



VISIT FORSYTH

CONVENTION & VISITORS BUREAU

2024 YEAR IN REVIEW

January 31, 2025

OUR LONG-TERM VISION:

Telling the Story (STORIES) of Forsyth!

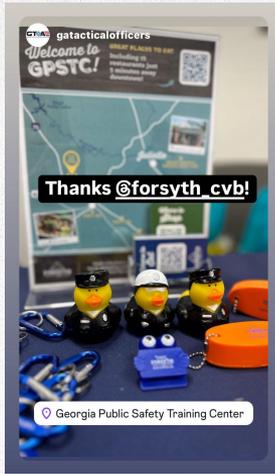
We have been developing products, collateral, content, etc. all in support of a long-term vision of story-telling as the foundation of marketing Forsyth, building an authentic connection with visitors and the community.

“STORY IS OUR MIDDLE NAME”

FORSYTH



FSTORYH



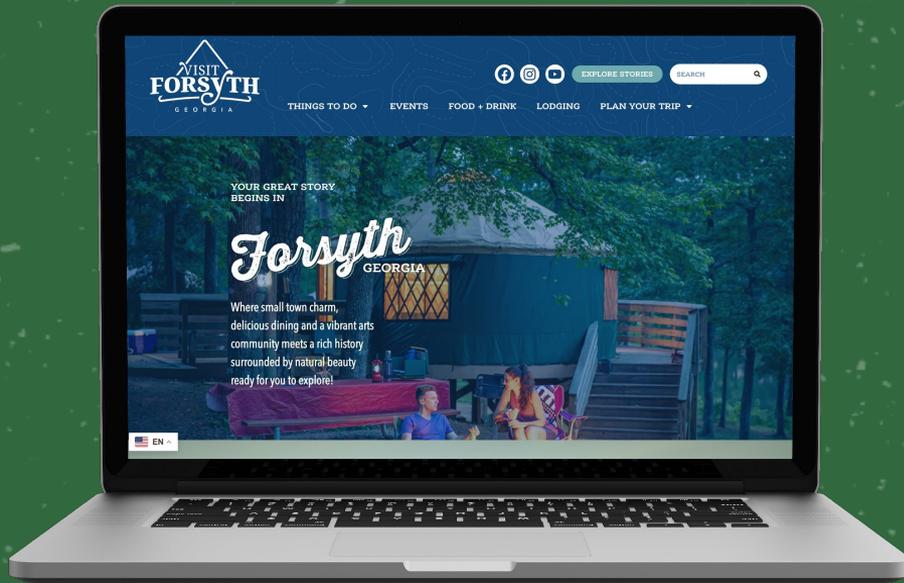
WE WON
AN AWARD
FOR OUR
NEW
BRAND



VISIT FORSYTH BRANDING RECEIVES
COMMUNICATOR
AWARD



WE LAUNCHED A NEW WEBSITE



NEW SITE FEATURES

A new site built around storytelling and showcasing our resources in a way that is accessible to visitors and partners.

- Blog Posts on homepage, with auto-refresh
- Events on homepage, with auto-refresh
- Sitewide Search
- Cross-promoted content and assets
- Itinerary Corner
- Enhanced Interactive Listings, filterable with own URLs
- Partner Portal
- Planning Resource Gallery
- Fox Hunt and other Landing Pages
- ADA-accessible
- Mobile Responsive
- Enhanced SEO
- Enhanced User Experience & Navigation
- Easy for CVB to Manage/Update

WE STARTED A NEW CAMPAIGN

Visit Forsyth
THE ULTIMATE SETTING FOR A CULINARY STORY

SCAN HERE FOR MORE LOCAL FAVORITES!

Whistle Stop Cafe

As all foodies can attest, the meals we eat are more than fuel for our adventures—they are memory-makers and storytellers! From the nostalgia of traditional Southern fare to the grounded connection of local-grown ingredients to the comradery of a local hunt, food is an experience in every meaning of the word. Come experience a culinary adventure in the heart of Georgia—Forsyth guarantees stories to last a lifetime!

PLAN YOUR STORY AT VISITFORSYTHGA.COM

THE ULTIMATE SETTING FOR AN Unforgettable Story

Plan your story at VisitForsythGA.com

THE ULTIMATE SETTING FOR AN Unforgettable Story

90 North Jackson St.
478-674-1400
visitforsythga.com

THE ULTIMATE SETTING FOR AN Unforgettable Story

THE ADVENTURE COLLECTION

Forsyth is the ultimate setting for truly unforgettable stories, particularly those that include adventure, discovery, beauty, history, nature and culture. We're proud to share these stories with you, and we hope you'll share them with others. We're committed to making sure you have the best possible experience in our own backyard.

HOOR FALLS STATE PARK
Experience the beauty of the outdoors with a visit to the state's largest park. The park offers a wide variety of recreational activities, including hiking, fishing, and boating. It's a great place to enjoy the outdoors and enjoy the view.

