



## Hotel Tax Revenue & Visitation have risen since FY 14

### Major Accomplishments

- Dublin named a *20 Best Small Towns to Visit* by *Smithsonian Magazine*. National distinction
- Dublin named a *Prettiest Small Town* by *Southern Living* magazine
- Dublin's MLK Monument chosen as a notable project in GDEcD's annual report.
- Company Supply, Deano's Italian, Tumpie's Steakhouse, and Peter's Café named *Georgia's 100 Plates Locals Love* by GA Tourism Division with featured stories on Miller's Soul Food, Landmark Café, and My CoffeeShop.
- Dublin featured in *Southern Living's South's Best* magazine. National distinction
- International recognition on JetSetTV and Explore Georgia's European Facebook page for MLK Monument Park.
- Two Dublin sites listed on GDEcD's Footsteps of MLK Trail: First African Baptist Church and MLK Monument Park.
- Extensive advertising campaign including Georgia Travel Guide, Southbound magazine, Taste of Jacksonville, Family Circle, Better Homes and Gardens, Atlanta Magazine, Sojern, Georgia Magazine, wmaz.com, Facebook,

Wander Luster blog, Explore the South's Instagram, DelishGA.com blog, as well as Explore Georgia.org. Dublin's attractions and events appeared in 47 versions of Explore Georgia's newsletter e-blasts vs. 42 LY.

- Hosted 2 travel writers FAMs focused on Civil Rights, including one comprised solely of German travel
- Hosted two VIC familiarization tours.
- Dublin's listings on ExploreGeorgia.org have increased to 136.
- Regional Visitors Information Center state designation for Dublin Visitors Center maintains status as a Tier 5 visitors center, the highest ranking possible.
- Dublin organizations awarded four Tourism Product Development agreements totaling \$30K to construct the sculpture with local artist Juan Lleras at First African Baptist Church.
- Coordinated Dublin's three- day acoustic music festival, DubJam.
- Coordinated and assembled the first Yuletide Glow to awesome response.
- Selected as a team member for one GA Tourism Resource Team covering Madison/Morgan County.
- Awarded a \$5K cash grant from Georgia Council Arts to help fund DubJam. The grant also funded the creation of a bench by Atlanta artist Corey Barksdale.
- Submitted application for new TPD Resource Team in 2019. Approved & tentatively scheduled for January/February 2019.

### Major Community Partnerships

- Represented Dublin/Laurens County at state and regional conferences including Governor's Conference, Travel Media Marketplace, RVIC conference, Regional Travel Association Leadership Conference, Tourism Day at the Capitol, GICH, and GCA.
- Spoke at Arts, Culture, & Tourism session at ACCG
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- Served on advisory board of Georgia Regional Visitors Information Centers.
- City of Dublin and Downtown Development Authority awarded \$80 K in grant funding as a result of grants written by Visit Dublin GA.
- Wrote One Day: Dublin's Civil Rights Experience in partnership with Lori Hennesy, Dublin's TPM with GDEcD.

### Goals achieved from Plan for FY 2018

- √ Increase real and virtual visitation to Laurens County.
- √ Complete Martin Luther King, Jr. Monument
- √ Continue revitalization of Stubbs Park

- √ **Continue working with community leaders to develop a plan of action for gateway signage and beautification, and development of SBR40 and the river walk.**
- √ **Partner with the Dublin-Laurens Historical Society to develop new tours across Laurens County**
- √ **Assist the St. Patrick's Festival Marketing committee by redesigning website and managing social media outlets.**
- √ **Grow Stubbs Park's visibility as an event venue.**