

Scorecard.

The Quarterly Report



July - September 2015

Final Installation of Augusta's Wayfinding Signage System

The City of Augusta unveiled the final installation of the wayfinding system on July 22, at Phinizy Swamp Nature Park and the full installation of signs was completed on September 28.

The 300+ sign system welcomes travelers at all city gateways, establishes the Downtown and Medical Districts, directs to city facilities, hospitals, colleges and universities, points of interest, visitor attractions, identifies public parking and includes pedestrian directional signage and information kiosks.

The Augusta Convention & Visitors Bureau is the managing organization of the city wayfinding system and has led the project since its beginning in 2005.

Last July, Augusta Commissioners approved Special Purpose Local Option Sales Tax (SPLOST) funds to finish the project.

"The completion of the city wayfinding system is a benefit for all of Augusta," said Barry White, President & CEO, Augusta Convention & Visitors Bureau. "For residents the system acts as a permanent billboard reminding them of all there is to see and do and encourages both residents and visitors alike to seek out our attractions. For visitors it provides a gracious southern welcome and helps to create awareness of our historic and tourist assets."



The Augusta CVB board unveiling the wayfinding sign for Phinizy Swamp Nature Park.

2015 Third Quarter Direct Visitor Spending

Meetings and events working with the Augusta CVB

\$21,507,297.00

Barry White receives Appointment to International Tourism Board



President & CEO, Barry White, joined DMAI board in July.

Augusta CVB President & CEO, Barry White, accepted appointment as one of the established destination marketing leaders asked to lead Destination Marketing Association International (DMAI). White officially joined the board in July at the 101st Annual DMAI Convention in Austin, Texas and will serve a three-year term. He is currently Chair of the Education Committee and has served on the committee since 2007.

DMAI is the world's largest and most reliable resource for official Destination Marketing Organizations (DMOs), also called convention and visitors bureaus (CVBs) or tourism boards. A passionate advocate for our members, DMAI is dedicated to improving the effectiveness of more than 4,100 professionals from nearly 600 destinations in approximately 15 countries. DMAI provides its members — professionals, industry partners, students and educators — the most cutting-edge educational enrichment, networking opportunities and travel marketing benefits available.

Sales and Media Mission on the Road in Atlanta

In early September, the Augusta CVB Group Services and Marketing Communications teams took the show on the road hosting the biennial Atlanta Sales and Media Mission. The Augusta CVB partnered with ten local attractions and hotel properties to host an Augusta tradeshow and presentation in Atlanta.

Meeting planners and travel media guests enjoyed the opportunity to mix and mingle with our local partners and learn about Augusta. Special door prizes offered by partners presented Augusta packages with even more reasons to 'Come on Over' for a visit.



Sallie West, Greater Augusta Arts Council, posing with Southern Distinction Magazine.

You Might Have Seen Us In...

America's Best Vacations
Georgia State Travel Guide
Georgia Culinary Guide
ExploreGeorgia.org
Southern Living
Simply Buckhead
Southbound
Rejuvenate Magazine
Georgia Trend
GSAE Connections
YouTube
Encore Atlanta
Google Display Network

Upcoming Advertising

Southern Living
Simply Buckhead
Atlanta Magazine
GSAE Connections
Google Display Network
ExploreGeorgia.org
YouTube
TravelGuidesFree.com
Oxford American Magazine
Encore Atlanta

3rd Quarter ACVB Publicity

(Magazine, newspaper and on-line articles featuring Augusta)

Print Impressions
4,419,503

Digital Impressions
7,197,672

Welcoming Visitors at the State’s “Georgia On My Mind Day”



At this year’s Georgia On My Mind Day, on July 10th, the Augusta CVB team joined 37 of Augusta’s local hospitality partners at the Augusta Interstate 20 State Visitor Information Center (VIC). The annual event, produced by the Georgia Department of Economic Development Tourism Division, offers regional attractions and lodging properties the opportunity to get in front of visitors and interact with industry partners. During the day, 815 visitors stopped at the VIC. The Augusta CVB team continued a 2015 goal of conducting travel research with customer intercept surveys and enjoyed networking with the VIC management staff as well as the Director of Georgia’s 11 Visitor Information Centers.

