

# 2021

## ANNUAL REPORT



Convention & Visitors Bureau

# TABLE OF CONTENTS

01	Letter From Our President And Chair
02	About ACVB
03	Bed Tax Background
04	2021 Highlights
05	Sales And Marketing Efforts
17	Accolades And Awards
18	Senior Leadership
19	2021 Board Of Directors

# LETTER FROM OUR PRESIDENT AND CHAIR

To our members, hospitality partners and colleagues,

At the start of 2021, Atlanta Convention & Visitors Bureau (ACVB) was hopeful that our industry would begin to recover as our hospitality community continued to face hardships presented by the COVID-19 pandemic. Despite adapting and implanting new procedures and safety protocols to protect guests and employees, new challenges arose.

Attracting and retaining employees became a significant barrier for our restaurants and hotels, putting at risk the ability to provide the level of service that customers have come to expect when they visit Atlanta. To combat this, ACVB joined with several other groups to reach potential new hires through our channels about the career opportunities in hospitality.

The surge in leisure travel we experienced at the beginning of the summer gave way to uncertainty with the introduction of a variant. As meetings and conventions began to return, anxiety did as well when the omicron variant began to spread towards the end of the year.

Yet, in the face of these headwinds, there were still many reasons to be optimistic.

Last year, Atlanta hosted 18 major citywide conventions, rising from 10 in 2020. Several of our demand generators like concerts, festivals and sporting events returned, filling up hotels, restaurants and attractions. International travel routes reopened, signaling that the worst phase of this health crisis was behind us.

As other areas of the country were shut down, Atlanta was investing to improve the visitor experience in Downtown, Midtown and Buckhead. A development boom ranked Atlanta as high as No. 2 in the U.S. for hotels under construction in the country. It's not just our hotel portfolio that expanded as across the destination, new visitor experiences continued to pop up.

There are many lessons this environment has taught us, including how valuable in-person connections are and no amount of technology can replicate those experiences. This held true when ACVB resumed in-person events including the 22nd annual Atlanta Hospitality Hall of Fame, board meetings and Connect networking events for members.

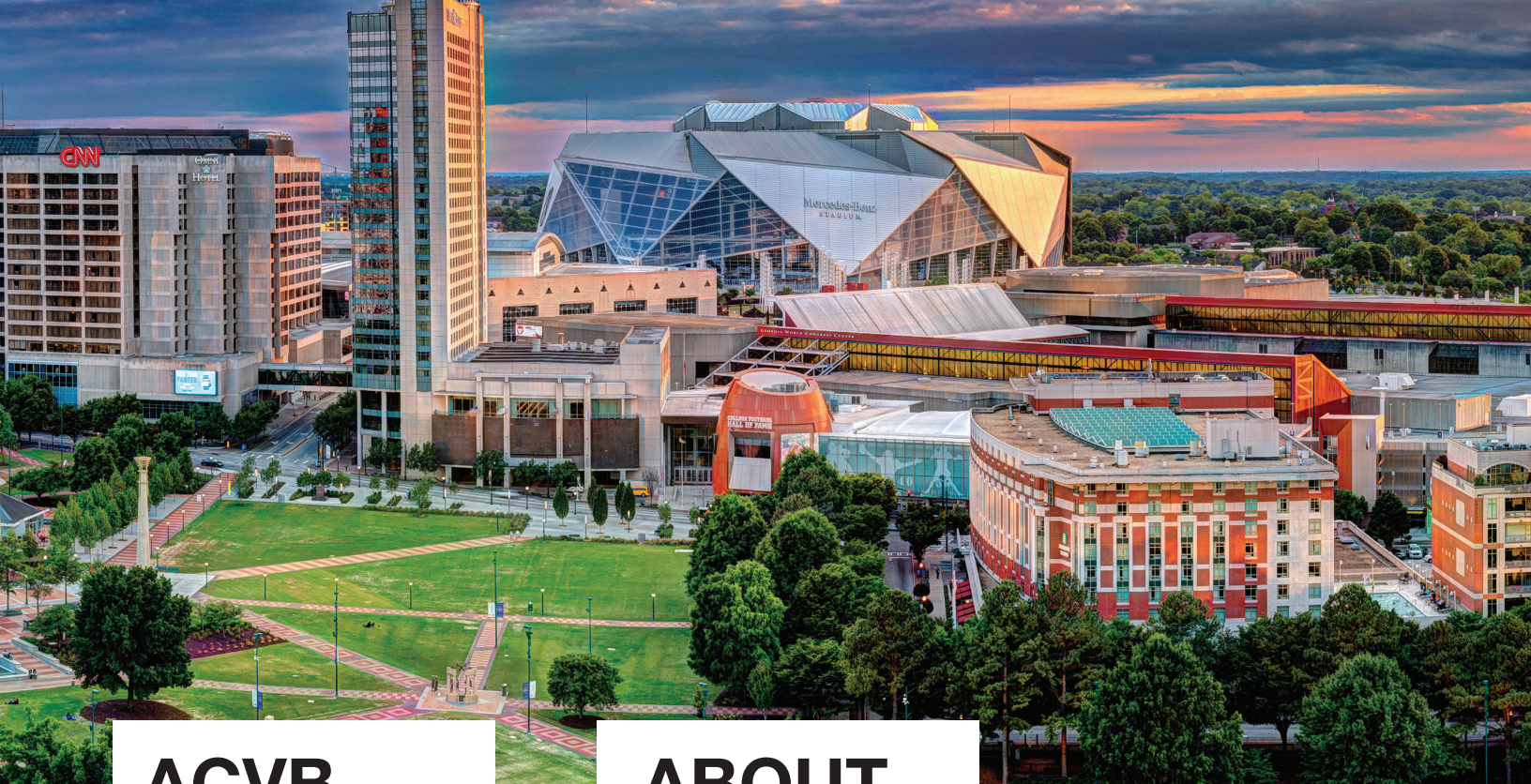
Our business is not only rebounding, but also it is accelerating. The future of Atlanta's hospitality community is bright, and we have much to be thankful for.