INDIAN SPRINGS STATE PARK
Experience the beauty of the outdoors with a visit to the state's largest park. The park offers a wide variety of recreational activities, including hiking, fishing, and boating. It's a great place to enjoy the outdoors and enjoy the view.

DAMES FERRY PARK AND LAKE WALLEE
Experience the beauty of the outdoors with a visit to the state's largest park. The park offers a wide variety of recreational activities, including hiking, fishing, and boating. It's a great place to enjoy the outdoors and enjoy the view.

Plan your story at VISITFORSYTHGA.COM

While Forsyth offers beautiful views, delicious food and experiences to last a lifetime, there are plenty of hidden gems to discover. From scenic views to delicious food and experiences, there are so many ways to enjoy the beauty of Forsyth. What story will you write?

THE ULTIMATE SETTING FOR AN Unforgettable Story

PLAN YOUR STORY AT VISITFORSYTHGA.COM

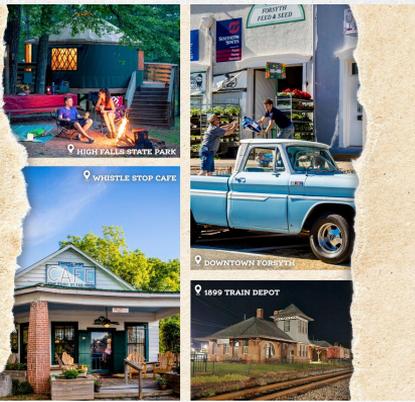
VISIT FORSYTH
GEORGIA

It is no coincidence that if you rearrange the letters in Forsyth, the word "story" is nestled within. Our community is full of so many wonderful stories to share with you! Come visit us and discover why

Story is our middle name!



Plan your story at VISITFORSYTHGA.COM



THE ULTIMATE SETTING FOR AN UNFORGETTABLE STORY OF

Adventure

VISIT FORSYTH
GEORGIA



While Forsyth draws hunters, fishermen and explorers to its many beautiful spots, there are plenty of unique ways to adventure. Resting right between Macon and Atlanta and home to rich history, exquisite landscapes, diverse foods, unique artistry and so much more, Forsyth is the perfect basecamp for any adventure. Take time to slow down, stay awhile and enjoy all our region offers. What story will you write?

PLAN YOUR STORY AT VISITFORSYTHGA.COM



WHERE EVERY DISH HAS A

Story to Tell



VISIT FORSYTH
GEORGIA



The Ultimate Setting For An UNFORGETTABLE STORY

VISIT FORSYTH
GEORGIA



WHERE EVERY DISH HAS A

Story to Tell



VISIT FORSYTH
GEORGIA

Where Every Dish Has A

STORY TO TELL



VISIT FORSYTH
GEORGIA



THE ULTIMATE SETTING FOR AN

Unforgettable Story



VISIT FORSYTH
GEORGIA

THE ULTIMATE SETTING FOR AN

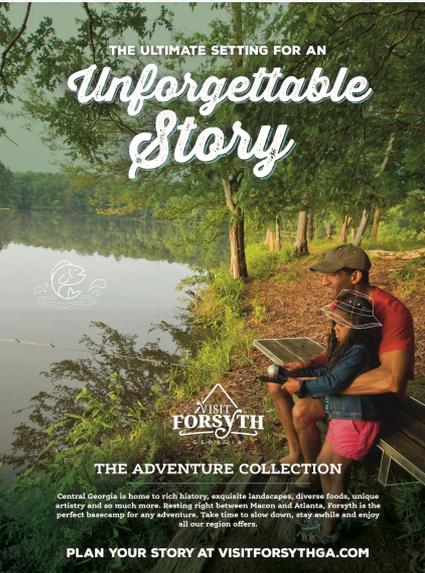
Unforgettable Story



VISIT FORSYTH
GEORGIA

THE ULTIMATE SETTING FOR AN

Unforgettable Story



VISIT FORSYTH
GEORGIA

THE ADVENTURE COLLECTION

Central Georgia is home to rich history, exquisite landscapes, diverse foods, unique artistry and so much more. Resting right between Macon and Atlanta, Forsyth is the perfect basecamp for any adventure. Take time to slow down, stay awhile and enjoy all our region offers.

PLAN YOUR STORY AT VISITFORSYTHGA.COM

THE ULTIMATE SETTING FOR AN

Unforgettable Story



VISIT FORSYTH
GEORGIA

While Forsyth draws hunters, fishermen and explorers to its many beautiful spots, there are plenty of unique ways to adventure. Resting right between Macon and Atlanta and home to rich history, exquisite landscapes, diverse foods, unique artistry and so much more, Forsyth is the perfect basecamp for any adventure. Take time to slow down, stay awhile and enjoy all our region offers. What story will you write?



