

CAVE SPRING DDA REPORT, FEBRUARY, 2022

submitted by Larry Dolan, executive director

- I. We had some major developments with the Film Industry once again in February
 - A. The Georgia Lottery made their latest television commercial in the Cave.
 - 1) This was a takeoff on the opening scene of RAIDERS OF THE LOST ARK, where Harrison Ford's character was trapped in the cave and nearly run over by a boulder.
 - B. The beauty of this venture is that it will air on every television station in the state of Georgia. They also tell me that the sections of the border states close to Georgia will also get some exposure. So the amount of eyeballs that will view this will be in the millions.
 - C. I have now learned, through experience, to recommend our town's restaurants in our initial conversation.
 - 1) The Lottery group patronized 4 out of our 5 restaurants, they paid the city permit fee, the Park Board for use of the cave and the Historical Society for the use of the Hearn Inn and the Church
 - 2) I would estimate that they spent roughly \$5,000 in the 4 days they were in town.

Can you imagine if instead of having one crew per month, we could bring in one per week?

 - 1) The exposure that we have been getting could potentially make that happen.

- II. On March 14th, we have an independent crew from Canada who wants to do a documentary in town.
 - A. One of the things they want to film is an Antiques Roadshow in the Cave.
 - 1) I'm currently working with them on some logistics. This won't be as big as the others. They will probably have a crew of 15 to 20 people. But I'll take it.
- III. We had to select new DDA officers for 2022 in the month of February
 - A. In addition to the new officers, we also had to select new committee chairpersons
 - B. We did this in accordance with the organizational chart that was taught to us by Ann Arnold at the January training. Our new officers are as follows:
 - 1) Chairman- Missey Gomez 2) Vice Chairman- Drew Jones
 - 3) Treasurer- Linde Marie Wentz

Commented [LD1]:

Our new Committees and Chairpersons are as follows:

- 1) Promotions- Billy Wayne Abernathy 2) Outreach- Steven Pierce
- 3) Design- Curt Burch 4) Business Development- Tim Ayers

Our staff has not changed and remains as follows:

- 1) Executive Director- Larry Dolan 2) Secretary- Ann Montgomery