**William Pate**  
President and CEO  
ACVB



**Kris Reinhard**  
Chair of the Board of Directors  
ACVB  
Partner, Fifth Group Restaurants  
General Manager, Bold Catering  
& Design



## ACVB MISSION

To sell and market metro Atlanta and Georgia globally as the premier conventions, meetings and tourism destination in the regional, national and international marketplace and favorably impact the Atlanta economy through conventions and tourism

## ACVB VISION

To be the most hospitable convention city in the U.S. that is the easiest with which to do business

## ABOUT ACVB

- Established in 1913
- Markets Atlanta to tourists, convention attendees, meeting planners and business travelers
- Promotes entire destination:
  - Hotels
  - Restaurants
  - Attractions
- 110,000 hotel rooms in metro Atlanta
- Bed tax collected on accommodations in the city of Atlanta (approximately 26,000 hotel rooms and 6,000 short-term rental listings), primarily in:
  - Downtown
  - Midtown
  - Buckhead

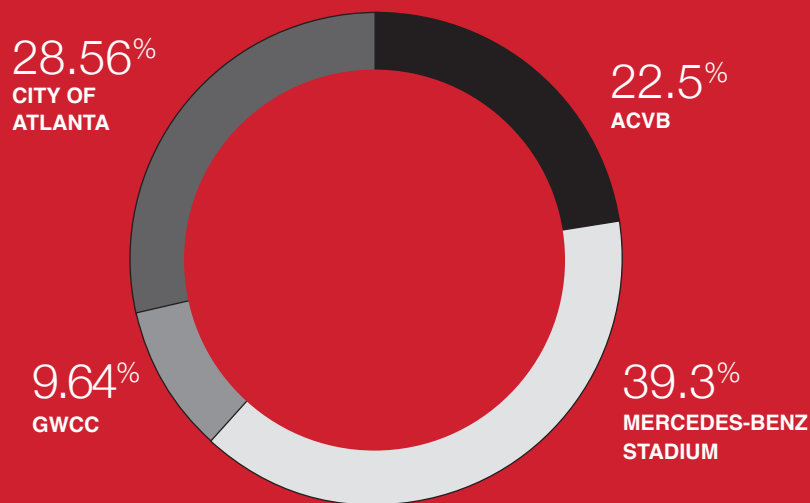


# BED TAX BACKGROUND - 8%

Current contract dated 2018 with expiration in 2027

Contract is between ACVB and Georgia World Congress Center Authority (GWCCA)

## FIRST 7%



## LAST 1%



# 2021 HIGHLIGHTS

- 18 major citywide and 900,000 convention room nights booked for future years
- Hosted 125 virtual and in-person site visits
- Developed new marketing assets for attendance building and city resource engagement – Atlanta stories, social media tool-kit, planners timeline series, community engagement and outreach and public safety websites
- Engaged more than 900 international tour operators and travel agents with virtual training webinars in participation with Delta, Travel South and Brand USA
- Maintained leadership positions with PCMA, IAEE, ASAE, MPI Georgia, U.S. Travel Association and Destinations International
- Engaged regional, national and international travel journalists at industry events including IGLTA, IPW and Travel Media Meetup
- Provided marketing support to more than 30 enhanced groups
- Resumed in-person events including the 22nd annual Atlanta Hospitality Hall of Fame, board meetings and Connect networking events for members

## **Social media**

46 million impressions  
3 million engagements

## **Website traffic**

3 million sessions  
7 million page views

## **Meeting planner media campaigns**

1 million impressions

## **Discover Atlanta app**

82,689 app dialogue views  
1,100 average monthly active users





# SALES AND MARKETING

In 2021, many events remained virtual including ASAE Annual Meeting & Exposition. Atlanta was chosen to host a smaller, in-person event to run concurrently with the online convention. ACVB developed collateral and hosted the half-day, ASAE Annual Meeting Community Pop-UP, creating an opportunity for those comfortable convening face-to-face.

## ASAE Annual Meeting

Atlanta Community Pop-UP




Monday, August 16, 2021

Miss the face-to-face environment and ready to celebrate in-person? Atlanta is proud to be selected as an ASAE Annual Meeting Community Pop-UP host city.

This half-day, in-person event will provide attendees with networking, programming and industry discussion! Registration is now closed. For questions please contact ACVB staff listed below. We look forward to connecting with you soon!

### LOCATION




**Hyatt Regency Atlanta**  
265 Peachtree Street, NE  
Atlanta, GA 30303

Guests choosing to stay overnight can take advantage of a \$139.00 rate offered for August 15 & 16. Click [here](#) to book.

### Monday, August 16

8:30-9:00 a.m.	Continental Breakfast & Networking
9:00-9:15 a.m.	Welcome & Announcements
9:15-10:45 a.m.	<b>Watch Party: ASAE Annual Meeting</b> <ul style="list-style-type: none"><li>Individual Honor Awards &amp; Recognition</li><li>Opening Keynote</li></ul>
10:45-11:00 a.m.	Break
11:00-11:45 a.m.	<b>Community Pop-UP Keynote</b> <i>Curve Benders - How Strategic Relationships Can Power Your Association Growth in the Future, David Hour</i> <p>For most association professionals learning is linear - but we believe when it comes to relationships, a different and is needed. Time and again, people enter our lives that dramatically alter both the direction and destination of our lives. I call members of this adaptive and accelerated non-linear growth, Curve Benders. So, who are your Curve Benders and how do you find them? More importantly, how do you become one in the lives of others?</p> <p>Join ACVB and bestselling author, David Hour, as he shares key insights from his 15th book, <i>Curve Benders</i>, at the intersection of the future of work, strategic relationships, and non-linear growth.</p>
11:45 a.m.-12:05 p.m.	LIVE from the Community Pop-UPs
12:00-1:30 p.m.	Lunch & Interactive Group Session with David Hour
1:30 p.m.	Event Ends



Bestselling author, David Hour is internationally recognized as the leading expert on applications of strategic relationships in profitable growth, sustained innovation, and lasting change. Hour serves as a trusted advisor to global clients and coaches corporate leaders. He is an adjunct professor at the Cozzetta Business School at Emory University and was named to the *Global Gurus Top 30 Leadership Professionals* and the *Thinkers 30-Bader Class of 2021*. A *Forbes* Leadership contributor on the future of work, and an iMBA contributor on *Relationship Economics*. He's also the host of the popular *Curve Benders* podcast. Learn more at [www.HourGrowth.com](http://www.HourGrowth.com)

### KNOW BEFORE YOU GO




**Event Mask Protocols**

In accordance with current local guidelines, we want to communicate wearing a mask is highly recommended for all guests, who required for non-vaccinated guests with the exception while actively eating/drinking. For updates to the protocol be sure to check the pre-event email that will be sent in advance of the Community Pop-UP.

**Parking**

Only event guest parking at Hyatt Regency Atlanta is \$15 and based on availability. For maps and additional nearby parking options, click [here](#).

### EVENT PARTNERS





# SALES AND MARKETING



To encourage safely meeting face-to-face once again, ACVB and Georgia World Congress Center hosted Large Show Roundtable. Executives, directors, show managers and partners responsible for events requiring more than 125,000 square feet of exhibit space gathered to network, exchange data and discuss best practices.



In partnership with Delta Air Lines, ACVB hosted eight travel influencers from Memphis and New York City to experience Atlanta's amenities and culture as a meeting attendee would. Hospitality partners highlighted the industry's safety protocols while also promoting the city as an accessible destination.