PLAN YOUR STORY AT VISITFORSYTHGA.COM

VISIT FORSYTH
GEORGIA

WE RAN PARTNER ADS ON I-75 BILLBOARD



PARTNERS:

Historical Society

Monroe County Fine Arts

Forsyth Monroe Chamber

Hubbard Museum

Tift Alumni

& More

WE STARTED A RADIO SHOW



TUNE IN TO
Monroe Today
ON MAJIC 100FM



Hear us tell OUR STORY live on air!
Tune in to MAJIC 100FM radio's segment Monroe Today to catch our very own Convention & Visitors Bureau Director Gilda Stanbery host stories about our fabulous city.
Missed the show? Just head on over to VisitForsythGA.com to hear more and check out the Q&A blog.



WE STARTED A NEW “STORYTELLING” BLOG SERIES



*Agricultural and Mechanical Class of 1923. Back row, left to right: Josephine Harris, *Florence Meyer, *Laila Davis, and Annie Lusk. Front row, left to right: *Francis Mae Jackson and Willie Lee Butler. Not shown are *Mattie Battle and *Lobby Woodard.*Deceased*

The Hubbard Legacy



**The Tale of Forsyth's Old
Stone Depot**



**The Story of Hollywood &
Juliette**

[Load More](#)

**WE
RENOVATED
THE MCHS
CABOOSE
& Partnership
with Citizens of
Georgia Power**



WE STARTED A NEW PARTNERSHIP W/ GPSTC



QR CODE SCANS

Eat 313

Shop 85



WE CREATED A NEW SUPPORT LOCAL CAMPAIGN FEATURING A SHOP/DINE COUPONS FOR GROUP TRAVEL DISTRIBUTION & VISITORS



WE WON A 2024 GA TREND TRAVELBLAZER AWARD FOR OUR ACCESSIBLE FOX HUNT AND THE PARTNERSHIP WITH CANE QUEST





GA TREND'S
travel blazer
 2024 WINNER

TOURISM

2024 TRAVELBLAZERS

July is traditionally high travel season — kids are out of school, vacation days are pending and it's time for a mid-year break. With that in mind, take a look at the 2024 recipients of the TravelBlazer awards, chosen by the Georgia Association of Convention & Visitors Bureaus (GACVB) and Georgia Trend. These awards recognize unique tourism efforts that involve partnerships within each community, but they also make a handy list of things to check out as you travel — whether you're going to a city in the state or just around the corner in your own neighborhood. (Staycations count.)

COURTING TOURNAMENT MACON

Macon may very well be on its way to the pickleball capital of the universe. Its expansive new facility named the Sports and Events Center. The world's largest pickleball facility (creatively boasts 12 courts, showers and a pro shop. Since opening in 2023, it's proving popular with residents — with individual or family memberships or pay. But its real impact is coming in tourism as development, as the facility draws out of towners, drives traffic to a reimagined, not, along with a new ambassador, to help the surrounding neighborhood.

Gary Wheat, president and CEO of Visit Georgia between January and April 2024 five times the new facility have generated \$1.4 million impact. "One tournament alone had pay states and Canada," he says. Wheat credits County and especially Mayor Lester Miller for being how a dining mall property could be used a place for both residents and tourists the current offices and retail along with the Al Amphitheater and Rhythm & Rally. "This is a pickleball destination when this idea was first the the conversion of a tennis facility."

BY KENNA SIMMO
 PHOTO BY MATT OOD

perpage.com | July 2024



Expanding expectations Rhythm & Rally hosts pickleball tournaments and has individual and group memberships.

some seven years ago. "It came down to seeing if we could retrofit the building [an old Bulk store], because a lot of the columns inside were load bearing, so hats off to the county engineers and urban development authority" who figured out the structural aspects.

Wheat jokes that his staff feels like air traffic controllers because "we're just landing tournaments now." In addition to increasing the number of courts available, Rhythm & Rally also serves as backup to tournaments at Tattalatt Park's outdoor facility — meaning no rain-outs. "Any tournament, any time, can take place and [visitors] know they're going to get their [game] in," he says.

So far Rhythm & Rally is expanding expectations. "With the opening of the pickleball facility complemented by the amphitheater that opened in March, now you have businesses and developers starting to ask about — interest in this area." Wheat says. "We are already seeing returns on investments we have made in this project. We can't wait to see what it leads to in development and exposure for our community. This is everything we hoped it would be."

FOX-FINDING MISSION FORTYSH

Now is one is quite sure while Fortysh got its nickname. Fox City, Downtown's favorite Fox City Brewing Company says it could be the "clever name" of the city's founders — or it might harken back to nearby Tift College's history as a women's school. Whatever the origin, the 2018 Leadership Moore class saw an opportunity and created the Fortysh Foxhunting and scavenger hunt, just public art project — for visitors who can look for eight small fox statues (created by a local artist) that are scattered around downtown, each connected to the city's

history. The hunt starts at a life-sized statue — named Beesie — in Lee Park. (You could say she's for No. 1.)

