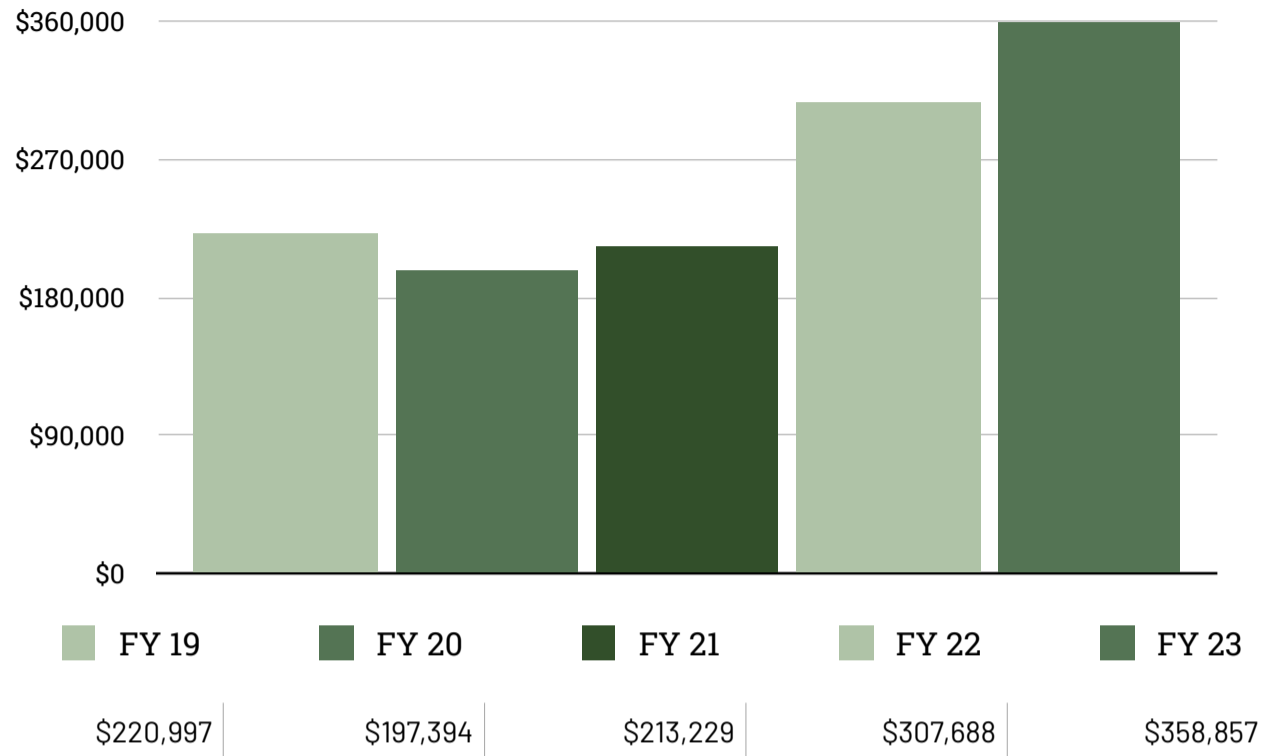




FY 23 Glance Back

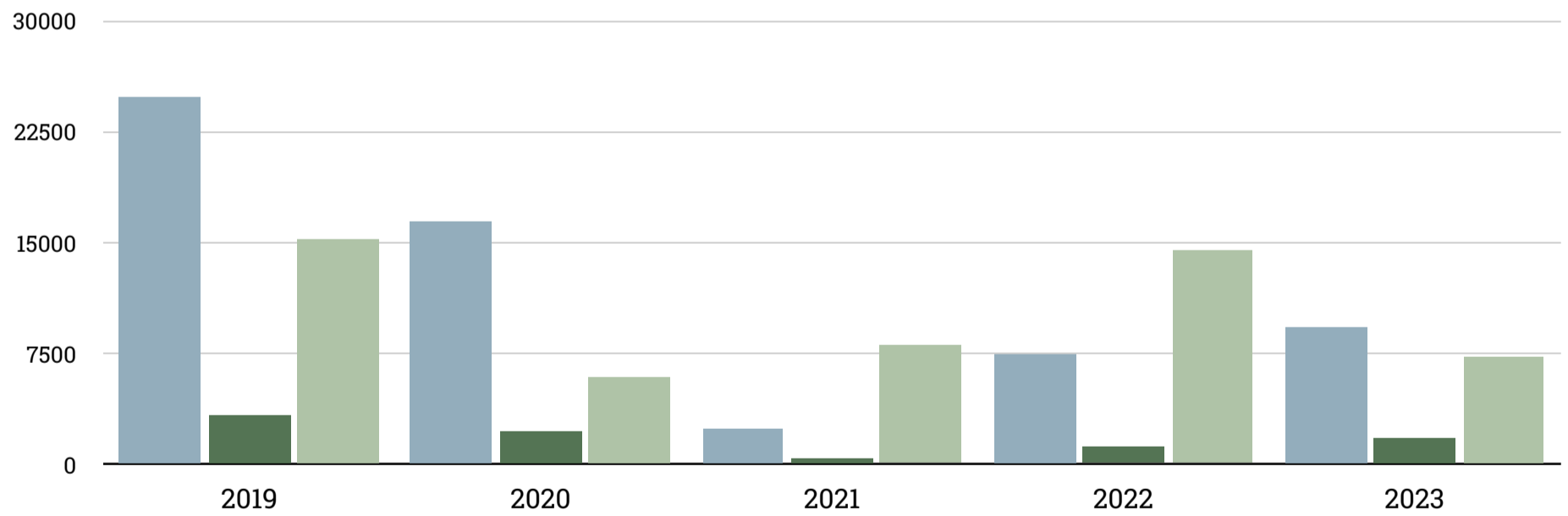
Hotel Tax Revenue



Hotel Tax Revenue has increased 62% since FY 19

Dublin Visitors Center

■ People Visitation
 ■ Pets Visitation
 ■ Leads & Brochures



	People Visitation	Pets Visitation	Leads & Brochures
2019	24870	3330	15179
2020	16394	2281	5899
2021	2445	412	8035
2022	7454	1285	14445
2023	9295	1872	7321

Accomplishments & Activities

Visitors Center:

- Reopened Saturdays (6 days a week)
- Participated in Youth Summer Works Program (2 students hired and trained at VC)
- Roof and gutter cleaning & repair
- Trees trimmed
- Replaced Visitors Center entrance sign
- Seal & re-stripe parking lot
- General building upkeep & maintenance

Ads & Mentions:

- Georgia Magazine: December & June ads, 13 event/destination mentions
- Atlanta Magazine: June + March bonus travel section & newsletter,
- SavorGA St. Patrick's ad & Mentions of Company Supply, Minute Grill, & Dublin Farm
- Southern Pines Water Park 13 WMAZ commercial-partnership with DLCRA

Conferences & Large Groups Rooms Assisted:

- Youth Council Symposium 51
- Dixie World Series 200
- GSSA Assemblies 3 times a year 200-400 (extended contracts 2024 & 2025)
- GMA Small Cities Conference 150
- VA Directors Conference 50
- Inspiron National Dance Competition
- October 2022 GSSA 1,100 attendees

Tours

- Osaki student Downtown Tour

Professional Development, Networking & Community Involvement:

- Dublin Laurens Chamber of Commerce
- Participation in OFTC Festival of Trees
- DLCRA Trunk or Treat
- GACVB membership & conferences
- Georgia Governor's Tourism Conference
- Black History Banner Committee
- GACVB membership board
- Volunteered in Downtown Dublin events
- GACVB's Leadership Excellence Certification training
- Leadership Dublin Laurens County

Presentations:

- Dublin Board of Realtors
- Dublin City Council
- GMA Cities United

Projects:

- Visitors Center pollinator garden-registered on Rosalyn Carter Butterfly Trail
- Travel Trail walking path, lighting & landscaping
- MLK Monument Park improvements
- Yuletide Glow
- Branding - served on committee: lead point of contact, organized meetings & tours of Dublin
- Website
- Launched digital marketing

