

VITAL INDUSTRIES REVITALIZE COMMUNITIES



BOARD OF DIRECTORS BRIEFING BOOK

August 16, 2023

GEORGIA DEPARTMENT OF ECONOMIC DEVELOPMENT BOARD BOOK

FOURTH QUARTER HIGHLIGHTS, FISCAL YEAR 2023

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On the cover: Gainesville Renaissance, a boutique collection of luxury residences and retail space situated in the heart of Gainesville's historic downtown square, encapsulates the power of comprehensive community development and revitalization.



Georgia Council for the Arts celebrated the winner and finalists of the 2023 Poet Laureate's Prize at a Capitol celebration that included photos with Governor and First Lady Kemp.

DIVISION PROFILE

Georgia Council for the Arts (GCA) empowers the arts industry in Georgia and artists around the state to cultivate healthy, vibrant communities that are rich in civic participation, cultural experiences, and economic prosperity. As a division of the Georgia Department of Economic Development, Georgia Council for the Arts provides grant funding, programs, and services statewide that support this vital industry, preserve our cultural heritage, and create increased access to high-quality arts experiences.

QUARTERLY DIVISION HIGHLIGHTS

1. Rural and Community Development Manager

A new position at Georgia Council for the Arts (GCA) was established to extend programs into new areas and communities for GCA: Rural and Community Development Manager. Newly hired Tyrone Webb is a South Georgia native whose résumé includes music educator, conductor, composer, and performing artist. A strong advocate for arts education, Tyrone received his BA in music at Morehouse College and his MM from Emory University. This position is based in the GCA/GDEcD Atlanta office.

2. STEAM Innovation Award

The Fulton Science Academy awarded GCA at their STEAM Innovation Awards for the Council's work in the arts and STEAM (Science, Technology, Engineering, Arts, and Math) programming. According to the Institute for Educational Advancement, "STEAM not only teaches students how to think critically, solve problems, and use creativity, it prepares students to work in career areas that are predicted to experience significant growth." GCA's Director of Grants and Research, Allen Bell, has served on the Georgia Department of Education's STEM/STEAM Certification Committee, while GCA grants support STEAM projects in schools across the state.

By the Numbers

GCA-Sponsored Professional Development Opportunities

'Folklife in the South' Retreat

15 Georgia artists earned GCA scholarships to join in Guntersville, Alabama

Dance/USA Conference in Atlanta

19 received scholarships

30 dancers, 2 companies, and 7 choreographers featured in the Modern Atlanta Dance showcase

Grants, FY23Q4

364 grant applications were processed and reviewed by staff and 67 panelists from around this state.

Poet Laureate's Prize Representation
Entries received from

222 students

34 counties

64 high schools

Contact Information

For further information or details, please contact:

Tina Lilly
Georgia Council
for the Arts
Executive Director
404.962.4827
tlilly@gaarts.org

3. Poet Laureate's Prize announcement

Georgia's Poet Laureate, Chelsea Rathburn, in collaboration with Georgia Council for the Arts, announced the winner and finalists of the 10th annual [Poet Laureate's Prize](#), and the winner and finalists read their poetry at a special event at the Georgia State Capitol in June. This annual program is designed to encourage students in grades nine through 12 to write original poems and engage in the art form of poetry. Through a partnership with Atlanta Magazine, all winning and finalist poems are featured on its website.

4. Workshop series

GCA presented a series of workshops this quarter, including the Woodruff Arts Center's annual Educator's Conference in June, where Arts Education Manager Emily Yewell Volin's remarks focused on how teachers can benefit from integrating teaching artists in the classroom. Executive Director Tina Lilly presented twice at the Fox Theatre Institute on GCA's programs and on basic grant writing skills. At the Georgia Municipal Association's (GMA) annual convention in June, Lilly's presentation focused on using the arts to develop downtowns.

5. New website

An updated website design was launched in June at the same URL: gaarts.org to better reflect Georgia Council for the Arts' resources and opportunities, while making the site easier to navigate for key audiences.



Jamal Lewis of the Partnership for Inclusive Innovation leads the keynote panel discussion at the sold-out 2023 Georgia AgTech Summit.

