

House Resolution 411

By: Representatives Herring of the 145th, Jones of the 143rd, Griffin of the 149th, Paris of the 142nd, and Washburn of the 144th

A RESOLUTION

1 Commending Visit Macon for its outstanding contributions to increasing tourism in
2 Macon-Bibb County, fostering the film and music industries, and making tourism a vital
3 component of the local economy; and for other purposes.

4 WHEREAS, Visit Macon has played an instrumental role in promoting Macon-Bibb County
5 as a premier travel destination by showcasing the region's rich history, vibrant culture, and
6 unique attractions; and

7 WHEREAS, through innovative marketing campaigns, partnerships, and events, Visit Macon
8 has significantly increased the visibility of the community, drawing visitors from across the
9 nation and around the world; and

10 WHEREAS, Visit Macon's outstanding efforts to promote Macon-Bibb County as a premier
11 travel destination have garnered significant national recognition, including *The New York*
12 *Times* listing Macon among its "52 Places to Go" in 2023 for its rich musical heritage and
13 the Ocmulgee Mounds National Historical Park; *Condé Nast Traveler* featuring Macon in
14 its "23 Best Places to Go in the U.S." in 2023 for its cultural attractions and historical
15 significance; and *The Wall Street Journal* highlighting Macon as a top destination in 2025,
16 further underscoring its growing prominence in the national tourism landscape; and

17 WHEREAS, these accolades reflect Visit Macon's successful marketing campaigns and
18 partnerships, which have significantly elevated the city's profile and attracted visitors from
19 across the nation and around the world; and

20 WHEREAS, tourism has become a cornerstone of the Macon-Bibb County economy,
21 generating millions of dollars in revenue annually through visitor spending on lodging,
22 dining, entertainment, and shopping; and

23 WHEREAS, this revenue not only supports local businesses and creates jobs but also
24 contributes to reducing the tax burden on Macon-Bibb County residents as visitor spending
25 provides critical funding for public services and infrastructure; and

26 WHEREAS, Visit Macon has actively collaborated with the Macon Film Commission to
27 attract film and television productions to the area, resulting in four to five major productions
28 annually, which generate approximately \$4-5 million in economic impact each year; and

29 WHEREAS, Macon's rich music heritage is a cornerstone of its identity, and Visit Macon
30 has successfully promoted the region as a musical destination; and

31 WHEREAS, Visit Macon has highlighted the area's diverse attractions, including historic
32 landmarks like the Hay House and Ocmulgee Mounds National Historical Park, world-class
33 music heritage sites, and vibrant festivals like the Cherry Blossom Festival; and

34 WHEREAS, the organization's efforts to honor Macon's music history have not only
35 strengthened the local economy but also inspired pride and cultural appreciation among
36 residents and visitors alike.

37 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that
38 the members of this body commend Visit Macon for its unwavering dedication to increasing
39 tourism, supporting the film and music industries, and strengthening the local economy as
40 well as for earning national acclaim that has elevated Macon-Bibb County's reputation as a
41 premier travel destination and solidified tourism as a vital and sustainable economic driver
42 for the community.

43 BE IT FURTHER RESOLVED that the members of this body recognize President and CEO
44 Gary Wheat and the staff of Visit Macon for their dedication to promoting the region,
45 fostering partnerships, and enhancing Macon-Bibb County's reputation as a top-tier
46 destination while contributing to the economic well-being of the community and reducing
47 the tax burden for residents.

48 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized
49 and directed to make appropriate copies of this resolution available for distribution to Visit
50 Macon and its partners.