

GACVB Business Session Luncheon

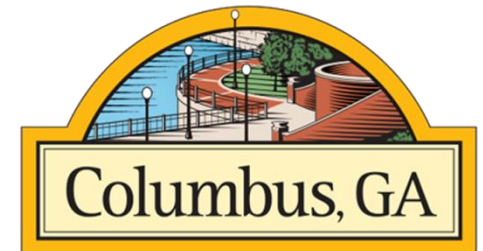




GACVB Winter Meeting
February 29 – March 2, 2016



Info@SeeDoGo.com



CONVENTION & VISITORS BUREAU
What progress has preserved.

WHY ARE WE DOING THIS?

A full-page background image showing two skydivers in freefall. The skydiver in the foreground is wearing a black jumpsuit with bright green accents and goggles, looking directly at the camera with an open-mouthed expression. The skydiver behind him is also wearing goggles and a black jumpsuit, with one arm extended. They are both smiling and appear to be enjoying the experience. The background is a clear blue sky with scattered white clouds, and a patchwork of green and brown fields is visible on the ground below.

We believe communities offer many enjoyable experiences, all with unique flair, created in a large part by local businesses.

So many of these experiences are unknown
to visitors and locals alike, simply due to
the lack of awareness.





We strive to connect people to local experiences, helping businesses succeed and communities grow.



SeeDoGo Platform



Interactive Kiosks



FREE Wi-Fi



Social Media



SeeDoGo.com



Analytics



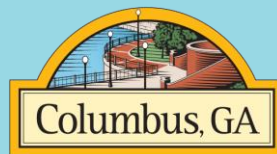
Community
Enhancement Project



“ SeeDoGo allows us to advance our strategic plan. This platform helps to extend the stay of visitors, recycle visitors, stimulate the economy through travel, and provides metrics to track what visitors are interested in.”

Peter Bowden

President of the Columbus Convention & Visitors Bureau



CONVENTION & VISITORS BUREAU
What progress has preserved.

GACVB Business Session Luncheon





ASSOCIATION OF
CONVENTION &
VISITORS BUREAUS

Business Session

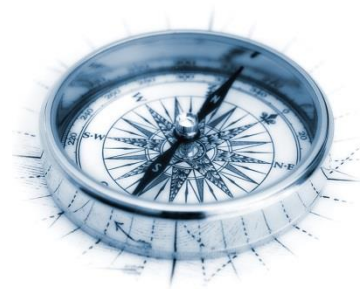
March 1, 2016

Columbus Convention & Trade Center



Welcome

Monica Smith,
Macon-Bibb County CVB
President

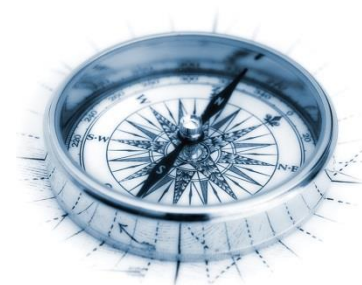


2016 Officers

Vice President – Jay Markwalter, Augusta CVB

Secretary-Treasurer – Brett Huske, Dalton CVB

Past President – Jane Sowell, Milledgeville-Baldwin County CVB



2016 At-Large Directors

Rashelle Beasley, Albany CVB

Jerry Brown, Alpine Helen-White County CVB

Tyra Howard, Valdosta CVB

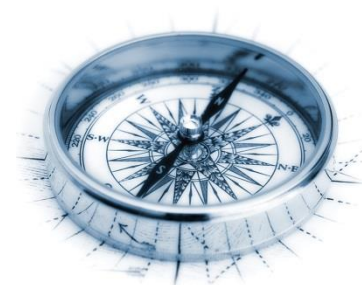
Scott McQuade, Golden Isles CVB

Rebecca McWilliam, Dublin CVB

Cookie Smoak, ATL Airport District

Katie Williams, CVB of Dunwoody

Ashley Woitena, Columbus CVB



Treasurer's Report

Brett Huske, Secretary-Treasurer



Profit and Loss Statement

2015

| | |
|------------|--------------------|
| Income | \$131,322.93 |
| Expenses | 121,347.86 |
| Net Income | <u>\$ 9,975.07</u> |



Balance Sheet

As of December 31, 2015

| | |
|----------------------|--------------------|
| Checking Account | \$ 22,360.92 |
| Money Market Account | 50,753.84 |
| Accounts Receivable | 19,970.71 |
| Total Current Assets | <u>\$94,735.47</u> |



Profit and Loss Statement

January 2016

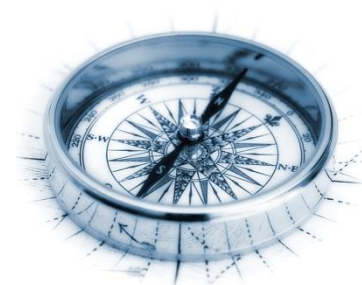
| | |
|------------|-------------------------|
| Income | \$ 18,536.29 |
| Expenses | 19,059.60 |
| | <hr/> |
| Net Income | <u><u>\$-523.31</u></u> |