Augusta CVB Assists Film Production for Upcoming Movie Siren

In August, the Augusta CVB, the official liaison to the film industry for the City of Augusta and the official designee of the State of Georgia’s Camera Ready program, was pleased to welcome the production crew for the upcoming movie Siren. Shooting the small budget movie in Augusta, the film crew, consisting of approximately 60 people, staying five nights, generated \$64,691 in direct visitor spending.

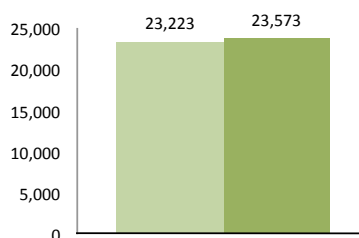
The Augusta CVB was pleased to assist the production company in finding many resources such as police cars, specialty cars, uniforms, animals, caterers, medic services, hotel rooms, special duty sheriff’s officers, road closure permits, and help with local utilities. The majority of the filming was at Sacred Heart Cultural Center, but scenes were also shot in Magnolia Cemetery, and facilities along Riverwalk.

Scenes for Siren were shot in Augusta thanks to the film incentives offered by the State of Georgia and specifically for the location of Sacred Heart. Siren is a horror movie being produced for the Chiller Network.

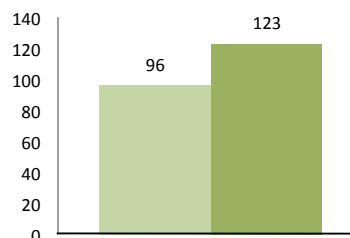
Convention and Meeting Arrivals

These charts only reflect those conventions, meetings, sports groups and events the Augusta CVB worked with in the third quarter of 2014 and 2015.

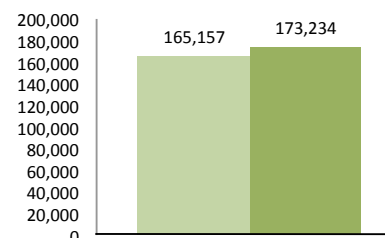
Room Nights



of Groups



of Attendees



2014
2015

Personalized Service: Family Reunions, Meetings and Conventions

Families continue to make Augusta their reunion destination in 2015. Augusta CVB Convention Sales Manager and our in-house family reunion specialist, “Cousin” Michelle Bovian, reports, “Reunion season wrapped up with 72 reunions meeting in Augusta – a 24 percent increase over last year’s 58 reunions.” This year’s 6,404 reunion attendees brought an estimated \$1,922,541.60 in direct visitor spending to the community.

In addition to assisting reunion planners, the Augusta CVB team has been delivering stellar service to several conventions and sports events. With personalized services and resources, Augusta CVB staff has helped welcome such events as the Professional Firefighters of Georgia Convention, the 2015 AFCEA TechNet Augusta Conference for military professionals, and the annual Ironman 70.3 Augusta, as

well as Summits for both the Georgia Board of Regents and Georgia Regents University.

Hosting our faith-based market, a successful Church of God by Faith, Inc. Annual Convention will be returning in June of 2017. This year, 1,200 attendees enjoyed Augusta for an estimated \$699,500.00 in direct visitor spending.

Fourth Quarter Arrivals - 2015

Here is a look at a few of the events meeting in Augusta during the fourth quarter.

<u>Group</u>	<u>Month</u>	<u># of Attendees</u>	<u>Visitor Spending</u>
American Holistic Veterinary Medical Association	October	400	\$657,020.00
Georgia Association of School Business Officials	October	425	\$679,763.00
National Baptist Convention USA, Inc- Southeast Region	October	350	\$156,674.00
General Missionary Baptist Convention of Georgia	November	1,500	\$732,830.00
Augusta Rowing Club	November	3,150	\$631,750.00