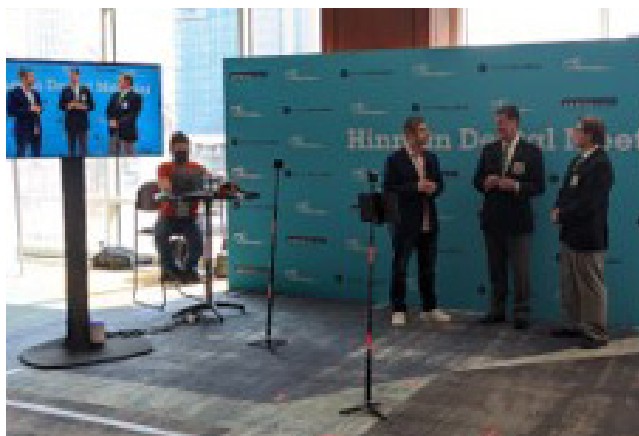
# SALES AND MARKETING

To showcase Atlanta as one of the most welcoming cities in world, the destination hosted the International LGBTQ+ Travel Association's (IGLTA) Global Convention, one of the first events to return in person. This was the first time Atlanta hosted the convention, welcoming more than 400 attendees with 27 countries represented to focus on DEI strategies and the future of LGBTQ+ travel. The IGLTA Foundation Fundraiser, Voyage, had its most successful year to date, raising more than \$70,000.



# SALES AND MARKETING

As vaccines became available and more face-to-face meetings resumed, Atlanta welcomed nearly 250 groups in person throughout 2021. ACVB staff traveled to major customer events to promote the destination for future shows. Two of ACVB's largest annual client events, Update Atlanta and UpNext Atlanta, returned in person to engage planners about their future events in the city.



# SALES AND MARKETING

## SOCIAL MEDIA CONTENT

Once you get to know Atlanta, the destination sells itself. But we know it's not that simple when you're planning a meeting or convention. A destination's appeal is what can boost registrations, so we've created a content resource to help you showcase Atlanta on your social channels. We want to help you drive attendance and get attendees excited about meeting here!

Our official hashtags are #ATLMeetings and #DiscoverATL. Use these hashtags to discover new content to share or tag your own content.

### Social Channels

- Twitter ([@DiscoverAtlanta](#) + [@ATLMeetings](#))
- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)
- [Pinterest](#)

### Digital Asset Library Access

Images and videos are available for free in your social media content by for a [Barberstock](#) account.

To support meeting planners and help drive attendance at events and conventions, ACVB developed a new digital media toolkit for clients. The kit provides destination articles, suggested social media posts, email templates and customizable options to create a curated campaign to reach attendees, as well as a comprehensive timeline to assist with planning content execution in the months leading up to an event.

## FACEBOOK / LINKEDIN CONTENT



### CAPTION

Save the date! Meet us in the capital of the Southeast. Next year we're headed to Atlanta.

WEBSITE LINK  
[discoveratlanta.com](#)

IMAGES  
[Barberstock Skyline Collection](#)



### CAPTION

From Peachtree to Ponce, there's plenty to explore in Atlanta! Take a short walk to top attractions like Chick-fil-A College Football Hall of Fame, Georgia Aquarium, The National Center for Civil and Human Rights and World of Coca-Cola. Or a safe short ride to Ponce City Market's Skyline Park, Atlanta Botanical Garden or Zoo Atlanta.

WEBSITE LINK  
[https://bit.ly/2lO3qTm](#)

IMAGES  
[Barberstock Attractions Collection](#)



### CAPTION

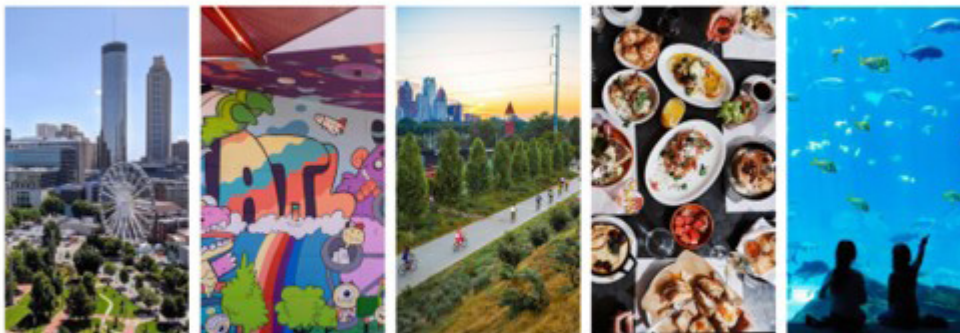
At the heart of Atlanta is a walkable downtown convention and entertainment district, anchored by Centennial Olympic Park. This greenspace is the perfect starting point to explore!

WEBSITE LINK  
[https://bit.ly/2Qw7z8o](#)

IMAGES  
[Barberstock Convention District Collection](#)



## FACEBOOK / INSTAGRAM STORIES



### IMAGES

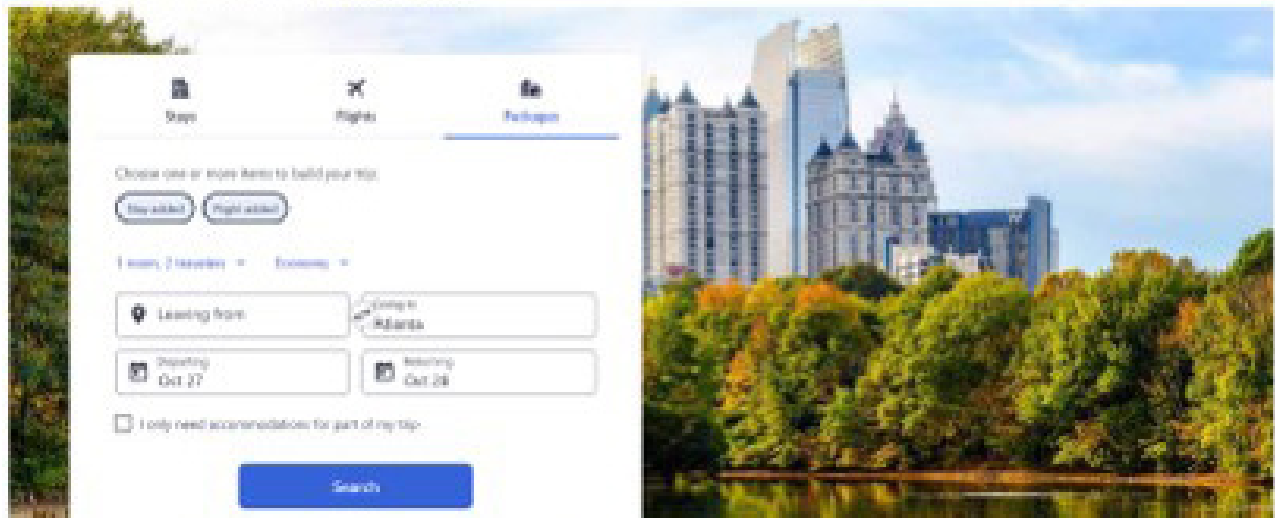
Vertically formatted images like you see here are available in Barberstock throughout our collections.