The hunt proved popular, and the Fortysh Convention and Visitors Bureau assumed responsibility for the Foxhunting in the ensuing years. In 2023, the CVB partnered with Karen Walker, owner and CEO of Allied Instructional Services, who has been working in the field of special education and with visually impaired people for more than 20 years, and the Braille Institute to create a Cane Quest — a competition that teaches visually impaired young people how to find their way around town and navigate busy streets. And, in Fortysh's case, to find some foxes.

Making the Foxhunting more inclusive required some work. "There were things that came up, like Route 1 [the fox] at the Rose Theater is up by the marquee," says CVB Executive Director and CEO Gillia Stansbery. A person with visual impairment wouldn't be able to locate the statue. "So we created a Braille version that goes on the wall of the Rose Theater," Stansbery says, adding that she now plans to add a plaque there that gives information about the Foxhunting in Braille and text. "As so often happens with collaborations, one good idea leads to the next."

One of those ideas came from a discussion about how people use Bluetooth trackers (aka AirTags or SmartTags) to help them navigate. "I thought, wouldn't it be great to put AirTags on the little foxes?" Stansbery remembers. "Then it turned into the fox on use of an app, and now you can pull it up and it will tell you the story of each of the foxes and how to navigate from where you are."

In October, Fortysh became the site of the



Hiding in Plain Sight: Visitors taking part in the Fortysh Foxhunting hunt for eight small fox statues created by a local artist.



TOURISM | TRAVELBLAZERS

first Cane Quest held in Georgia, thanks to the Foxhunting. About 18 students participated, many traveling from the Georgia Academy for the Blind in Macon. Stansbery says the event drew close to 100 people when guides and family members were included in the total. "The community was very involved in welcoming them," Stansbery says. "I'm super proud of everyone who was involved." The Foxhunting will be the site of another Cane Quest this fall.

But the journey is its own reward, especially if you like beer. Participants get their paws at the Discover DeKalb site and check in when they visit one of the breweries. Each visit earns points, which can go toward rewards: You'll need 600 for the Teltail. Some of the breweries on the trail include Contrast Artisan Ales in downtown Chamblee, Little Cottage Brewery and Wild Heaven Beer in Avondale Estates, Three Taverns Craft Brewery and Twain's Brewing in Decatur, and Tucker Brewing Company in, yes, Tucker.

Emerge says the idea gained traction when the Discover DeKalb teams realized that despite any number of bar crawls in Atlanta, the east side of the county didn't have anything similar. Combining beer and tourism to benefit small breweries and nearby restaurants and shops was a way to create a unique showcase for the area. Emerge gives credit to Decatur's Tourism Manager Sherry Jackson for getting many of the breweries signed on. The Trail was first recognized as a TravelBlazer "notable" in 2022 and ultimately matched an award this year — "proof

Gillia Stansbery, executive director of the Fortysh Convention & Visitors Bureau, is one of the fox hunters.

perpage.com | July 2024

perpage.com | July 2024

**FORSYTH RECEIVED MENTIONS
AND STORIES IN COUNTLESS
LOCAL, STATE AND REGIONAL
PUBLICATIONS, WEBSITES/
BLOGS, SOCIAL CHANNELS, TV,
ETC.**

Zoe Wiggins
photos.
Nov 19, 2024 · 1

Months of hard work in the lead up, two weeks of an event madness and then suddenly it's over.

I never get used to the getting through it, plus well done mixed with ends!



MOTOCROSS

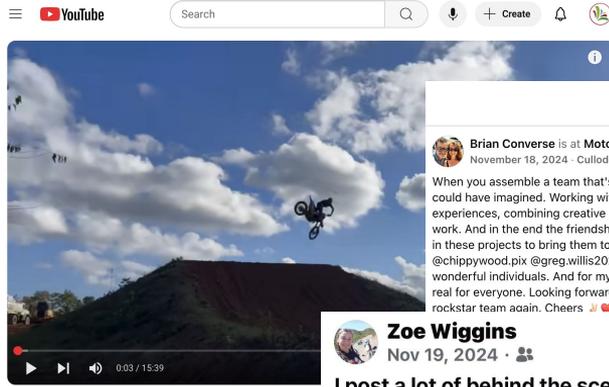
MOTOCROSS LAUNCH | TRIUMPH TF 450-RC

29 JANUARY 2025

WORDS: DANNY HAM PHOTOS: ADBMAG



35



Check Out the Triumph Facility & Mikkel Haarup on Swapmoto Live 98K subscribers

Brian Converse's Post

Brian Converse is at Moto X Compound.
November 18, 2024 · Culloden · 0

When you assemble a team that's passionate, creative, and fun the results are beyond what you could have imagined. Working with the @officialtriumph team this year has been one of the best experiences, combining creative minds and above all being trusted to produce the best possible work. And in the end the friendships that have cultivated through it all. There are so many involved in these projects to bring them to life. @sb_oftheeast @zoe_wiggins @ben_treston @tykellert @chippywood.pix @greg.willis2023 and @_kimber_kimber_ you are all rockstars and absolutely wonderful individuals. And for my stateside mate @tftant612 thanks for always keeping it fun and real for everyone. Looking forward to what the future has and looking forward to working with this rockstar team again. Cheers 🍻🔥

