HOUSE OF REPRESENTATIVES

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STANDING COMMITTEES:
Economic Development and Tourism – Chairman
Appropriations
Creative Arts and Entertainment
Rules
Urban Affairs
Ways and Means

TO: **ECONOMIC DEVELOPMENT AND TOURISM MEMBERS**

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FROM: Chairman Ron Stephens
DATE: Friday, December 12, 2025
RE: House Economic Development and Tourism Committee Meeting

The Economic Development and Tourism Committee will hold an informational meeting on **Friday, December 12th at 10:30 am at the Jekyll Island Convention Center in the Ben Porter Salon Room.**

AGENDA:

- **Assess Georgia's Regional Positioning**
  Evaluate how Georgia's efforts to attract visitors, events, and investment compares to other states.

- **Understand the Role and Efficacy of Marketing**
  Explore the direct relationship between tourism, marketing investment, and measurable outcomes like visitation, revenue, and brand awareness.

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- **Explore the Potential Impact of Additional Funding**
  Consider how increased or restructured funding could enhance Georgia's statewide tourism efforts, expand market reach, and improve ROI across key sectors.

Speakers:

- **Chairman Ron Stephens –** Opening Remarks

- **Mark Williams**, Executive Director, Jekyll Island Authority
  Welcome Remarks and description of state investment in Jekyll Island

- **Rusty Haygood**, Deputy Commissioner, Georgia Department of Community Affairs
  Follow the money in tourism. How is it paid for and what does it pay for?

- **Joe Marinelli,** President/CEO, Visit Savannah
  21st Century Destination Marketing – A Multi-Faceted, Results-Driven Approach

- **Michael Owens,** President/CEO, Tourism Leadership Council
  Comparative Overview of Georgia's standing when considering state marketing efforts

- Lunch and Committee Discussion

Adjournment

cc. Office of the Speaker
Office of the Clerk
Legislative Counsel
Media Services
House Budget and Research Office