# SALES AND MARKETING

While meeting attendance remained influx, leisure business drove hotel occupancy. ACVB, in partnership with Expedia Group Media Solutions and through a grant from Explore Georgia, continued its campaign to welcome visitors back to Atlanta. The campaign ran from June through December and created travel packages aimed at inspiring regional visitors and locals to enjoy Atlanta.

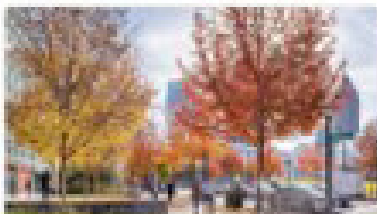
## Discover Atlanta



## Plan your Atlanta getaway

Atlanta is an easy, affordable weekend getaway with amazing food and drinks, walkable neighborhood, lush parks and open spaces. Come see why the city in the South is the ultimate place to discover for its unique style of food and culture. Atlanta is on a different level. Ready for fun? Welcome back!

[See Atlanta's safety and health procedures here](#)



### Fall for festivals and events

With lovely weather and beautiful foliage, fall is the perfect time to visit Atlanta. Make your plans to discover Atlanta festivals and special events including music, art, immersive experiences and plenty more. See what's happening during autumn in Atlanta.

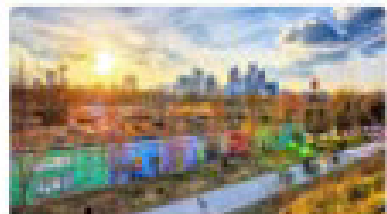
[See experiences](#)



### Atlanta's food scene

Atlanta is a foodie paradise. Innovative chefs, the best locally sourced ingredients and international influences are some of the reasons Atlanta's food scene is like no other. Whether you're in the mood for Atlanta-style barbecue, savory toasts, craft beer and cocktails, your order is ready.

[Foodie guide](#)



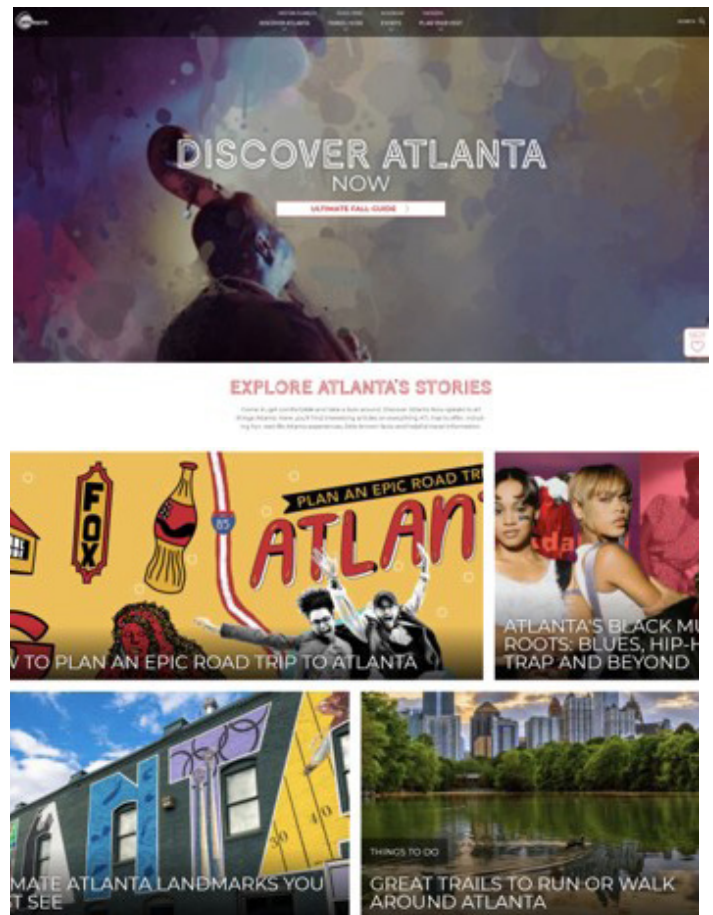
### Places to visit only in Atlanta

A breathtaking aquarium in the heart of downtown, an epic urban trail dotted with public art, patio dining and people-watching, a museum dedicated to the world's most popular soft drink, and the revered birthplace of the civil rights movement. Learn about these and other attractions that are only in Atlanta.

[See what's only in Atlanta](#)

# SALES AND MARKETING

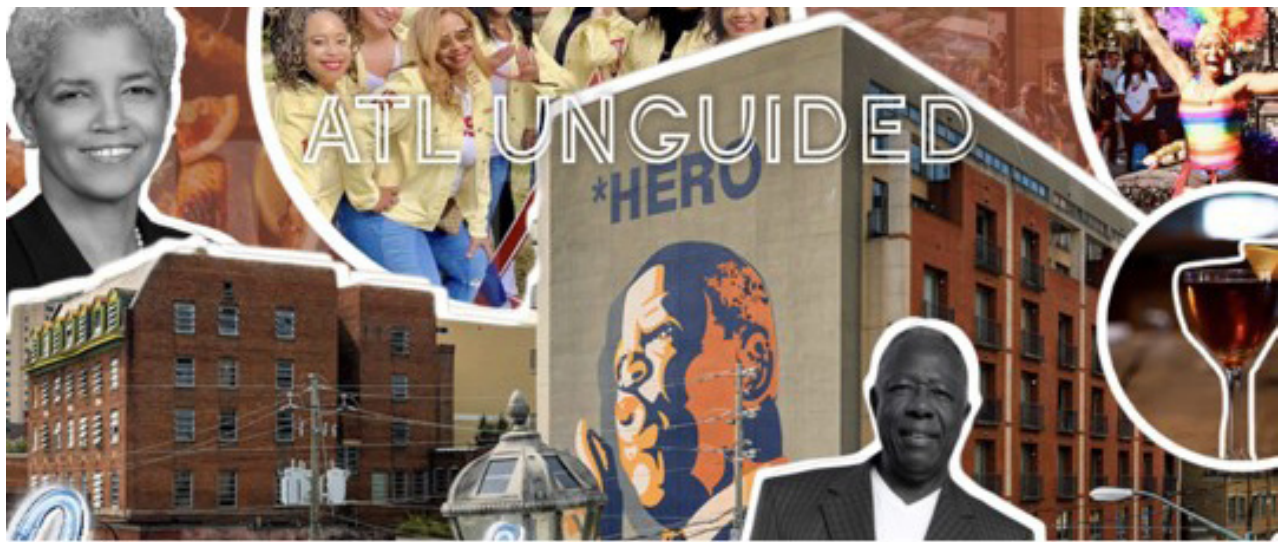
To integrate with the 2020 launch of DiscoverAtlanta.com, ACVB rebranded Discover Atlanta Now magazine and created Discover Atlanta Stories for leisure and meetings audiences. This content features visitor-friendly recommendations, providing information on new offerings to create an authentic Atlanta experience.