By the Numbers

Through FY23Q4

534 client engagements

340 industry partner engagements

12 state regions touched

73 engagements linked to economic development recruitment, expansion, or other activity in the state

175+ registrants at the sold-out Georgia AgTech Summit in Macon

DIVISION PROFILE

Exclusive to Georgia, the Center of Innovation helps Georgia businesses “clear the path” to innovation and growth through expert advice and navigation to the right resources through six key industries: Aerospace, AgTech, Energy Technology, Information Technology, Logistics, and Manufacturing. While providing a wide range of services and programs to businesses of all types and sizes, the Center of Innovation connects new and expanding businesses to expert staff members, external partners, and independent mentors who can help spark inspired solutions for challenges and opportunities of any size.

QUARTERLY DIVISION HIGHLIGHTS

1. CleanTech Summit

With the aim of creating a dialogue and accelerating the sharing of solutions around major environmental challenges across the Atlantic, the [Consulate General of Switzerland](#) in Atlanta, the [Swiss Business Hub](#) in Atlanta, the University of Georgia’s (UGA) College of Agricultural and Environmental Sciences, and the Georgia Center of Innovation hosted the second annual Cleantech Symposium in Athens. Focused on technologies related to controlled environment agriculture (CEA), urban agriculture, and sustainable water management, the symposium showcased innovative cleantech solutions from Switzerland and Georgia to make our societies resolutely more sustainable.

2. Georgia AgTech Summit hosted in Macon

The Center of Innovation’s AgTech team hosted their second annual Georgia AgTech Summit in Macon at Middle Georgia State University in June. More than 175 attendees learned the latest on AgTech innovations taking place in the state in the sectors of integrated precision agriculture, controlled environment agriculture, and food processing innovation.

Contact Information

For further information or details, please contact:

David Nuckolls
Center of Innovation
Executive Director
478.462.4130
dnuckolls@georgia.org

3. Center of Innovation partners with Georgia Grown Innovation Center in Metter for workshop

For the second time since January, the Center of Innovation's AgTech team co-hosted an Agribusiness Financing Workshop at the Georgia Grown Innovation Center in Metter. This event welcomed more than 60 attendees who were able to hear from the Georgia Department of Agriculture and several other financial support organizations on the resources available to grow their business.

4. Plug and Play Expo Day

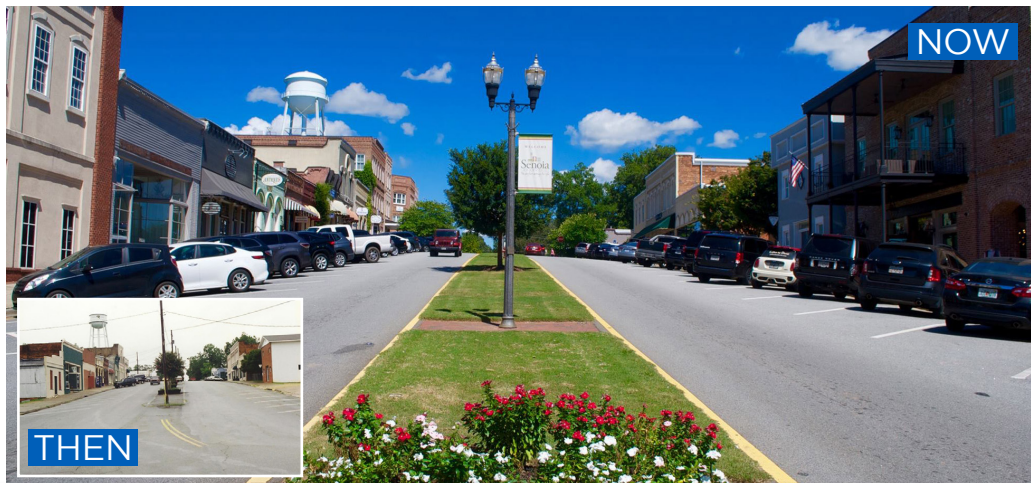
The Center of Innovation's Logistics team participated in the Plug and Play Expo Day in Savannah where Logistics Director Sandy Lake moderated a discussion on the recent EV truck collaboration at the Georgia Ports. Plug and Play is an international accelerator and this particular event connected their 13 local startup companies with local partners.

5. Algerian business delegation visit

The Center of Innovation team hosted a business delegation from Algeria in June. This group, arranged by the Georgia Council of International Visitors, represented the startup, technology, and innovation community in Algeria. They visited several states including Georgia and were interested in learning how the state supports innovative businesses.

