

# Scorecard. The Quarterly Report



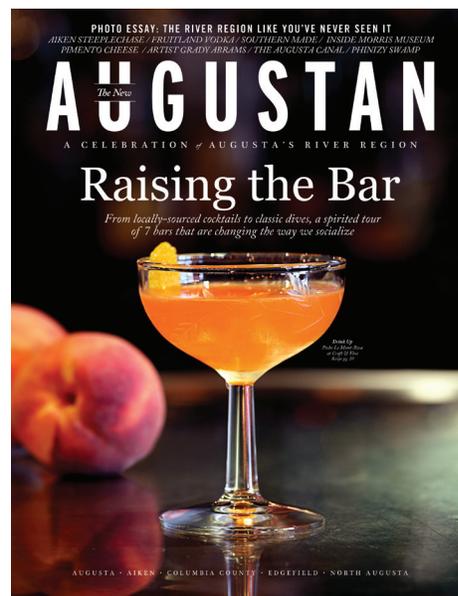
January - March 2016

## Introducing *The New Augustan*: A Celebration of Augusta's River Region

The Augusta CVB is excited to introduce *The New Augustan*, a lifestyle magazine featuring articles and interviews from local experts on topics like food, history, nature and culture.

*The New Augustan* was unveiled February 11 at the State of Tourism Luncheon and features stories of Augusta's River Region, which encompasses Augusta, Aiken, Columbia County, Edgefield and North Augusta. *The New Augustan* is regional in scope because our visitors and residents are not bound by county and state lines. The magazine highlights the city's history and heritage, while also showcasing the arts, culture and outdoor adventures that are unique to Augusta's River Region.

The primary objective of the new magazine is to inspire people from outside the area to make Augusta their destination of choice. Secondly, the Augusta CVB wants to inspire residents to get out and explore the community and share their experiences with friends and family.



The first issue of *The New Augustan* magazine.

### 2016 First Quarter Direct Visitor Spending

Meetings and events working with the  
Augusta CVB

\$13,216,516.13

## Welcome, Lindsay Fruchtl, Vice President of Marketing & Sales



Lindsay Fruchtl, Vice President of Marketing & Sales, joined the Augusta CVB in January.

Lindsay Fruchtl joined the Augusta Convention & Visitors Bureau in January as the Vice President of Marketing & Sales. Prior to joining the Augusta CVB team, Lindsay most recently worked as the Senior Marketing Manager with the Hilton Head Island-Bluffton Chamber of Commerce and Visitor & Convention Bureau (VCB) in Hilton Head Island, South Carolina. In this role, Lindsay was responsible for the planning and management of all marketing programs, content, media placement, production, and metrics reporting for the Chamber's VCB with a focus on leisure, meetings and groups, co-op, international tour and travel trade, sports and cultural heritage segments. From 2009-2013, Lindsay served as the Marketing Director for Visit Tybee on Tybee Island, Georgia. She holds a Bachelor of Arts in Mass Communications from Brenau Women's College in Gainesville, Georgia and Travel Marketing Professional certification.

## 2016 State of Tourism Luncheon

On February 11, the Augusta CVB and Augusta Sports Council (ASC) hosted the 5th annual State of Tourism luncheon celebrating Augusta's local hospitality industry. The luncheon featured a presentation by Bill Geist, Destination Marketing Expert, on "The Changing Face of Destination Marketing," and the unveiling of *The New Augustan*. Simon Medcalfe, Associate Professor of Finance at the James M. Hull College of Business at Augusta University

shared facts about the value and growth of Augusta's hospitality business sector.

The Augusta CVB and ASC honored Augusta Champions—local residents who worked with the Augusta CVB or ASC to bring a meeting, event or reunion to Augusta. More than 85 Augusta Champions helped generate \$20,776,836.10 in direct visitor spending in Augusta in 2015.



ACVB President/CEO Barry White and Augusta Sports Council CEO Stacie Adkins present a ceremonial check to Mayor Hardie Davis

### You Might Have Seen Us In...

*Georgia State Travel Guide*  
ExploreGeorgia.org  
*Atlanta Magazine*  
*Chattanooga Magazine*  
*365 Atlanta Family*  
*Georgia Magazine*  
TravelChannel.com  
FoodNetwork.com  
*Atlanta Journal Constitution*  
*Southbound Magazine*

### Upcoming Advertising

*Southern Living*  
*America's Best Vacations* Spring  
Newspaper Insert  
*Southbound Magazine*  
*Atlanta Magazine*  
ExploreGeorgia.org  
Facebook  
Google Network  
YouTube

### 1st Quarter Augusta CVB Publicity

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

Print Impressions  
4,390,102

Digital Impressions  
23,881,053

## Destination Development Strategic Plan

The Augusta CVB is making long term plans to enhance Augusta's position as a destination by preparing a Destination Development Strategic Plan that will focus on suggested tourism products. Conventions, Sports & Leisure (CSL) has been chosen to assist the Augusta CVB with this plan.