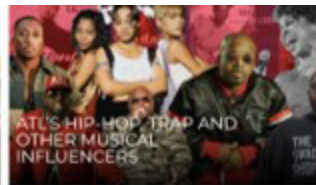
# SALES AND MARKETING

ACVB introduces ATL Unguided: Where Legacy Meets Evolution – a multi-platform collection of content spotlighting the destination's Black travel experience. This curation of key cultural experiences amplifies Black voices, stories and businesses to help Black travelers, along with those interested in supporting the Black community, see and explore the beauty of Atlanta.

ACVB partnered with local Black content creators to write personal stories of their favorite places to spend time in the city to give travelers a local's view of the destination.



## ATLANTA'S BLACK TRAVEL GUIDE



what is right. He taught me not to look down, but to look up." —Andrea Boone, daughter of Joseph E. Boone

Joseph E. Boone was at the helm of multiple facets of the civil rights movement. One of his many notable acts was to mobilize students of Atlanta University Center to conduct civil disobedience and demonstrations. Ultimately these actions resulted in the desegregation of 70 lunch counters, theaters and golf courses in Atlanta. He didn't stop there. Boone helped desegregate Atlanta Public Schools, was the lead negotiator for Operation Bread Basket, the economic arm of the Southern Christian Leadership Conference, and, at the behest of Coretta Scott King, coordinated the initial phase of the Poor People's Campaign.

**Where to Visit:** Visit [Atlanta University Center](#) and the [Southern Christian Leadership Conference](#)

### LONNIE C. KING JR. CHAMPION OF VOTING RIGHTS

"In the long run, the greatest triumph I think was really the Voting Rights Act." —Lonnie King in an interview with Bob Short

Lonnie King (in relation to Dr. King) launched the Atlanta Student Movement along with Joseph Pierce, Julian Bond and others. His work protesting and urging a boycott of businesses in downtown Atlanta ultimately led to the desegregation of the city's stores and restaurants.

Along with other students at the six universities comprising Atlanta University Center, King encouraged development of the Appeal for Human Rights, written by Rev. Pope of Spelman College.

The crux of the appeal, which was published in the Atlanta Journal & Constitution, the New York Times and the Congressional Record is summarized thus:

"Every normal being wants to walk the earth with dignity and abhors any and all proscriptions placed upon him because of race or color. In essence, this is the meaning of the sit-down protests that are sweeping this nation today.

"We do not intend to wait placidly for those which are already legally and morally ours to be handed out to us one at a time. Today's youth will not sit by submissively, while being denied all of the rights, privileges and joys of life. We want to state clearly and unequivocally that we cannot tolerate in a nation professing democracy and among people professing democracy, and among people professing Christianity, the discriminatory conditions under which the Negro is living today in Atlanta, Georgia — supposedly one of the most progressive cities in the South."

**Where to Visit:** Go to the corner of James P. Braxley Drive and Atlanta Student Movement Boulevard to see the [historical marker](#) placed by the Georgia Historical Society and the Georgia Department of Economic Development. The marker describes the beginnings of the movement, which occurred at the former site of Hales & Milton Drug Store (presently the Student Center on the campus of Clark Atlanta University).

### DR. ROSLYN POPE UNDAUNTED

"We do not intend to wait placidly for those rights which are already legally and morally ours to be handed out to us one at a time."

The call to action, "An Appeal for Human Rights," was authored by activist, academic and Spelman College student Roslyn Pope in 1960. Recounting the "Constitution For America" and inspiring the Atlanta Student Movement. (Source: collaboration with a local Black

# SALES AND MARKETING

ACVB continued to prioritize diverse travel experiences and DEI efforts by developing stories for Black, LGBTQ, Asian and Spanish-speaking travelers as well as content for supporting businesses with disadvantage business enterprise status on DiscoverAtlanta.com and in Discover Atlanta Now magazine. The organization partnered with and featured some of Atlanta's top Black-owned businesses during a U.S. Black Cultural Heritage Road Trip FAM tour.



## WEDNESDAY, AUGUST 4, 2021

9:00 a.m. Arrival at Hamilton House  
9:30 a.m. History & Heritage with Dr. Raschick Sims-Morales  
11:00 a.m. Fountain at Morris Brown College, Historic West End 44th & 3rd Street  
12:45 p.m. Lunch at Bar Vegan ATL  
2:30 p.m. Shop Black-Owned Businesses at Village Market Atlanta with Dr. LaKeysha Hallman  
Ponce City Market  
Selfies Tour with Black Girl Magic Tour  
Meet at The Shed  
Afternoon Tea at Just Add Honey  
Eastside Bellini



4:00 p.m. Return to Hamilton House  
5:30 p.m. Depart for Reception with points of interest  
6:30 p.m. Reception with Black-Owned Businesses  
The Gathering Spot

## Essential LGBTQ-friendly places to visit in Atlanta

By Joleen Pete  
Posted September 1, 2021

Atlanta has been referred to as the "Gay Capital of the South" and is well-known for its diversity, with one of the highest LGBTQ+ populations per capita in the country (12.8%, ranking third among all major cities). Atlanta has received perfect scores on the Human Rights Campaign's Equality Index recognizing its commitment to LGBTQ+ equality in policies across the board. Such acceptance and commitment have led to Atlanta becoming a popular and vibrant vacation spot for gay travelers, as **confirmed by these writers and influencers**.

Check out these LGBTQ+-friendly neighborhoods, attractions and places to visit on your next trip to Atlanta.

## COMIDA PARA ENTRAR EN CALOR ESTE INVIERNO

Con bebidas y platillos caseros, disfruta del confortable frío de Atlanta este invierno dándole a tu paladar y tu alma un cálido sorbo que te transportará a los sabores de Latinoamérica.

BY DANIELA CINTRON

Energízate con un tradicional café de olla en el restaurante de cocina Mexicana, **Casi Cielo**. Condimentado con canela, clavo, anís estrella, y endulzado con piloncillo, este auténtico café es servido en una taza de barro. Acompañalo con una canasta de pan dulce fresco y déjate transportar a las calles de la Ciudad de México. Si la cafeína no es lo tuyo, los fines de semana **Casi Cielo** ofrece chocolate caliente abuelita, la manera perfecta para endulzar tu día.