Balance Sheet

As of January 31, 2016

| | |
|----------------------|---------------------|
| Checking Account | \$46,759.03 |
| Money Market Account | 50,755.13 |
| Accounts Receivable | 8,965.00 |
| Total Current Assets | <u>\$106,129.16</u> |



2016 Committees

Advocacy

Public Policy

Joe Marinelli, Chairman
Barry White,
Vice Chairman

Education

Conference Oversight

Kevin Langston, Chairman

Content

Jay Markwalter, Chairman

Scholarship

Rashelle Beasley, Chairman

Benchmarks of Excellence

Peter Bowden, Chairman

Leadership

Executive

Monica Smith, Chairman

Membership

Cookie Smoak, Chairman
Tyra Howard,
Vice Chairman

Nominating

Jane Sowell,
Chairman



Committee Updates

Content Committee –

Jay Markwalter, Augusta CVB

Scholarship Committee –

Katie Williams, Dunwoody CVB

Membership Committee –

Julie Musselman, GACVB



Membership Update

GACVB currently provides:

- Engaging session content at our conferences
- Great networking opportunities within the CVB community
- A voice for issues of importance to the Georgia General Assembly
- Representation among other industry organizations
- Opportunities for professional development in leadership roles
- Benchmark of Excellence Certification Program
- Leadership Excellence Certification Program
- Scholarships to STS Marketing College and the Governor's Tourism Conference
- The annual printed association directory
- Free directory advertisements for Corporate members



Membership Update

New Member Benefits:

- All staff are now members – no extra charge
- One dues invoice – includes all assessments – no more 2x billing
- Full Resource Library
- Live membership directory
- Corporate members - logo ads on website
- Enhanced Scholarship Program
- RFP Submission & Distribution Process
- Job Posting in new Career Center
- Free access to GEA's HR Hot Line
- www.gacvb.com



Public Policy Committee Update

2016 Legislative Agenda

Partners

- Asian American Hotel Owners Association
- Georgia Chamber of Commerce
- Georgia Travel Association
- Georgia Hotel & Lodging Association
- Georgia Prospers
- Georgia Restaurant Association
- Metro Atlanta Chamber of Commerce

Legislation We're Watching – Lee Hughes



REMINDER – 2016 GACVB Priorities

(paraphrased)

Oppose legislation that allows discrimination

Encourage statewide tourism marketing funding

Research & monitor impact of \$5 fee

Encourage gateways & welcome centers improvements

Support equity in laws and policies related to rentals

Protect hotel/motel tax dollars for tourism marketing



Religious Freedom Bills

HB 29 by Rep. Sam Teasley (R-Marietta), original House RFRA

HB 218 by Rep. Sam Teasley (R-Marietta), first House RFRA rewrite

SB 129 by Sen. Josh McKoon (R-Columbus) original Senate RFRA

SB 284 by Sen. Greg Kirk (R-Americus) - FADA

HB 756 by Rep. Kevin Tanner (R-Dawsonville) – RFRA “lite”

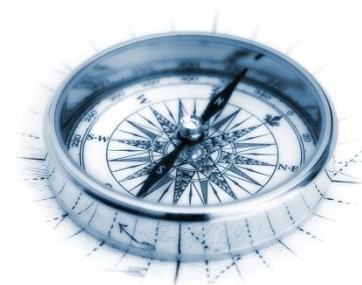
HB 757 by Rep. Kevin Tanner (R-Dawsonville) – PPA

HB 837 by Rep. Ed Setzler (R-Acworth), RFRA rewrite

HB 870 by Rep. Brian Strickland (R-McDonough) re: schools

HB 816 by Rep. Billy Mitchell (D-Stone Mountain) re: prayers

HB 928 by Rep. Virgil Fludd (D- Tyrone) creates offense of Religious Intimidation



Political Reality

2016 = Election Year

Religious Freedom

=

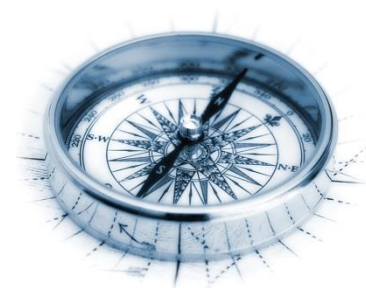
Red Meat for Republicans



And Then There Were Two...

SB 284 by Sen. Greg Kirk (R-Americus) – FADA

HB 757 by Rep. Kevin Tanner (R-Dawsonville) – PPA

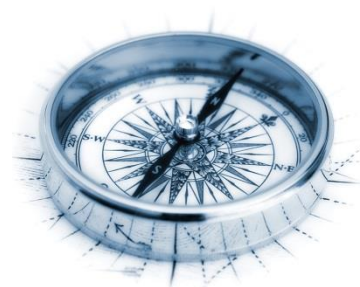


And Now There Is One

HB 757 - PPA and FADA

Passed by the House and the Senate

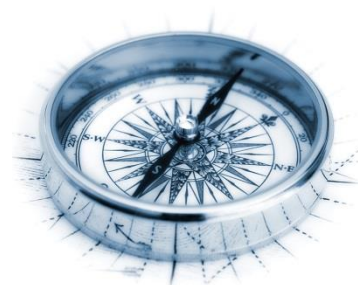
House in Agree/Disagree position



Governor Deal

Statement February 29:

“I do not want to do anything that will be perceived to allow discrimination in the state of Georgia. That is not who we are as a people. And I don’t think we have to do that in order to give the security that the faith based community thinks we need.”