Zoe Wiggins
Nov 19, 2024 · 1

I post a lot of behind the scenes pics of the events we do. Reviews like this are why we do them:



youtube.com
Riding Ricky Carmichael's Dream Bike! | Triumph TF450-RC

4

Like Comment Send Share

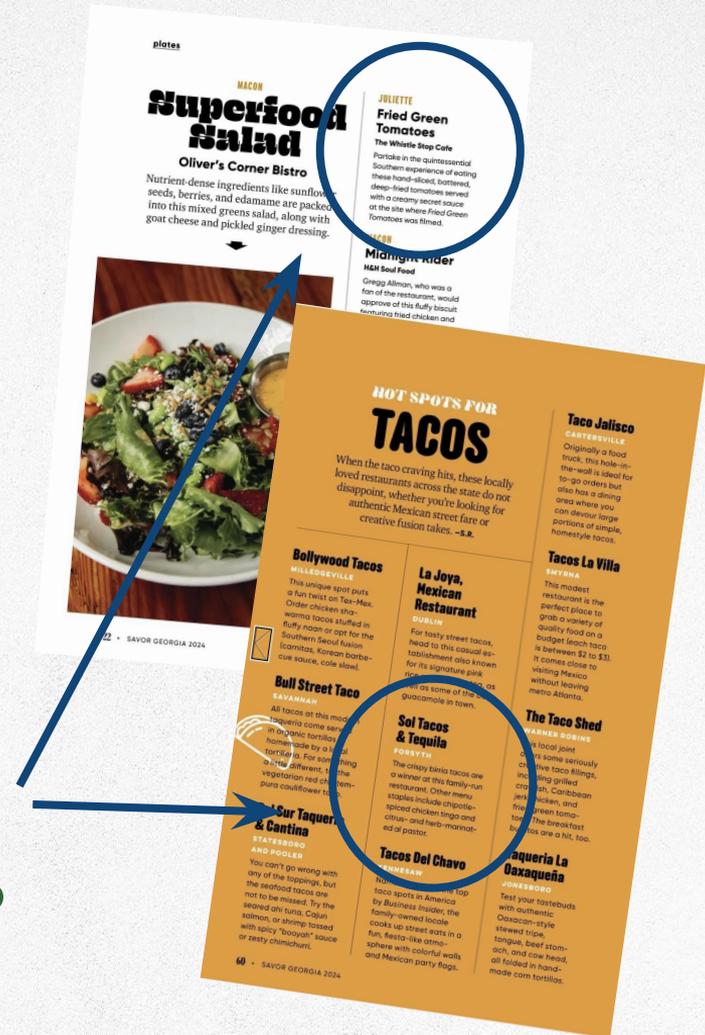
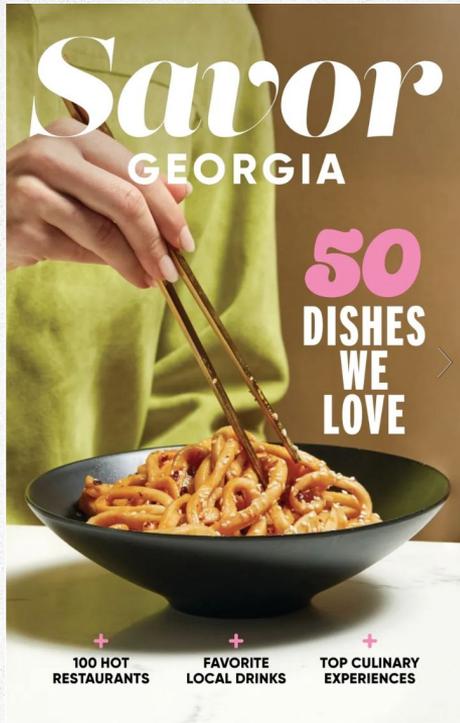
Home Video Marketplace Dating Notifications Menu

It was a hell of a long 28 hours from the time I left home until the time I arrived at the Hampton Inn in Atlanta, Georgia where I was greeted by some familiar faces and a prominent 'Welcome, Triumph' sign for the TF 450-RC launch. It was dark and quiet, and was definitely not what I expected from a big American city. Where the hell was it and what was I going to do? Travelling solo to these events leaves me a bit lost.

I arrived in Forsyth, Georgia early on a Monday evening. ADB is the only media outlet from Australia invited to this Triumph global launch. The US journo would get the first taste of the new TF 450-RC, and I would ride in the second wave alongside Germany and the UK.