Saliendo de lo cotidiano, **Cafecito Mexican Coffee Shop** te da opciones. Visita su cuenta de Instagram (@cafecito.coffeeshop) y encuéntralos en distintas partes de la ciudad ofreciendo sus populares cafés con leche con infusión de horchata o cajeta. Eleva tu experiencia y pide uno de sus típicos churros o conchas para

sumergir. No hay duda que tu paladar reconocerá esos sabores.

A cualquier hora del día vuelve a la vida con una colada, el famoso café Cubano hecho de espresso y azúcar. Con tres localidades en la ciudad, **Cubanos ATL** te ofrece un pedacito en Atlanta de la preciada isla.

Otra manera de entrar en calor en Atlanta es con un tradicional guiso.

Dale a tu paladar un viaje a Sudamérica con un Sancocho, el cual es generalmente elaborado en la costa caribeña de Colombia. **La Casona**, en Buford Highway, ofrece esta abundante sopa hecha con una base de caldo, carne y verduras incluyendo papa, yuca y elote. Con arroz y aguacate a un lado, el guiso da calor y satisfacción hasta el alma.

Haciendo otra parada en el tren de los recuerdos, podemos dar una vuelta por Centroamérica.

Algunos dicen que es salvadoreño, otros lo atribuyen a Ecuador, en cualquier caso, en Atlanta puedes encontrar un caldo de pata en el Restaurante y **Cafetería Xelapan**, un auténtico restaurante guatemalteco. Este guiso basado en talón de vaca, no solo es rico, sino que

también saludable con increíbles micronutrientes. La forma en que se cocina la pata de vaca con yuca, repollo, chayotes, maíz dulce y se aromatiza con limón y chile en polvo, trae sabor y calidez este invierno.

En muchos lugares de Latinoamérica, el invierno es tiempo de disfrutar de un consomé caliente y picosito. Atlanta hace esos deseos realidad.

**El Tesoro**, en Edgewood, ofrece cada jueves incomparable consomé de birria. Dándole su toque único, El Tesoro sirve este deleite sobre fideos. Algo un poco fuera de lo común, pero vale la pena probar para pasar un día de invierno en la ciudad entrando en calor.



22 DISCOVERATLANTA.COM

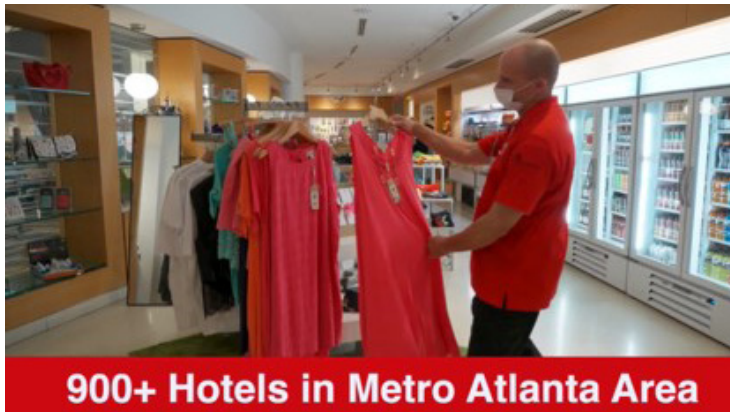
亚特兰大欢迎您  
WELCOME TO  
ATLANTA

向往一场独特深度之旅？亚特兰大旅游团正式开通官方微信，为您提供当地最新资讯、旅行攻略、小众线路。扫描下方二维码关注微信公众号“美国亚特兰大旅游”，为旅行计划增添灵感，像当地人一样旅行！



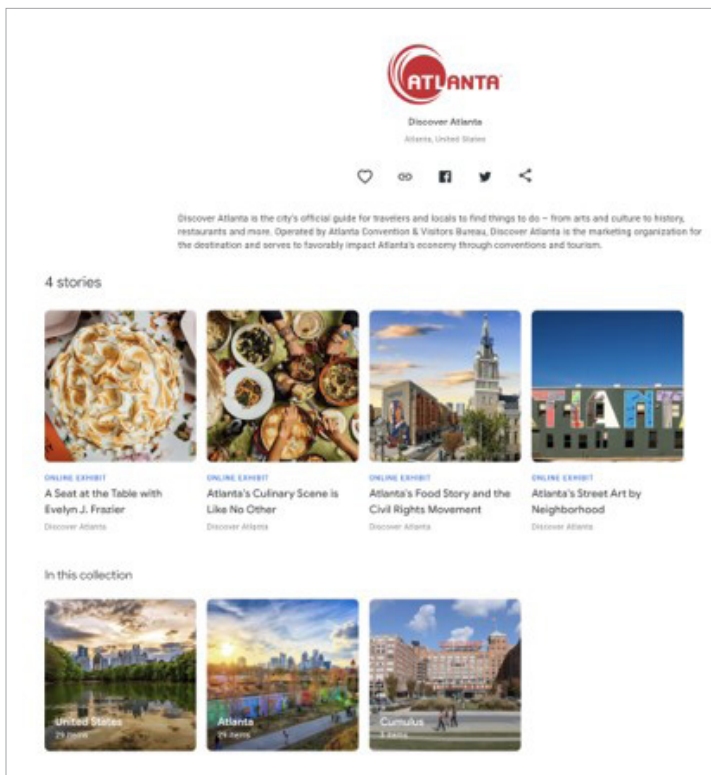
# SALES AND MARKETING

As recovery continued, ACVB produced recruitment videos to attract employees to work in Atlanta's hospitality community. To reflect the industry's diverse workforce, English and Spanish-speaking versions were created featuring local hospitality staff.



# SALES AND MARKETING

ACVB partnered with Google to make Atlanta the fourth U.S. city featured on Google's Arts & Culture platform. This special collection showcases 30 world-class Atlanta institutions, giving visitors virtual access to discover the city's culture, people and stories online.