6. SHE HUSTLES event in Savannah

Our Center of Innovation team is engaged with businesses of all sizes across Georgia in a variety of ways. Logistics team Senior Industry Engagement Manager Malissa MacKay participated in a panel of women leaders and innovators for the Startup Runway X SHE HUSTLES event hosted by [SCORE Mentors of Savannah](#), the [Startup Runway Foundation](#), and [The Creative Coast](#). The pitch showcase allowed four local and existing businesses led by women and founders of color to pitch their ventures to a panel of judges for the opportunity to win up to \$20,000. The SHE HUSTLES conference is presented tri-annually in Savannah by The Creative Coast in partnership with Savannah SCORE.



Senoia is one of the many Georgia communities that has benefited from film production that reaches across the state.

By the Numbers

Film infrastructure growth
Stage space

45,000 sq. ft., 2010

+3 million sq. ft. in 2022

4 million sq. ft. currently in development

~7 million sq. ft. by 2025

DIVISION PROFILE

The Georgia Film Office develops the state’s film, television, and commercial production industries by marketing the state to production companies; location scouting; and coordinating the filming needs of companies with other state agencies, local governments, and citizens. The office actively works to develop the industry’s infrastructure and workforce, certifies projects under the *Georgia Entertainment Industry Investment Act*, and oversees the Camera Ready community program to engage municipalities throughout Georgia.

QUARTERLY DIVISION HIGHLIGHTS

1. Electric Owl Studios opening

On June 8, Electric Owl Studios, a purpose-built film and television studio committed to quality, community, and sustainability, opened its doors on Redan Road in Stone Mountain. Co-founded by former Third Rail Studios executives, Dan Rosenfelt and Michael Hahn, Electric Owl Studios is a 312,000-square-foot production facility and is the world’s first ground-up LEED Gold-certified studio campus.

2. BlueStar Studios

BlueStar Studios, a \$180 million, 53-acre campus in Forest Park, is scheduled to open by September 2023. BlueStar will host 600,000 square feet of production and office space with 18 soundstages. The historic Fort Gillem headquarters building will be the centerpiece of the campus.

3. Local impact spotlight: Senoia

Productions in Georgia continue to have a positive impact on the local economy long after filming has wrapped. Ranking among the most-watched television series of all time, “The Walking Dead” filmed exclusively in Georgia over its 11 seasons and put many locations, including the small town of Senoia, on the map. Over the years that “The Walking Dead” was based in Senoia, the town grew exponentially – from five businesses in the downtown area to 150 businesses. Fans of the show continue to make trips to Georgia just to visit the locations where the show was filmed, and this film-inspired tourism supports small businesses – including two film tourism companies.

Contact Information

For further information or details, please contact:

Lee Thomas
Georgia Film Office
Deputy Commissioner
404.962.4048
lthomas@georgia.org

UPCOMING EVENTS AND OPPORTUNITIES

- **Film Festivals**

The film office sponsors and participates in numerous local film festivals, and often has passes available if Board Members would like to attend a screening. Here is a list of upcoming festivals.

Upcoming festivals:

[Macon Film Festival](#): Macon; August 17-20

Surrounded by a rich musical and Southern culture, the Macon Film Festival celebrates independent films while promoting filmmaking for entertainment, inspiration, education, and economic development. The Macon Film Festival screens independent films from around the world in multiple historic theaters in the city's downtown district.

[BronzeLens Film Festival](#): Atlanta; August 23-27

The BronzeLens Film Festival of Atlanta is a nonprofit organization founded in 2009 that is dedicated to bringing national and worldwide attention to Atlanta as a center for film and film production for people of color. The 14th Annual BronzeLens Film Festival will be a hybrid festival held in-person on August 23-27, and virtually starting on August 28.

[Georgia Film Festival](#): Gainesville; September 15-16

Hosted by the University of North Georgia (UNG) [School of Communication, Film & Theatre \(CFT\)](#), the festival takes place on its Gainesville campus. The Georgia Film Festival celebrates filmmakers and films based in the state of Georgia and in the Southeast, and includes great indie films and workshops led by industry experts.