It can be intimidating riding with others that turn up to these launches, especially when you see names like former MXGP heavyweight Jake Nicholls and Tommy Searle on the invite list. These guys still spin a mean lap and I would have to force myself not to ride over my head to try and seem relevant next them. The track had a few large jumps, step-ups and blind step-downs that tested my mental strength and belief that I belonged there. But riding with these guys was a blast; we had a lot of laughs and by the end of the trip we were all mates.

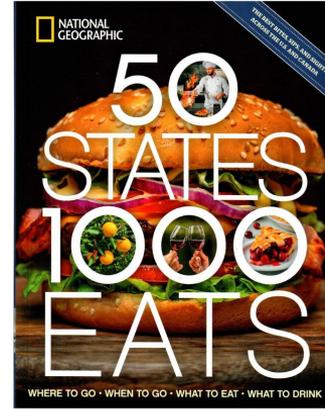
Triumph Motorcycle Launch - an economic impact that exceeded \$250,000! (in November)



Sol Tacos & Tequila in Forsyth featured in Savor Georgia's "100 Hot Spots" and the Whistle Stop Cafe in "50 Dishes You Must Try"



The Whistle Stop Cafe was featured in *National Geographic's "50 States, 1000 Eats"*



The folksy little **Whistle Stop Café** in Juliette gained worldwide fame in the movie *Fried Green Tomatoes* (1991) and continues to serve its signature dish straight up or in a salad, as well as other Georgia favorites like fried chicken and catfish fillets.



WE APPLIED TO 9 GRANTS, & WERE AWARDED 8

(2) Norfolk Southern Grants

(1) Central Georgia EMC

(2) Georgia Power Foundation

(1) Southern Rivers EMC

(1) Georgia Council for the Arts

(1) Citizens of Georgia Power

(Didn't Receive) Georgia Humanities Grant

WE SUFFERED A
FIRE CAUSING
DAMAGE TO
BRANDED
STARR & THE
ROSE THEATER

FOX5
ATLANTA

Live News Weather Good Day Sports Contests Email More

Overnight fire damages Forsyth western boutique

By FOX 5 Atlanta Digital Team | Published August 28, 2024 9:07am EDT | Georgia | FOX 5 Atlanta



(Forsyth Fire Department)

FORSYTH, Ga. - Firefighters have put out a serious blaze that broke out at a downtown Forsyth business overnight.

The fire broke out overnight at the Branded Starr Western Boutique on West Johnson Street in the city's downtown area.



Latest News

- Trump signs Laken Riley Act into law as first piece of legislation 
- Trump orders Guantanamo Bay detention center for migrants after signing Laken Riley Act 
- Missing: Clayton County man disappears while making DoorDash delivery 
- Belk announces closure of Kennesaw store 

**WE SURVIVED AND
HELPED EVACUEES
THROUGH HISTORIC
HURRICANES HELENE &
MILTON**

**WE
MOVED!
AGAIN!**



...and a whole lot more.

COLLATERAL DISTRIBUTION

The CVB distributes visitor guides, rack cards, and other materials promoting Forsyth and its tourism partners in the following places:

- Forsyth Welcome Center
- 1823 Artisan Guild & Gallery
- GPSTC
- Forsyth City Hall
- Monroe County Annex lobby
- 12 hotel & KOA lobbies
- State Regional VICs
 - *Augusta*
 - *Columbus*
 - *Lavonia*
 - *Port Wentworth*
 - *Ringgold*
 - *St. Mary's*
 - *Tallapoosa*
 - *Valdosta*
 - *West Point*
- SWAG bags for groups/events
- Chamber office
- Industrial Development Authority Office
- Whistle Stop Cafe in Juliette
- Honeycomb and shops in Juliette
- Hello Neighbor packets for newcomers

ADVERTISING

- Atlanta Magazine
- Southbound Magazine
- Southern Living Magazine
- Georgia Magazine
- Georgia State Parks
- Atlanta Falcons Yearbook
- Atlanta Braves Yearbook
- Discover Georgia Outdoors
- USA Today
- Billboard on I-75 (x2)
- TRIPinfo.com
- Welcome Home magazine (local)
- Forsyth KOA Guide (local)
- High Falls State Park Guide (local)
- Monroe County Reporter (local)
- Majic 100 Radio (local)
- Georgia Grown magazine
- Georgia Great Places
- Fall Getaway Integrated Campaign
- Culinary/Holiday Integrated Campaign
- ExploreGA.org
- Festivals.net
- Travel Lead Follow Ups
- Welcome Center Visitors
- VisitForsyth Social Media

MISCELLANEOUS

- Updated displays in:
- *Hotel and KOA lobbies*
 - *City Hall lobby*
 - *1823 Artisan Guild*
 - *Forsyth Antiques & More*
 - *GPSTC lobby*
 - *County Administration lobby*
 - *Planning & Zoning office*
 - *Health Department*
 - *Hubbard Museum & Cultural Center*
 - *Monroe County Historical Society Museum*
 - *High Falls State Park*
 - *Several Juliette shops*
 - *Monroe County Chamber*
 - *Monroe County Development Authority*
 - *Welcome Center*