CSL has been in the visitor industry and destination planning business since 1988 and has conducted

over 500 consulting engagements throughout North America and abroad. CSL has most recently worked with Louisville, KY; Oklahoma, City, OK; San Antonio, TX; and Osceola, FL on plans to develop products that will grow those destinations and position them well for the future.

Augusta's plan will include suggested tourism products and experiences that will appeal to

Augusta's target markets and residents alike. Additionally, the Greater Augusta Arts Council has partnered with CSL to prepare a Public Art Master Plan, and the City of Augusta Recreation, Parks & Facilities department has also partnered with CSL to prepare a festival and events plan. This joint effort will truly position Augusta for growth in the tourism industry. The Destination Development Strategic Plan is scheduled to be completed in the fall of this year.

## Augusta CVB Receives Industry Award for *The New Augustan*



Julie Musselman, Executive Director, GACVB with Barry White, President & CEO, Augusta CVB

*The New Augustan* received an award from the Georgia Association of Convention and Visitors Bureaus (GACVB). The award was part of the Best Ideas Competition in the category of Collateral Materials. The competition recognizes and rewards creative excellence and effectiveness in marketing and advertising within the CVB community of Georgia. Barry White, Lindsay Fruchtl, and Jay Markwalter represented the Augusta CVB at GACVB's Winter Meeting in Columbus where the Best Ideas Competition was held.

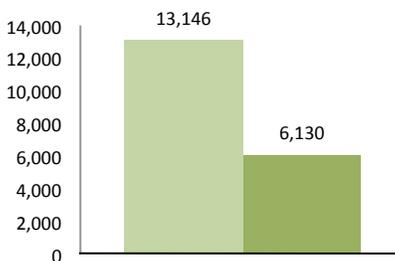
## Marketing Augusta

At the 2016 Tourism Grant signing day on March 17, the Augusta CVB kicked off the annual marketing grant program. The CVB granted more than \$419,500 to 20 local non-profit, tourism industry partners to be used for marketing and advertising Augusta, 19.5% more than in 2015 with 54% of the funds in cooperative advertising.

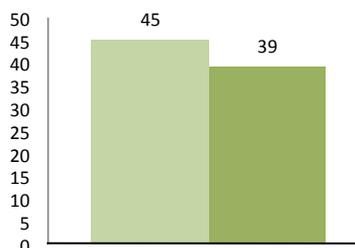
## Convention and Meeting Arrivals

These charts only reflect those conventions, meetings, sports groups and events the Augusta CVB worked with in the first quarter of 2015 and 2016.

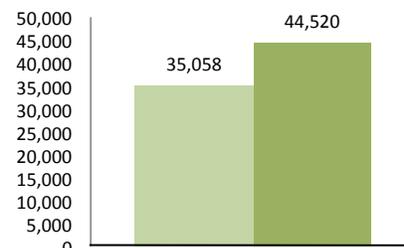
Room Nights



# of Groups

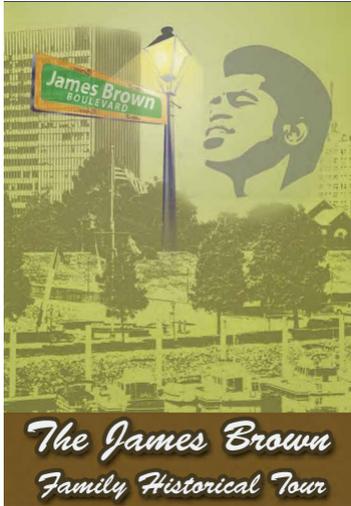


# of Attendees



■ 2015  
■ 2016

# James Brown Family Historical Tour



There's a new way to "Get on up" or "Get on the Good Foot" and experience the Godfather of Soul's Augusta. The James Brown Family Foundation introduced the James Brown Family Historical Tour in February. The narrated bus tour gives passengers glimpses into the Augusta James Brown grew up and later called home as an adult.

Highlights include James Brown's elementary school, his childhood home, businesses once owned by

James Brown, the James Brown statue and much more!

The tour is on Saturdays from 11:00 am to 12:45 pm year-round and departs from the Augusta Museum of History. Tickets are \$15.00 and includes admission to the Augusta Museum of History; tickets can be purchased at the Visitor Center inside the Museum of History. James Brown souvenirs are available at a discount with the tour purchase or full price any time at the Augusta Visitor Center.

## Second Quarter Arrivals - 2016

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

<u>Group</u>	<u>Month</u>	<u># of Attendees</u>	<u>Visitor Spending</u>
National Collegiate Disc Golf Competition	April	1,650	\$478,442
Lineage of Champions Southern Exposure Showcase	April	1,800	\$777,834
Georgia Retired Educators Association 2016 Annual Convention	May	600	\$423,299
AMVETS Department of Georgia 2016 Annual Convention	June	160	\$204,463