[Morehouse College Human Rights Film Festival](#): Atlanta; September 19-23

Morehouse College's Human Rights Film Festival features screenings of feature films, documentaries, and short films in competition. The goal of the festival is threefold: to educate and expand awareness of social justice issues, both nationally and worldwide; to generate conversation and dialogue around civil and human rights, justice and injustice; as well as to inspire innovative and creative new approaches to social change.

[African Film Festival](#): Atlanta; September 21-24

The African Film Festival Atlanta is a signature event of the African Film & Arts Foundation Inc, a nonprofit organization whose mission is to magnify and celebrate the visions, voices, lives, and stories of people from Africa and the African Diaspora.

[Georgia Latino International Film Festival](#): Norcross; September 21-24

Each year during Hispanic Heritage Month the Georgia Latino Film Festival brings together four inspiring days filled with premieres, classes, panels, exclusive parties, and awards showcasing the top storytellers and film makers in the Latino Film Industry and Georgia.



GDEcD team members and partners promoted the state's diverse life sciences resources and organizations at BIO International in June.

By the Numbers

EV-related projects since 2020, delivering

40 projects located

\$21.9B investment

28,000 projected new jobs

DIVISION PROFILE

The Global Commerce team seeks to increase jobs and investment through locating and expanding businesses, including small businesses. The Global Commerce division includes statewide and existing industry project teams, small business, and International Representatives in strategic regions around the world.

QUARTERLY DIVISION HIGHLIGHTS

1. Pratt & Whitney Georgia expansion takes off at Paris Air Show

Governor Kemp announced while attending the Paris Air Show on June 20 that Pratt & Whitney – an RTX business specializing in aircraft and helicopter engines – will expand its operations in Columbus, Georgia. Opened in 1984, the Pratt & Whitney Columbus facility includes the Columbus Engine Center and Columbus Forge, both of which operate on the same campus. The project will create nearly 400 new jobs and bring \$206 million in investment to Muscogee County.

2. Life Sciences manufacturer Meissner to create 1,700 jobs in Athens-Clarke County

Meissner Corporation, a life sciences industry leader in advanced microfiltration and therapeutic manufacturing systems, will invest nearly \$250 million in a new facility in Athens-Clarke County. The project will create more than 1,700 jobs over the next eight years. Meissner is one of the world's largest privately held companies in the bioprocessing sector. It develops, manufactures, supplies, and services products and systems for the pharmaceutical and biopharmaceutical industries. Founded in 1984 and headquartered in Camarillo, California, the company operates globally and supports clients worldwide. Meissner's product portfolio enables the development and manufacture of critical medicines in therapeutic areas such as oncology, cardiology, and immunology.

Contact Information

For further information or details, please contact:

Kristi Brigman

Global Commerce

Deputy Commissioner

404.962.4037

kbrigman@georgia.org

3. SelectUSA

GDEcD's Global Commerce team, including international representatives, participated in the annual SelectUSA Summit in National Harbor, Maryland, May 1-4. GDEcD was excited to be part of the largest-ever SelectUSA Investment Summit! In collaboration with other state partners, the Summit was an opportunity to demonstrate the strength of Georgia's international partnerships and promote the state as a global gateway for business to over 4,200 attendees from over 80 foreign markets.

4. Anovion Technologies to create over 400 jobs in Bainbridge, invest \$800M

On May 15, Governor Kemp announced that Anovion Technologies (Anovion), a supplier of premium synthetic graphite anode materials for lithium-ion batteries, will build a new manufacturing facility in Bainbridge. The next month, the project held an official groundbreaking event on June 27 with state and local officials, including Governor Kemp. Anovion is an innovative industry leader that brings another critical component of the e-mobility supply chain to Georgia. The project will create more than 400 jobs and over \$800 million in investment in Decatur County.

UPCOMING EVENTS AND OPPORTUNITIES

- **IAA Mobility: Munich; September 5-10**

The world's largest mobility event offers manufacturers, suppliers, tech companies, service providers and startups a wide range of opportunities to present themselves and their services to a broad international B2B and B2C audience. GDEcD will travel to Germany to attend the show and call on companies like AWS, Mercedes-Benz, Bosch, and Siemens.

