

Visitor Impact

\$31.6
MILLION 

Number of local jobs that exist because of McDuffie County tourism **230**

\$1.3 Million State taxes generated as a result of McDuffie County tourism

Local taxes generated as a result of McDuffie County tourism **\$860** Thousand

\$257 Amount McDuffie County tax payers save per year per household because of tourism

Source: Georgia Department of Economic Development 2019 Tourism Economic Impact Report.

Thomson-McDuffie CVB 2020 Board of Directors

- | | |
|---|--|
| Bonnie McCorkle
Chairman | Kim-Cora Kay
McDuffie Farm Bureau |
| Lewis Boykin
McDuffie Public Fishing Area
Vice-Chairman | Trevor Welcher
McDuffie Recreation |
| Richard Harrington
Hampton Inn | Chase Beggs
McDuffie Planning & Zoning |
| Mark Rodgers
Hillcrest Farms | Britney Dyson
Truist Bank |
| Amy Kiel
Hogie Joe's Sports Grill | Ex Officio
Don Powers
Forward McDuffie |
| | Elizabeth Vance
Executive Director |



2020 TOURISM ANNUAL REPORT

Visitor Profile

Classic South Region

VISITOR ORIGIN

- Atlanta, Ga
- Columbia, SC
- Savannah, Ga
- Macon
- Greenville, Sc



AVERAGE SPEND

\$76 per person day trips
\$209 per person overnight trips

Partnerships

Regional and Statewide:

The Thomson-McDuffie County CVB leverages our resources by partnering with Explore Georgia on co-op programs, participates with members of the Classic South Travel Association to share ideas and resources, and supports the efforts of the Georgia Association of Convention & Visitors Bureau as they seeks to establish a permanent funding source for statewide destination marketing.

Nearby Communities:

The Thomson-McDuffie County CVB has partnered with neighboring counties of Warren, Taliaferro, Hancock and Greene to collaborate on a twice a year bus tour of historic rural churches called Historic Pews & Pulpits Ramble. The CVB has also partnered with Warren County on a collaborative event called Bikes & Blues, a 25 and 50 mile bike ride the morning of the Blind Willie McTell Music Festival.

Source: Georgia Department of Economic Development 2019 Classic South Regional Visitor Profile.

Hillcrest Farm

After years of planning, Hillcrest Farm became Georgia's first robotic dairy, and in June of 2020 they began taking visitors on tours of their farm. Since then,

Hillcrest has received great media attention and response to their tours.



Featured in the Atlanta Journal Constitution

Visit Thomson GA
Published by Elizabeth Vance · December 5 at 3:06 PM ·

Another great article about the innovations at Hillcrest Farms Inc ... Online now, in print tomorrow on the cover of the Metro section of the AJC!

<https://www.ajc.com/.../tende.../32R3TBEDBD55HUC4DKD275P44/>

AJC.COM
Tended by robots, milk cows mooove into life of luxury

290 People Reached 12 Engagements [Boost Post](#)

4 Shares

Georgia Grown TV

Visit Thomson GA is with **David Zelski**.
Published by Elizabeth Vance · July 16 ·

It was great to meet David Zelski of Dizzy Productions today. He filmed at Hillcrest Farms Inc and learned all about Georgia's first robotic dairy. Can't wait to see the finished product and share when it's ready!

561 People Reached 45 Engagements [Boost Post](#)

14 Comments 1 Share

UGA Student, Trey Walker helped Hillcrest by putting together a Marketing plan for tour roll out.

Groups & Events

The global pandemic disrupted most of our planned events for 2020, however we were able to move forward with the 2 below event, a junior golf tournament at Belle Meade Country Club and a Camp n' Paddle kayak fishing event at the McDuffie Public Fishing Area.

Belle Meade Country Club
October 2 ·

Belle Meade welcomes the **Southeastern Junior Golf Tour - SJGT** for hosting this junior classic earlier this month. Belle Meade Country Club was a great venue for the event and had luck to all juniors participating and especially our own **Xeve Perez**, Aiden Weir, and Rob Ferris!

Visit Thomson GA
Published by Elizabeth Vance · October 27 ·

A belated "Thank You!" to the folks at **Southeastern Junior Golf Tour - SJGT** for hosting this junior classic earlier this month. Belle Meade Country Club was a great venue for the event and had luck to all juniors participating and especially our own **Xeve Perez**, Aiden Weir, and Rob Ferris!

Southeastern Junior Golf Tour - SJGT added 79 new photos to the album: **2020 Belle Meade Junior Classic**.
October 5 ·

Southeastern Junior Golf Tour hosted a tournament at Belle Meade Country Club.

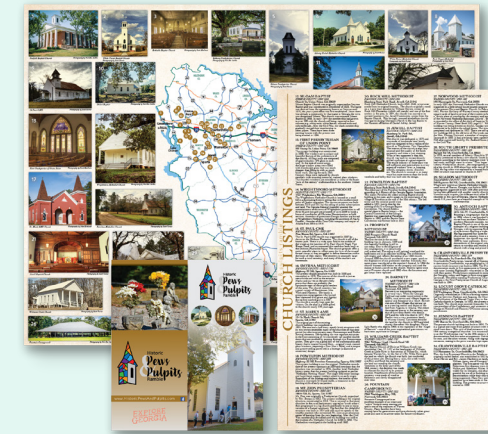
MCDUFFIE PFA CAMP N PADDLE
JULY 24 - 26, 2020

FRIDAY, JULY 24, 2020 AT 10 AM EDT
GKF McDuffie PFA Pond Hop Camp N Paddle
Georgia Kayak Fishing, Inc.

Georgia Kayak Fishing hosted a Camp n' Paddle event at the McDuffie Public Fishing Area.



Other Highlights



\$5,000

Tourism Product Development grant awarded in 2020 for **Historic Pews & Pulpits** marketing brochure. This project became more important after the pandemic hit. We were forced to cancel both

tours for 2020. With the marketing piece, we can now continue to promote the church trail as a safe, socially distant, self guided tour.

McDuffie Turns 150

The CVB has assisted with:

- New light pole banners
- Commemorative beer logo
- Promotion of commemorative items
- Promotion of #mcduffieturns150 on social media