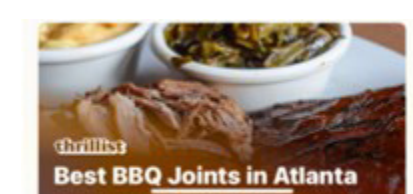
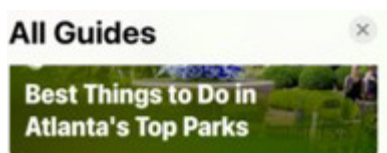
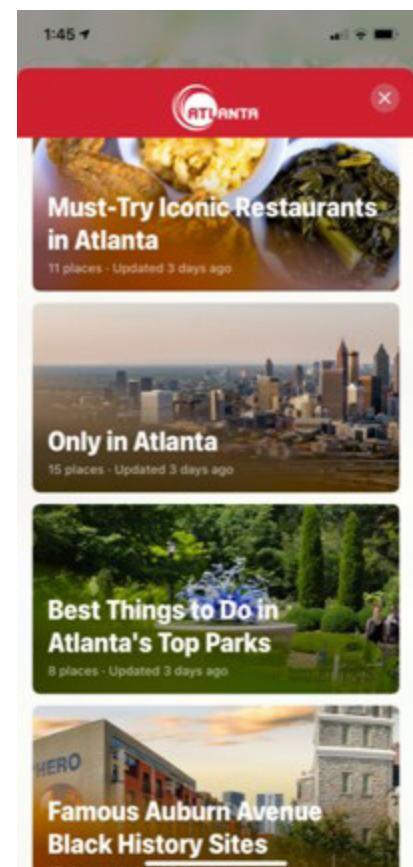
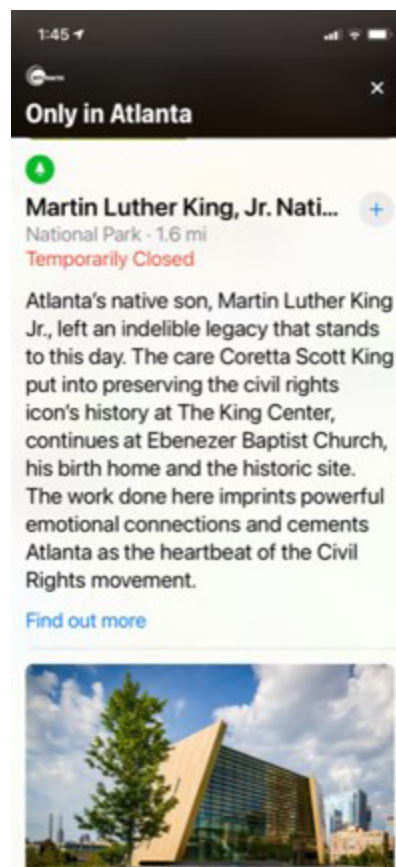
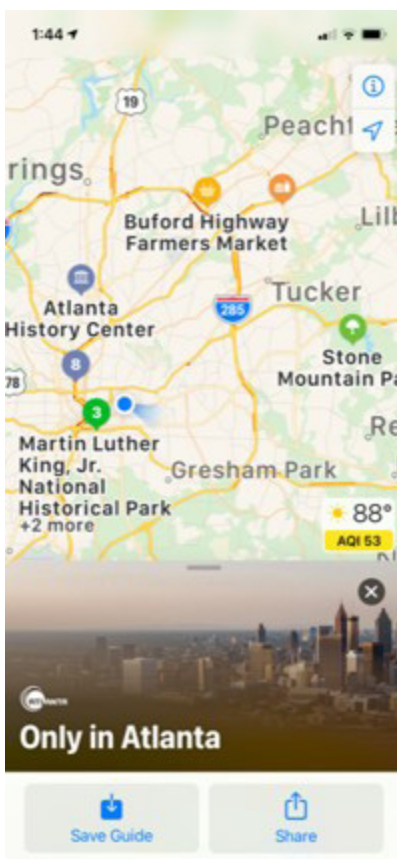


# SALES AND MARKETING

ACVB started publishing new Guides in Apple Maps, making it even easier for visitors to discover the city using the Maps app on iPhone, iPad and Mac.

Guides are curated collections offering recommendations for the best places to eat, shop and explore around the world. ACVB worked with Apple Maps to showcase some of Atlanta's most iconic spots – like Atlanta BeltLine's Eastside Trail, local restaurants and the historic Sweet Auburn neighborhood known for its place as the heart of Black enterprise.

Guides automatically update when new sites are added, ensuring users have the latest recommendations. Travelers can also save places to My Guides, create their own personal Guides, and share them with friends and family while planning a trip to Atlanta.



# ACCOLADES AND AWARDS



In 2021, Lonely Planet revealed Atlanta would stand as the only U.S. city included on its Best in Travel list for 2022. The 17th annual edition highlights destinations and regions across the globe that will provide travelers with a must-have experience in the coming year. Atlanta ranks No. 4 on the Top 10 Cities list.

The destination was deemed worthy for this designation based in part on the city's sustainability efforts. Pedestrian and bike paths were another factor along with Atlanta's inclusivity. Thriving Black and LGBTQ communities celebrate the diversity of the area and its progressive role in the region, appealing to all types of travelers. Atlanta's invigorated arts scene, diverse culinary landscape and creative class also elevated the city for this honor.



Also in 2021, National Geographic announced it was naming Atlanta to its prestigious Best of the World 2022 list. The roundup showcases locations, communities and experiences to inspire travelers with Atlanta recognized for the city's history and culture.

The Best of the World 2022 list was created, researched, reported and written in collaboration with National Geographic Traveler's international editorial teams from more than a dozen offices around the world. Framed by five categories—nature, adventure, culture, sustainability and family—the list highlights Atlanta as one of 25 must-see locations for upcoming travel.

Reasons for inclusion on the list include the city's role as an epicenter of Black entrepreneurship, incubating businesses with a deep and progressive history. The destination's accessibility due in part to Atlanta BeltLine also gave the city an edge. The project, which repurposed old railroad corridors into pedestrian-friendly paths, transforms Atlanta's neighborhoods for walkers, runners and cyclists.

**Best Destinations for Large Events (No. 1)**  
Northstar Meetings Group

**Top Trending Destinations for 2022 (No. 1)**  
Booking.com

**Best Cities for Conferences (No. 2)**  
SmartAsset

**Platinum Adrian Award – DiscoverAtlanta.com**  
Diversity Marketing: Campaign, HSMIAI Adrian Awards

**Platinum Award - Atlanta's Food Story campaign**  
Integrated Marketing, Hermes Creative Awards

**eTSY Award – DiscoverAtlanta.com**  
Best Website, eTourism Summit eTSY Awards

# SENIOR LEADERSHIP



**Kris Reinhard**

Chair of the Board of Directors  
Atlanta Convention & Visitors Bureau  
Partner, Fifth Group Restaurants  
General Manager, Bold Catering & Design



**William Pate**

President and CEO



**Gregory Negas Pierce**

Executive Vice President and  
Chief Administrative Officer/  
Chief Financial Officer



**Mark Vaughan**

Executive Vice President  
and Chief Sales Officer



**Andrew Wilson**

Executive Vice President  
and Chief Marketing Officer



**Pholeta Alexander**

Vice President, Technology  
and Facilities



**Sheretha Bell**

Vice President, Brand



**Kristin Delahunt**

Vice President,  
Convention Services



**Charlene Lopez**

Vice President, Sales



**Cynthia Mokotoff**

Vice President,  
Human Resources

# 2021 BOARD OF DIRECTORS

## Officers

Chair, Board of Directors and Executive Committee

**Kris Reinhard**

Partner

Fifth Group Restaurants, Inc.