- **IAMC Fall Forum: Boise, Idaho; September 9-13**

The Georgia Department of Economic Development will return to this fall's Industrial Asset Manager Council forum in Boise, Idaho. With AI, ESG, facility design and location, the future of industrial real estate has never been more exciting. From increasing efficiencies and reducing costs through the integration of artificial intelligence, robotics, and the Internet of Things to innovations across sustainability in both materials and processes, choices made today are shaping the long-term future of industrial manufacturing and even overall business operations.

- **Process Expo: Chicago; October 23-25**

Process Expo showcases all aspects of the food and beverage processing industry, across all industry sectors. GDEcD will travel to Chicago to represent the state's booming agriculture and food processing industries at this industry-leading trade show.



The International Relations team was a member of Governor Kemp's delegation to France and met with aerospace industry leaders like Lockheed Martin at the International Paris Air Show.

By the Numbers

Georgia is home to **73** foreign governments; consular offices and/or trade representation
31 binational chambers of commerce

DIVISION PROFILE

The International Relations team is dedicated to strategically cultivating and expanding the State of Georgia's international relationships. These responsibilities include serving as the state's liaisons to foreign governments and the Consular Corps, coordinating international missions, and welcoming visiting dignitaries and delegations, in addition to serving as a link for bi-national chambers that are invested in Georgia's international business community.

QUARTERLY DIVISION HIGHLIGHTS

1. Commissioner's mission to Korea

The International Relations team coordinated a mission to Korea in April to further strengthen the relations with Hyundai and several of its key suppliers. Led by Commissioner Wilson, the mission included leadership of the four members of the Savannah-I-16 Interstate Joint Development Authority (JDA) that are home to the new facility: Bryan, Bulloch, Chatham, and Effingham. Colleagues with the Georgia Department of Transportation also participated in the mission.

2. Governor's mission to the countries of Georgia and France

In June, the International Relations team accompanied Governor Kemp on an international mission to the countries of Georgia and France. The visit to Georgia marked the first time a sitting U.S. Governor has visited the country, and underscored the close relationship between both Georgias, exemplified by the partnership between the State of Georgia's National Guard and Georgia's defense forces. This partnership with the country of Georgia has existed since 1994 to maintain strategic regional security. Additionally, a visit with Ambassador David Zalkalian of the country of Georgia was organized at the State Capitol in June and included a meeting between Governor Kemp and Major General Thomas Carden of the Georgia National Guard.

Contact Information

For further information or details, please contact:

Nico Wijnberg
International Relations
Director, Chief of Protocol
404.962.4834
nwijnberg@georgia.org



In addition, the city of Atlanta has a sister city agreement with Georgia's capital of Tbilisi. While in France, the delegation attended the 54th annual International Paris Air Show, focusing on some of the state's top industries – aerospace and defense. The group met with some of Georgia's top investors and joined to announce that Pratt & Whitney will be expanding its Columbus Engine Center and Columbus Forge.

3. Governor's economic development mission to Israel

The International Relations team joined Governor Kemp and a delegation from Georgia for an economic development mission to Israel in May. The mission met with top Israeli officials, including both Prime Minister Benjamin Netanyahu and President Isaac Herzog of Israel, in the capital city of Jerusalem, and presented a proclamation to Israel's Minister of Foreign Affairs in celebration of 75 years since the independence of the State of Israel. The delegation hosted a reception in Tel Aviv for partners and existing industries, including a roundtable for new investors at the U.S. Embassy, and met with the top existing Israeli investors in Georgia throughout the week.

UPCOMING EVENTS AND OPPORTUNITIES

- **SEUS (Southeastern U.S.)-Japan: Tokyo; October 12-14**

GDEcD is celebrating 50 years of continuous representation in Japan this year, and the International Relations team looks forward to attending the 45th annual joint meeting of the SEUS-Japan Alliance in Tokyo to celebrate these longstanding diplomatic and economic ties, as well as encourage foreign direct investment and strengthen export connections for Georgia companies selling goods in Japan. Georgia has had continuous economic development representation in Japan since 1973, and Japan has grown to be one of Georgia's leading investor nations and top trading partners. Georgia is also home to the Consulate General of Japan in Atlanta, established in 1974.



Georgia's International Representatives toured the state in April, visiting Georgia communities and meeting with businesses seeking to expand to new markets.