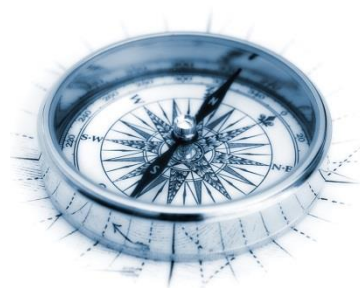
Action Steps

What You Can Do

Join www.GeorgiaProsper.org

Call Governor Deal's office 404-656-1776

Ask them to count your call as a thank you for standing up against legislation like the current religious freedom bills that allow discrimination.



Action Steps

Email House Leadership

Speaker Pro Tempore Jan Jones

Janjones38@bellsouth.net

House Majority Leader Jon Burns

jburnsgsu@gmail.com

House Majority Caucus Chair Matt Hatchett

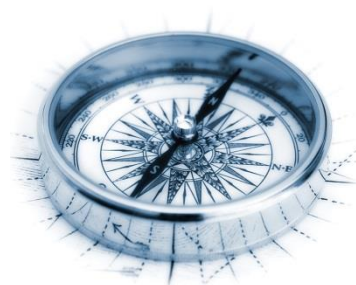
Matt.hatchett50@gmail.com

House Insurance Chair Richard Smith

smithforgeorgia@gmail.com

House Judiciary Chair Wendell Willard

Wkwillard@wendellwillard.com



Action Steps

Take the time to compose an email in your own words describing how passage of a religious freedom law will negatively impact your community.

Use job numbers

Use sales tax numbers

Talk about short term and long term impact

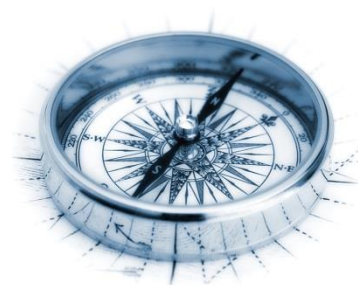


Hotel Motel Tax Bills

HB 733, authored by Rep. Ron Stephens (R-Savannah), reduces the amount of the \$5 fee imposed on guests and expands the types of innkeepers that must charge the fee.

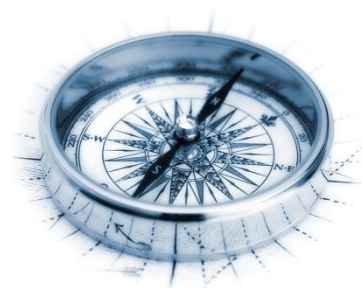
SB 252, authored by Sen. Josh McKoon (R-Columbus), seeks to repeal the \$5 fee.

HB 408, authored by Rep. Wendell Willard (R-Sandy Springs), relates to an excise tax on rooms, lodging, and accommodations, and clarifies the application of certain provisions to certain municipalities.



Introduction of the Georgia Travel Association

Morgan Law – Interim Executive Director





GEORGIA TRAVEL

A S S O C I A T I O N



Mission

The mission of the Georgia Travel Association is to elevate the profile and emphasize the importance of tourism and hospitality as major economic contributors to the state of Georgia.



Goals

- ★ Increased tourism marketing funds for the Georgia Department of Economic Development.
- ★ Support effective legislation that advances the industry and oppose legislation that discriminates, appears to discriminate, or harms tourism in Georgia
- ★ Elevate the public image of tourism as a leading industry in Georgia



GEORGIA TRAVEL
ASSOCIATION



Priorities

Funding for tourism
marketing
Uniform school schedule
Discrimination issues

Workforce development
State entrance gateways
Local Hotel/Motel Tax
Product development

Contact

Morgan B. Law

270 Peachtree Street, NW
Suite 2200
Atlanta, GA 30303

404-223-2286
mlaw@gachamber.com





GEORGIA TRAVEL

A S S O C I A T I O N

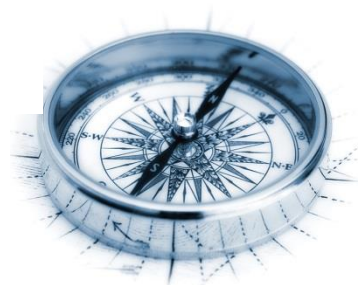


Save the Date:
September 12 – 14, 2016

TOURISM

TAKES FLIGHT

| | | |
|-----------------|------------------------|--|
| COLLEGE PARK | 20 16 | GEORGIA GOVERNOR'S TOURISM CONFERENCE |
|-----------------|------------------------|--|



New Business

- Next Year we'll be in Carrollton

Winter Meeting

February 15 – 17, 2017

- Other New Business
- Adjourn