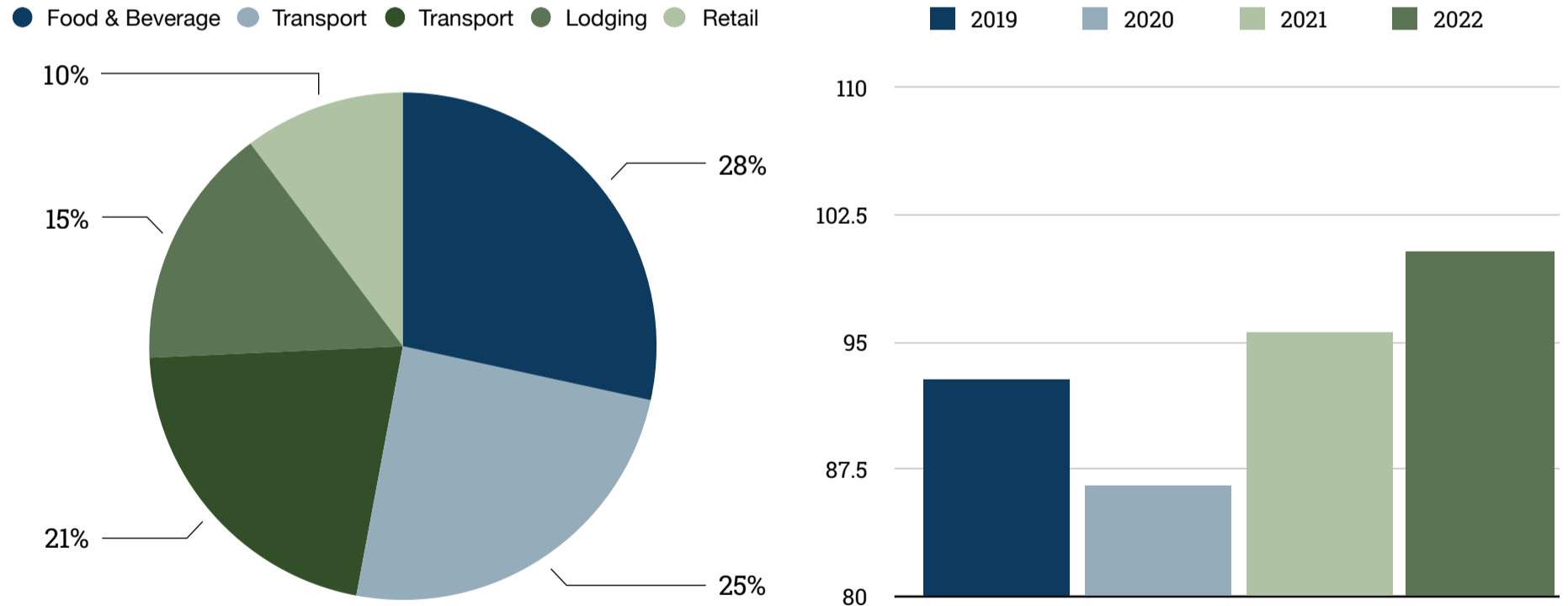
- Launched & awarded Dublin Tourism Grant programs
- Maintained & added additional geocache locations (6)
- Scheduling & facilitating video shoots, photo shoots & curating content creator shot lists
- MLK Day blog written for Main Street America

Dublin Mentions & Awards:

- Georgia Trust 10 places In Peril - Dudley Motel
- National Trust Backing Historic Small Restaurants Grant - Miller’s Soul Food
- Talk Of The Town interview - most views over Chuck Level led to winning a donation for local charity Kid’s Cup
- TrueSouth - Dublin episode on SEC Network (airing November 2023)
- St. Patrick’s 7 Best St.Patrick’s Day Celebrations in Georgia by Trips To Discover
- Taste of Juneteenth featured in Explore Georgia’s Juneteenth Celebrations
- Georgia Business Journal - Holy Smokes, Company Supply, Deano’s Italian
- Southern Living - 22 Beautiful Small Towns in Georgia
- Explore Georgia Summer Bucket List blog - Market On Madison
- Guide To Georgia - Juneteenth, Nutcracker
- Explore Georgia’s Ultimate Summer Family Adventure List - River Bend WMA
- World Atlas - 9 Friendliest Towns In Georgia
- Explore Georgia’s Haunted Georgia Halloween Road Trip - Haunted Montrose
- Good Grit Magazine - 4 digital stories

Laurens County Tourism Works

2022 Symphony Tourism Economics Visitor spending reports provided by Explore Georgia.



In 2022 visitors in Laurens County generated \$7.6 million in state and local taxes, which is equivalent to \$440 in tax savings for every household.