Joint Proclamation

By
Lumpkin County
And
The City of Dahlonega

WHEREAS; Michael Cottrell has served a full year term as Chair of the Board of Directors for the Dahlonega-Lumpkin County Chamber of Commerce & Visitors Bureau and under Michael Cottrell's leadership, the Chamber was awarded the Georgia Certified Chamber Accreditation; and

WHEREAS; the Chamber produced the Six Gap Century Bike Ride, the Chamber's largest fundraising event, that had an economic impact of over $1 million to the local economy and the Chamber partnered with the community and Chamber Members to hold the Dahlonega 4th of July Celebration and Firecracker 5K / 10K Fun Run, Old Fashioned Christmas, Trick-or-Treat Dahlonega, Movies Under the Stars in partnership with Enotah CASA, Healthy Kids Georgia Festival with the Lt. Governor's Office, the Dahlonega Wine Trail event, and a Business Connections Expo; and

WHEREAS; under Michael's term as Chair, the Chamber developed Leaders in the Community through the Leadership Lumpkin, Lumpkin Youth Leadership and Women in Lumpkin Leadership Programs and the Dahlonega-Lumpkin Chamber focused on staff development in order to enhance member and community services and hired a new Tourism Director; and

WHEREAS; the Chamber held quarterly Chamber 101 Orientations, 3 networking events monthly, regular Nuts and Bolts Workshops for business education, and 22 ribbon cuttings and ground breakings for member businesses and the Chamber promoted member businesses through 38 e-newsletters and a strategic social media campaign with a reach of 21,390 individual social media accounts across Facebook, Twitter and Instagram; and

WHEREAS; the Chamber, in partnership with the DDA, promoted shopping local and the Golden Ticket value added incentive campaign and the Chamber led community healthcare initiatives through the Healthcare Committee that hosted networking meetings, a mix and mingle for healthcare professionals, and produced the Annual Health & Wellness Expo; and

WHEREAS; the Chamber, in recognition of National Tourism week, organized "Travel Rally Days" and shared the community designation as "Wine Tasting Room Capital of Georgia" adopted by the Georgia Senate on February 3, 2015 and under Michael Cottrell's leadership, the Chamber collaborated with Roswell and Dawsonville to create the award-winning regional partnership itinerary "Mansions, Moonshine & Goldmines" and was awarded the Southeast Tourism Society's "Shining Example" award for partnerships in building itineraries; and

WHEREAS; the Chamber, in partnership with the DDA, produced a summer and winter commercial that aired on HGTV, Fox News, ABC Family, MSNBC, The Weather Channel, The Travel Channel and Lifetime and partnered on GPB radio advertising and the Chamber worked with Pineapple Public Relations to secure a $1.2 Million media value, resulting in an estimated 36,469,808 viewer impressions for an $80 return on every $1 invested in strategic media marketing; and

WHEREAS; the Chamber renovated the Visitor Center for a more positive visitor experience and enhanced its security system and the Chamber & Visitors Bureau, in partnership with 365 Degree Total Marketing, produced the Community Guide and Wedding and Event Planner Guide, redesigned, reprinted and produced 120,000 promotional collateral pieces, including Visitors Guide, Pad Map, and Dining Guide, and created a North Georgia Waterfall App; and

WHEREAS; the Chamber partnered with University of North Georgia and local businesses to participate in the "Welcome Parent INTROs," produced the annual "Welcome Back UNG Students" event, attracting over 1,000 students, and the "Welcome Back UNG Faculty, Staff, and Admin Reception" with community partners and the Chamber pursued the AVA designation "Dahlonega Plateau", traveling to Washington, D.C. to submit the petition to the TTB with the Resource Geo Services consultant; and

WHEREAS; the Chamber served as Lumpkin County's Camera Ready Liaison, securing the movie production of "*Christmas in the Smokies*" that yielded a $350,000 economic impact on the local community and the Chamber worked with community partners to submit an RFP for Community Visioning, evaluated proposals and references and solidified an agreement for services to begin in 2016; and

NOW, THEREFORE, let it be known that Michael Cottrell has served as an effective leader as the Chair of the Dahlonega-Lumpkin County Chamber of Commerce and Visitors Bureau Board of Directors for 2015.

Lumpkin County Georgia	City of Dahlonega
Chris Dockery, Chairman	Gary McCullough, Mayor
Attest:	Attest:
Kathleen Walker, County Clerk	Kimberly Smith, City Clerk

BOARD OF COMMISSIONERS LUMPKIN COUNTY, GEORGIA SEAL 1832