By the Numbers

During Q3FY23

107 key clients assisted

896 companies engaged

\$2.3M in exports supported by Go Global Georgia

DIVISION PROFILE

GDEcD's nationally recognized International Trade team works to bolster Georgia exports and brand the state as a competitive source of quality products and services. The team includes International Representatives located in 12 strategic global markets and assists Georgia companies with expanding their sales worldwide. GDEcD's International Trade professionals provide Georgia businesses with the Global Insight and Global Connections they need to successfully diversify their international customer base.

QUARTERLY DIVISION HIGHLIGHTS

1. Twenty-seven outstanding exporters recognized with GLOBE Awards

The International Trade team was proud to honor more than two dozen small business exporters with a 2023 GLOBE Award during World Trade Month in May. Recognized for their 2022 export activity, this year's winners expanded sales to 55 separate countries. These exemplary companies epitomize the strength and diversity of Georgia's small businesses, representing the hospitality, financial technology, healthcare and life sciences, agriculture, food and beverage, and manufacturing industries. Progena Care Global, Trust Stamp, and Americo Manufacturing were recognized as Exporters of the Year. In addition to the companies receiving commendations from Governor Kemp, the announcement of their award was made via press release [here](#).

2. International Representatives come home to Georgia

GDEcD was thrilled to welcome our International Representatives back to Georgia in April. The Trade team hosted 22 representatives from 12 different markets during a packed week of community visits, training, and in-person company appointments. Trade representatives held 77 one-on-one exporter meetings during the week, helping Georgia companies connect with new customers in global markets. Outside of Atlanta, the group visited Irving Tissue in Macon, Dinex in Dublin, the Quick Start Advanced Manufacturing Center in Pooler, the Georgia Ports Authority Garden City Terminal, and the Hyundai Motor Group Metaplant America in Bryan County. In addition to facilitating local media interviews, the marketing and communications team penned a [blog post](#) to educate audiences on the importance of the visit and the communities spotlighted during the tour.

Contact Information

For further information or details, please contact:

Mary Waters
International Trade
Deputy Commissioner
404.962.4120
mwaters@georgia.org

3. Georgia promotes flooring industry at Domotex

Domotex is the leading worldwide trade show for carpets and floor coverings. Georgia's success in the flooring industry continues to grow with at least 15 direct new locations or expansions within the industry since 2020. Members from Georgia Department of Economic Development team from Atlanta and Europe attended the show and met with Balta Rugs and Sellit (from Europe), Oriental Weavers (from Egypt), Carter Custom Carpets (from Rome, Georgia) to promote future trade opportunities. Two companies with significant presence in Georgia, Tuftco and Next Floor, exhibited in the booth with GDEcD.

UPCOMING EVENTS AND OPPORTUNITIES

- **DSEI (Defense & Security Equipment International): London; September 12-15**

The International Trade team will lead a delegation of five Georgia companies to DSEI, one of Europe's largest defense and security tradeshows. This global event features 2,800 global defense and security suppliers and features decision-makers from across all five operational domains. GDEcD's Trade Representative in the U.K will support exhibitors with pre-arranged appointments with key contacts throughout the show.

- **SEUS (Southeast U.S.)-Japan: Tokyo; October 12-14**

2023 marks the 50th Anniversary of Georgia's continuous representation in Japan. In the fall, GDEcD will recruit a delegation of Georgia business and economic development leaders to attend the 45th Annual Meeting of the SEUS-Japan Alliance. Japan is a critical economic partner for Georgia, with more than 340 Japanese facilities in the state and \$9.7 billion in bilateral trade.



Explore Georgia and six state tourism partners established a prominent, unified Georgia presence at the U.S. Travel Association's IPW international travel trade show in San Antonio in May.

DIVISION PROFILE

Explore Georgia, the tourism division of the Georgia Department of Economic Development, is the state's official destination marketing organization. Through its home office in Atlanta, nine visitor information centers, and a network of representatives across the globe, Explore Georgia inspires travel to and within the state through marketing programs developed and executed in partnership with the state's travel industry. Despite COVID-19's impact on the travel industry, Georgia's tourism industry drove \$64.5 billion in total economic impact and supported more than 422,600 jobs in 2021.