MISC. CONT'D

➤ Community Marketing Assistance Grants for:

- *City of Forsyth*
- *Monroe County Fine Arts Center*
- *Telling Our Story Black History Museum's Juneteenth Celebration*
- *Forsythia Festival*
- *AOH's Autism Festival*
- *SRIM Center*
- *Hubbard Celebrations*
- *Green Tomato Festival*
- *Chamber's Hometown Holiday Parade*
- *Anchor of Hope Golf Tournament*
- *Chamber Golf Tournament*
- *Chamber 5k*
- *Knuckleball Golf Tournament*
- *Georgia Prison Wardens Association Golf Tournament*

➤ PLUS PR assistance for the above groups and:

- *Monroe County Historical Society*
- *Tift Alumni*
- *Forsyth Main Street*
- *Forsyth-Monroe Chamber*
- *City of Forsyth*

2024 WELCOME CENTER VISITOR LOG

January	69	July	131
February	90	August	190
March	136	September until 9/6	29
April	127	City Manager asked to close WC 9/6; people still came even with dark office and counted another 65 before stopped tracking 10/18	
May	129		
June	98		
Q1+Q2	649	Q3+Q4	415
<i>(compared to 345 in 2023)</i>		<i>(compared to 440 in 2023)</i>	

2024 TOTAL: 874
(compared to 785 in 2023)

As of 9/6 we had to cancel meetings, groups, and exhibits for the balance of 2025:

- CVBA meetings moved
- Canceled events/meetings:
 - GPSTC job fair
 - Burruss job fair
 - Backlot Players meetings, auditions, rehearsals
 - Pop up for Branded Starr
 - Main Street Trick or Treat
 - Hometown Holiday Parade/judges
- Canceled:
 - Art Guild Plein Air reception and exhibit
 - MoCo Sports Hall of Fame exhibit
 - Local History/railroad exhibit by Denise Collins
- Upcoming exhibits canceled:
 - 2025 A Year of Celebrations: featuring...
 - MCHS Jubilee
 - Hubbard Alumni 40 years
 - Backlot/Rose 30 years
 - CVB 10 years

2024 Visitor Guide Distribution

Total Number of Guides Given Out ~11-13k

Compared to ~8-9k in 2022 & ~10-11k in 2023

2024 SWAG Distribution

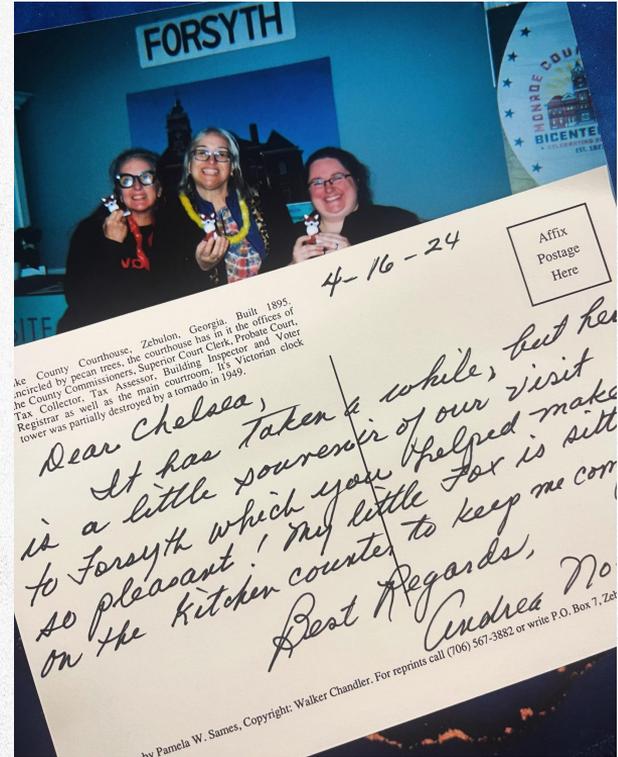
Total Number of Swag Bags Given 7,030

Total Number of Groups Distributed to 61

2024 Event Outreach

Total Number of Events CVB Attended 15+

Total Reach 37,000+



Southern Living Travel Leads

January	68	July	70
February	78	August	47
March	89	September	83
April	246	October	387
May	288	November	195
June	126	December	109
Q1+Q2	895	Q3+Q4	891
<i>(compared to 1145 in 2023)</i>		<i>(compared to 719 in 2023)</i>	

2024 TOTAL: 1786
(compared to 1864 in 2023)

Other 2024 Travel Leads

Georgia State Parks 110

Compared to 62 in 2023

Compass Fall Getaway 184
 (Aug-Dec)

Compared to 1244 in 2023

**2024 TOTAL PRINT-SOURCED
 LEADS: 2080**

(compared to 3195 in 2023)

2024 Data from Partners

PARTNER	EVENTS	ATTENDEES	HOTEL IMPACT	OTHER IMPACT
Anchor of Hope	2	~300 total	~1-3 rooms	
MC Conference Center	146	2-300+ ea.	N/A but events are 1-4 days	
Green Tomato Festival	1 (2 days)	~4000	~26 hotel nights	
SRIM Center	Many; Ex for 1 10-day event >>	~100-350/day (~2250 total)	~500 room nights	Days Inn was the hotel with the most bookings followed by Red Roof Inn =-we had 6 hotels that benefited from the program--along with local vendors such as Walmart and uber/independent shuttle services. I can also add that we employed a number of local vendors for various maintenance and renovation projects, plumbing Septic System landscaping, grading, trash removal, fencing.

