed Recording Studio on Thursday, February 20. Tweed opened its doors in fall 2019 and is not only a recording studio, but also a school and event space. Tweed Recording Academy provides a 17- week curriculum for students interested in audio production and engineering. The studio also has an event space called the Lewis Room which has a standing capacity of 100 and seated capacity of 160. Events such as concerts, shows, ticketed events and more can be booked in the Lewis Room. To learn more about Tweed, [click here](#).

CVB Provides Familiarization Tour for Communities along the Antebellum Trail

Communities from Athens to Macon organized a Familiarization tour February 11-12 for new staff members to experience tourism products along the Antebellum Trail. Communications Specialist Alvieann Chandler participated during the two days and Director of Marketing and Communications Hannah Smith hosted the Athens portion of the tour Wednesday, February 12. The tour provided staff members with the information needed to best promote heritage attractions in our region. In Athens, the group had lunch at South Kitchen and Bar and later visited the Athens Welcome Center, the State Botanical Garden of Georgia, and were given a driving tour of some of the historic homes.



CVB and The Classic Center Sales Teams Hosted Meeting Planners



CVB Sales Manager Jeremiah Cook, CVB Sales Manager Jay Boling, CVB Director of Sales Nick Arnold, Classic Center Director of Sales Katherine Puckett and Classic Center Arena Sales Account Executive Eric Williams hosted nine meeting planners and five hotel representatives on Sunday, March 1 at Coolray Field. The group attended the UGA vs. Georgia Tech baseball game, a benefit for Children's Healthcare of Atlanta.

CVB says farewell to Cheryle Potterf

The Athens CVB said farewell to Conference Services Coordinator Cheryle Potterf on **Wednesday, February 19**. Potterf spent the last year managing conference registration services, among other duties.

The CVB will miss her in the office and wish her the best of luck in all her future endeavors.



The Classic Center accepting applications for the Hospitality Careers Academy

The Classic Center is currently taking applications for the Hospitality Career Academy (HCA). The Classic Center has partnered with The Ritz-Carlton Reynolds, Lake Oconee, and Levy to provide high school students with the opportunity to listen to guest speakers in the industry, participate in job shadowing and industry tours and take part in team-building and leadership activities, all while working towards a culminating capstone project – The Classic Center Cultural Foundation's Celebration of the Arts. Participants in the HCA will decide everything from the theme to the décor to the menu and experience the different aspects of hospitality such as Marketing, Culinary, Event Planning, and more! To learn more and to apply, [click here](#).

HOSPITALITY NEWSMAKERS

VisitAthensGA.com Named AVA Digital Awards Winner

VisitAthensGA.com, the official tourism website of the Athens Convention & Visitors Bureau, is an Honorable Mention winner in the Award in Visual Arts (AVA) Digital Awards 2020 competition. This international competition celebrates excellence in concept, direction, design and production of digital communication. The Athens Convention & Visitors Bureau website was selected from 2,500 entries from throughout the United States, Canada, and 23 other countries. To read the full press release, [click here](#).

Athens - Ben Epps Airport Awarded \$750,000 Grant

The Athens-Ben Epps Airport was awarded a Small Community Air Service Development Program (SCASDP) FY 2018 grant from the U.S. Department of Transportation. The \$750,000 grant will be used to help recruit new passenger service to a southeast hub city from the airport. Athens-Ben Epps Airport was one of only 18 grant recipients out of 57 applicants and was the only grant recipient in Georgia. To read the full press release, [click here](#).

Athens nominated for multiple 10Best Awards

Athens, Georgia has been nominated for various 10Best Readers' Choice Awards in the following categories: Best Beer Label Creature Comforts, Best Beer Festival Classic City Brew Fest, Best Beer Scene Athens, Georgia. Vote for Athens every day for the following categories when you [click here](#). The last day to vote is **Tuesday, March 17**.

Athens is Named Best College Town in the South

Meredith Corporation's *Southern Living* announced the winners of the fourth annual South's Best Awards on Tuesday, March 10. Athens, Georgia has been named the South's Best College Town. These awards recognize the readers' favorite Southern destinations and experiences. In-depth coverage of all the winners will appear in the April issue of *Southern Living* on March 20. To read the full press release, [click here](#).



The CVB offers **Extranet Training** on the second Thursday of each month beginning at **2 p.m.** The next Partner Extranet Training will be **Thursday, April 9.**

**RSVP
TODAY**



IN THE NEWS

"New Arena Coming to Athens," [RCMA](#), February 2020.

"The South's Best Winners 2020," [SouthernLiving.com](#), March 2020.

"Why You Should Visit Athens, Georgia, Georgia, The South's Best College Town," [SouthernLiving.com](#), March 2020.



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