QUARTERLY DIVISION HIGHLIGHTS

- 1. Explore Georgia leads state's first-ever partner co-op with Travel + Leisure**
 In collaboration with tourism partners Atlanta Convention & Visitors Bureau, Golden Isles Convention & Visitors Bureau, and Visit Savannah, Explore Georgia spearheaded a custom co-op program for top-tier travel magazine Travel + Leisure's May 2023 print issue, a key issue for summer travel planning. To create a greater impact and tell a cohesive story about the state, Georgia's seven-page section included one page of custom content and one brand ad for each partner, all of which focused on inspiring summer travel to Georgia. This co-op marked the first-of-its-kind and largest media buy to date in terms of page length and partner participation.
- 2. Unified Georgia presence stands out at U.S. Travel Association's IPW 2023**
 Explore Georgia led a statewide exhibition at IPW 2023 in San Antonio, Texas, May 20-24. IPW is the leading international travel trade show that connects U.S. travel destinations with travel buyers and media from more than 60 countries. This year, the event welcomed more than 5,000 attendees.

Anchored by Explore Georgia, the campus featured six participating partners, including four local tourism offices – the Atlanta Convention & Visitors Bureau, Gilmer Chamber & Welcome Center, Golden Isles Convention & Visitors Bureau, and Visit Savannah – as well as two public/private partners – the Atlanta Braves and Okefenokee Swamp.

By the Numbers

Travel Data (YTD through May)
\$15.2B in travel spending
 (up 3% YoY)

12.7% increase in hotel room revenue YoY

12.7% increase in air passengers at Hartsfield-Jackson Atlanta International Airport YoY

ExploreGeorgia.org (FY23 Q4)

2.6M website sessions

561,365 partner referrals

13,964 Travel Guide orders
 (30.1% increase YoY)

@ExploreGeorgia – Instagram, Facebook, Pinterest, & Twitter (FY23 Q4)

956,505 followers

468,412 engagements

15.9M impressions

Contact Information

For further information or details, please contact:

Mark Jaronski
 Chief Marketing Officer
 404.962.4082
mjaronski@georgia.org

During the show, the Georgia team collectively met with more than 400 representatives from the international travel trade and 80 journalists. By participating in the Explore Georgia campus, many partners were able to exhibit at IPW for the first time and engage with new and established business contacts critical to marketing internationally. The campus increased the visibility of all partners on the show floor and drove more foot traffic and awareness than any single destination could have accomplished on its own.

3. The Atlanta Journal-Constitution: Georgia's built for face-to-face business

Explore Georgia secured an Opinion piece by Chief Marketing Officer Mark Jaronski in the Atlanta Journal-Constitution, which discussed the importance of professional in-person meetings in stimulating economic growth and supporting businesses of all sizes, while simultaneously powering other industries important to Georgia. The piece was published in the April 25, 2023, print, ePaper, and online editions, garnering more than 1.1 million impressions. This bylined article was achieved as a result of Explore Georgia's earned media efforts for the U.S. Travel Association's Global Meetings Industry Day, an annual industry event that recognizes the undeniable value that business meetings, trade shows, conferences and conventions bring to people, businesses, and communities.

UPCOMING EVENTS AND OPPORTUNITIES

- **U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO) 2023: Savannah; August 19-22**
ESTO is the leading annual learning and knowledge-sharing forum for destination marketing professionals. This conference features four days of relevant, engaging content. Explore Georgia was instrumental in bringing this convention to Georgia, which is estimated to bring nearly 1,200 attendees and an economic impact of approximately over \$1 million to Savannah.
- **Georgia Governor's Tourism Conference: Jekyll Island; September 11-13**
The Georgia Governor's Tourism Conference is the premier annual event for the state's tourism industry. Presented by Explore Georgia, the event is attended by approximately 500 tourism and hospitality professionals. In an effort to inspire Georgia's statewide travel industry to continuously improve the state's appeal as a tourism destination, Explore Georgia chooses session content intentionally. This year's general sessions feature keynote speakers including Brand USA President and CEO Chris Thompson, insight-driven marketing expert Simon Bradley, and Atlanta Dream President and Chief Operating Officer Morgan Shaw Parker.
- **Brand USA Travel Week U.K. & Europe 2023: London; October 16-19**
Brand USA Travel Week is an annual event that brings together key players in the U.S. and European travel industries to discuss trends, challenges, innovations, and opportunities to drive future visitation to the U.S. For a third year running, Chief Marketing Officer Mark Jaronski has been invited to represent Georgia as Brand USA brings the leading U.S. partner CEOs to meet with news media as well as aviation and industry executives.



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