PARTNER	EVENTS	ATTENDEES	HOTEL IMPACT	OTHER IMPACT
GPSTC	Many	2023: 50,526 2024: 56,796 12.4% increase		
MC Historical Society	visitors book is in storage due to renovations – estimated 624 visitors + more than 1,620 volunteer project hours in 2024			
1823 Artisan Guild	Plein Air Event	21	5 room nights (3 overnight; 1 two nights)	The local historic depot and Tift college campus provided the workshop background for artists. The participants were able to enjoy our downtown restaurants for lunch and dinner. The three workshop instructors were taken to dinner both nights. There were monetary awards for first, second, and third place artwork.
MC Fine Arts Center	<p>3 concerts</p> <p>62 student events</p> <p>4 dance recitals</p> <p>GHSA State Play Comp.</p>	<p>1706 total</p> <p>500 ave./event</p> <p>~700 (400+ part. with families)</p>		

PARTNER	EVENTS	ATTENDEES	HOTEL IMPACT	OTHER IMPACT
(MC Fine Arts Center Continued)	Food Truck Frenzy			
	Am. Legion State Oratorical Contest			
	GHSA Football Officials Training	200+		
	GHSA contest officials training	~150		
	Quarterly Bright from the Start Meetings			

DNR PARTNER	VISITATION	OCCUPANCY	LOCAL JOBS	ECONOMIC IMPACT
High Falls State Parks	338,466	53%	390	\$51,588,285
Dames Ferry Campground	102,338	56%	103	\$13,590,486

We requested attraction/event information from the following groups, but they did not respond. The CVB promotes their events generously and consistently through print, digital, direct email, newsletter, SM, displays, visitor centers around the state, etc.

1. Forsyth Golf Club
2. Forsyth MainStreet
3. Hubbard Museum & Cultural Center
4. Telling Our Story: Black History Museum
5. Forsyth- Monroe County Chamber
6. Rose Theater
7. Meadows Clay Sports

Website Traffic (All Channels)

	2024	2023	% Change
Total Sessions	21,625	34,050	-27.7%
Total Users	18,631	28,166	-33.9%
New Users	18,464	28,567	-35.4%
Total Pages Viewed	35,574	49,163	-27.6%
Engagement Rate	51.76%	43.81%	+18.1%
Avg. Session Duration	2m 10s	1m 36s	+35.4%

Total Sessions by Month

January	1206
February	1098
March	1573
April	1593
May	1822
June	2193
July	1861
August	1497
September	1409
October	3513
November	2041
December	1952

SEO: Organic Search Traffic to Web

	2024	2023	% Change
Total Sessions	9,775	9882	-1.08%
New Sessions	82.24%	82.16%	+0.10%
Pages per Session	1.60	1.65	-2.84%
Engagement Rate	66.85%	74.86%	-10.70%
Avg. Session Duration	2m 31s	2m 56s	-13.93%

Overall we were down about 1% for the year in organic traffic.

- While that may initially not sound great we were up 17% through the first seven months. This drop in traffic was due to the website redesign, which is a very normal side effect of a new website. Search engines will often lower the position of a website until they are certain the new website is valid and a helpful tool for consumers.

That being said, our site visibility has increased by 10.5% and we have categorically closed the year up on every search term we are tracking for.

- In short we took the hit this year organically to see significant growth in the future. The other item of note is the decrease of about 30% in overall website traffic. The website redesign is the primary reason for the drop, but launching some more social media campaigns this year may help.

Keyword Rankings	Aug 28	Dec 31	Diff	Volume
city of forsyth georgia	7	4	+3	480
forsyth ga	19	4	+15	8100
shopping in forsyth ga	9	4	+5	110
things to do in forsyth ga	13	4	+9	170
restaurants in forsyth ga	100	7	+93	2400
motels forsyth ga	41	25	+16	140
hotels in forsyth ga	72	29	+43	10

Top Pageviews

Home	21%
Food & Drink	9%
Outdoor Attractions	6%
Summer Events	4.5%
About City of Forsyth	3.5%

- **The top two organic landing pages in 2024 were the Homepage and Food and Drink.**
- **The average position for our optimized keywords rebounded significantly after an initial decline following the website update in August. The current average ranking is position 11, with several keywords now ranking within the top 4 on Google.**



QUESTIONS?