Vice Chair, Advisory Board

**Jo Ann Herold**

CMO

Honey Baked Ham

Vice Chair

Chair, Atlanta Convention

Marketing Fund Committee

**Ken Bernhardt**

Regents Professor of

Marketing Emeritus

Georgia State University

Vice Chair

**Brad Koeneman**

General Manager

Hilton Atlanta

Vice Chair

Chair, Compensation Plan

and CEO Contract Committee

**Erica Qualls-Batthey**

General Manager

Atlanta Marriott Marquis

Vice Chair

Chair, Finance & Human

Resource Committee

**Stan Wilson**

Managing Partner

Elarbee, Thompson,

Sapp & Wilson LLP

Secretary/Treasurer

**Steve Smith**

Sr. Consultant

Pendleton Group

## Executive Committee

**Ed Baker**

Executive in Residence

Georgia State University

**Leona Barr-Davenport**

President

Atlanta Business League

**Karen Bremer**

CEO

Georgia Restaurant Association

**Debby Cannon**

Director, Cecil B. Day

School of Hospitality

Georgia State University

**Tommy Dortch, Jr.**

President & CEO

TWD, Inc.

**Daryl Evans**

CMO

Great Southern Wood Preserving

(YellaWood)

**Hector Gallardo**

Vice President, National Sales

The Coca-Cola Company

**Sharon Goldmacher**

President

communications21

**Sheffield Hale**

President & CEO

Atlanta History Center /

Margaret Mitchell House

**George McKerrow, Jr.**

Co-Owner

Ted's Montana Grill

**Derrick Morrow**

General Manager

Hyatt Regency Atlanta

**Nancy Oswald**

Co-Owner/Director of Marketing

Ruth's Chris Steak House

**Frank Poe**

Executive Director

Georgia World Congress

Center Authority

**Derek Schiller**

President, Business

Atlanta Braves

**Alexis Scott**

Board member

**Ron Tarson**

General Manager

Westin Peachtree Plaza

**Armand Vari**

Partner

Jacoby Dev. Inc.

**Dexter Warrior**

Principal & COO

T. Dallas Smith & Co.

# 2021 BOARD OF DIRECTORS

## Board of Directors

### **Cynthia Alford**

Managing Director  
Destination South Meetings & Events

### **Natalee Anderson**

Director, Private Events & Tours  
Mercedes-Benz Stadium

### **Joselyn Baker**

President  
Grady Health Foundation

### **Ken Baye**

Co-owner  
Stoddard's Guns

### **Kimberly Beaudin**

CEO  
Chick-fil-A College Football Hall of Fame

### **Todd Brosius**

President  
REEF

### **Andrew Chang**

Executive Director of Marketing & Outreach  
Piedmont Healthcare

### **Charlie Cobb**

Director of Athletics  
Georgia State University

### **Tony Conway, CMP**

Founder & CEO  
Legendary Events

### **Dan Corso**

President  
Atlanta Sports Council

### **Tim Dahlen**

General Manager  
Moxy Atlanta Midtown & AC by Marriott  
Atlanta Midtown

### **Dennis DeLoatch**

EVP, General Manager  
Carey Atlanta Executive Limousine & Transportation

### **Ayo Taylor Dixon**

Sr. Associate Athletic Director  
GA Tech Athletics Association

### **Bobby Donlan**

Managing Partner  
Donlan & Greenbaum's New York Prime Restaurant

### **Dr. Meredith Evans**

Director  
Jimmy Carter Presidential Library & Museum

### **Alex Gonzalez**

Chief Innovation Officer  
Metro Atlanta Chamber

### **John Grant, Jr.**

Executive Director  
Celebration Bowl

### **Martin Gray**

CMO  
Georgia Aquarium

### **Kevin Green**

President & CEO  
Midtown Alliance

### **Robert Hope**

President  
Hope - Beckham, Inc.

### **Sean Hyslop**

President  
Sysco Atlanta

### **Richard Jones**

President  
Presenting Atlanta

### **Anne Hydrick Kaiser**

VP, Community and Economic Development  
Georgia Power

### **David Malone**

Chief Sales and Marketing Officer  
Gas South

### **David Marvin**

President  
Legacy Property Group

### **John Metz**

CEO and Co-Founder  
Sterling Spoon Management Services

### **Mercedes Miller**

Executive Director  
Georgia International Convention Center

### **Peter Moraitakis**

Senior Vice President & COO  
United Distributors, Inc.

### **Stan Morrell**

VP, Entertainment & Special Events  
Stone Mountain Park

### **Adam Noyes**

SVP  
Proof of the Pudding

### **Eric O'Brien**

Partner  
Jackson Spalding

### **Mark O'Brien**

President and CEO  
LakePoint Sports

### **Robert Patterson**

President  
City Life Development Partners

### **TK Petersen**

CFO  
The Gathering Spot

# 2021 BOARD OF DIRECTORS

## Board of Directors

**Jack Priblo**

Director of Corporate Marketing  
Georgia-Pacific LLC

**Fred Rich**

CEO  
CTN Global Chauffeured Transportation

**A.J. Robinson**

President  
Central Atlanta Progress

**David Rubinger**

Publisher  
Atlanta Business Chronicle

**Andrew Saltzman**

EVP and Chief Revenue Officer  
Atlanta Hawks and State Farm Arena

**Kris Shea**

VP, Business Development  
Juice Studios

**Bob Schuler**

Vice President  
Atlanta Convention Center  
at AmericasMart

**Jamie Sims**

CEO and President  
WITH/agency

**Kelvin Slater**

Owner  
Slater Hospitality

**Bob Somers**

VP, Global Sales  
Delta Air Lines

**Jim Sprouse**

Executive Director  
Georgia Hotel &  
Lodging Association

**Gary Stokan**

President and CEO  
Chick-fil-A Peach Bowl

**Guy Thomson**

VP & Co-Owner  
Pittypat's Porch Restaurant

**Jane Turner**

Executive Director  
Children's Museum of  
Atlanta

**Pat Upshaw-Monteith**

President and CEO  
Leadership Atlanta

**Dan Vargas**

CEO  
Dortch Vargas Amigos

**Allan Vella**

President  
Fox Theatre

**John Woodward**

Vice President, Global Commerce  
Metro Atlanta Chamber



Convention & Visitors Bureau

233 Peachtree Street, NE Suite 1400, Atlanta, GA 30303

ALL RIGHTS RESERVED. COPYRIGHT © 2017