

Hapeville Association of Tourism and Trade

700 Doug Davis Drive
Hapeville, GA 30354

7:30PM

1. Call To Order

2. Roll Call

- Alan Hallman, Chairman
- Ruth Barr
- Michael Randman
- Joshua Powell
- Diane Dimmick

3. Public Comments On Agenda Items

4. New Business

- 4.I. Consideration And Action To Enter Into An Agreement With Georgia Economic Development And Tourism Department For The Monetary Match Program And To Expend \$6,667, And Authorize The Chairman To Execute All Necessary Documents Pending Legal Review.

BACKGROUND:

Hapeville has been presented with an opportunity to partner with the State of Georgia's Economic Development and Tourism Department in leveraging our community marketing efforts. This opportunity is being offered to Georgia cities on a first-come, first serve basis. The State is currently offering a 1:1 match to our City through a partnership they have established with Travelport. Travelport is a travel commerce platform providing distribution, technology, payment and other solutions for the travel and tourism industry. The State and Travelport are offering a digital marketing campaign investment opportunity. The State Economic Development office thought that the City may be interested in pursuing this opportunity and commitment to promote our community, especially given Hapeville's proximity to the airport, and have suggested content focused on City amenities. The purpose of the State's program is to promote the state primarily to travel consumers. The required marketing investment from the City would be \$6,667; the State would match the City's investment 1:1, and Travelport, in their agreement with the State, will double that amount of ad value. The ad campaign would be from September 2016 through March 2017. Staff could identify the funds from existing advertising budget for this expense.

If the Hapeville Association of Tourism & Trade Board are interested in proceeding with this opportunity, staff asks that consideration for approval for the expense and to authorize the City Manager to submit the attached 2016 Tourism Foundation Match Program Authorization Form on behalf of the City to begin the process and be able to take advantage of the opportunity. Attached are reference documents for review including: GA Tourism Destination Marketing Opportunity Info Sheet, GA Tourism Travelport Partner Program Info, and the Tourism Foundation Match Program Authorization Form.

Documents:

GA TOURISM BUY AUTHORIZATION FORM.PDF
GA TOURISM DESTINATION MARKETING OPPORTUNITY.PDF
GA TOURISM TRAVELPORT PARTNER.PDF

5. Public Comments

6. Adjourn