

Q1 Did you find value in the Sports, Travel & Tourism Day program?

Answered: 8 Skipped: 0

7.6★

average rating

8.3

weighted average

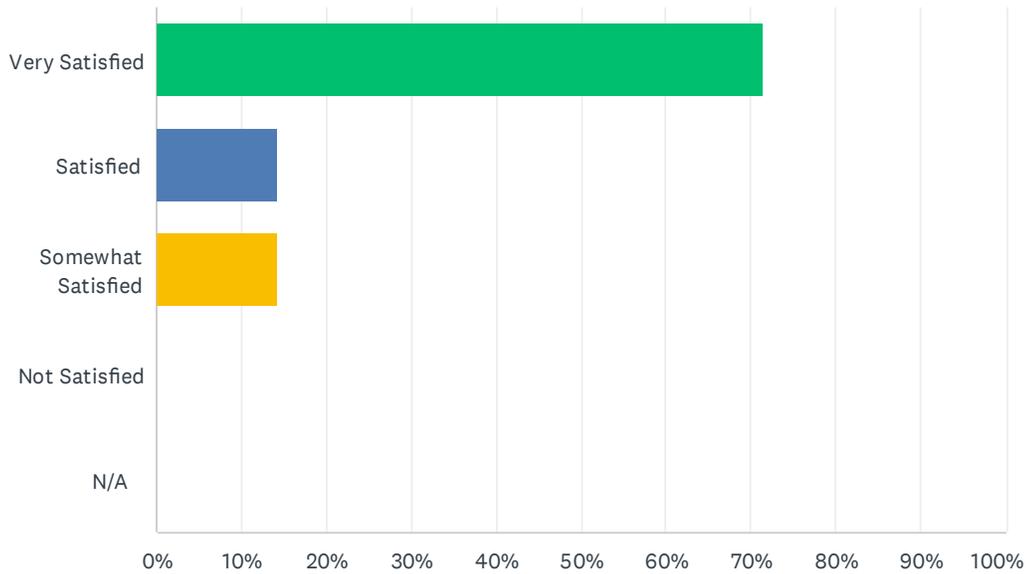


	NOT VALUABLE	(NO LABEL)	SOMEWHAT VALUABLE	(NO LABEL)	VALUABLE	(NO LABEL)	HIGHLY VALUABLE	(NO LABEL)	EXTREMELY VALUABLE
☆	0.00%	0.00%	0.00%	0.00%	0.00%	37.50%	12.50%	0.00%	50.00%
	0	0	0	0	0	3	1	0	4

#	PLEASE ELABORATE.	DATE
1	Participating in the Sports, Travel, and Tourism Day through Leadership COBB was nothing short of electrifying! The experience opened my eyes to the incredible depth, innovation, and opportunity within these industries. Every session felt like a front-row seat to the future — from the dynamic world of sports leadership to the expansive reach of global tourism and the ever-evolving travel landscape. What made it truly valuable was how immersive and hands-on the experience was. I didn't just learn about the fields — I felt connected to the energy that drives them. Hearing directly from leaders who shape these industries gave me powerful insight into how passion, strategy, and community engagement intersect to create meaningful impact. This day reminded me that sports, travel, and tourism aren't just activities — they're engines of culture, economic growth, and global connection. I walked away inspired, motivated, and more confident in the incredible opportunities ahead. It was an experience that will stay with me and continue fueling my leadership journey.	12/2/2025 5:58 PM
2	Very exciting to see how the region is dependent on Cobb for Sports, Travel and Tourism.	12/2/2025 11:19 AM
3	I was surprised to learn just how much the sport, travel and tourism industries impact this county, how much revenue i, and how it is looked at from a state, country and worldwide view.	12/2/2025 8:46 AM
4	It was insightful to receive a behind-the-scenes look at many of the facilities and tourism assets that we all know and love as spectators/attendees/visitors.	12/2/2025 8:08 AM
5	The Cobb tourism office and speakers were phenomenal! I would have enjoyed seeing and learning more about a few more places of high tourism interest, or hearing from those leaders. Six Flags, Kennesaw Mountain, Braves, Cumberland CID.	12/1/2025 9:21 PM

Q2 An Overview of Georgia Tourism: Holly Quinlan, Cobb Travel & Tourism/Cobb Sports Alliance; Jay Markwalter, Georgia Department of Economic Development

Answered: 7 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very Satisfied	71.43%	5
Satisfied	14.29%	1
Somewhat Satisfied	14.29%	1
Not Satisfied	0.00%	0
N/A	0.00%	0
TOTAL		7

#	PLEASE ELABORATE.	DATE
1	My experience during Leadership Cobb's Sports, Travel, and Tourism Day was exceptionally rewarding, particularly the overview provided by Georgia Tourism, the Georgia Sports Alliance, and the Georgia Department of Economic Development. Each speaker delivered a comprehensive, insightful look into the strategic vision that drives Georgia's position as a premier destination for visitors, sports organizations, and global partners. The Georgia Tourism team offered a well-rounded perspective on how the state leverages its diverse regions, cultural assets, and hospitality strengths to sustain one of the most influential tourism markets in the Southeast. Their emphasis on storytelling, regional collaboration, and sustainable growth highlighted the intentional work that goes into shaping Georgia's brand and visitor experience. The Georgia Sports Alliance provided an equally impressive presentation, showcasing how sports tourism has become a powerhouse for economic impact. Their discussion on venue development, community partnerships, and major event recruitment clearly demonstrated how sports not only strengthen local economies but also elevate Georgia's visibility on a national and international scale. Additionally, the Georgia Department of Economic Development tied everything together by illustrating how tourism, sports, and	12/2/2025 5:58 PM

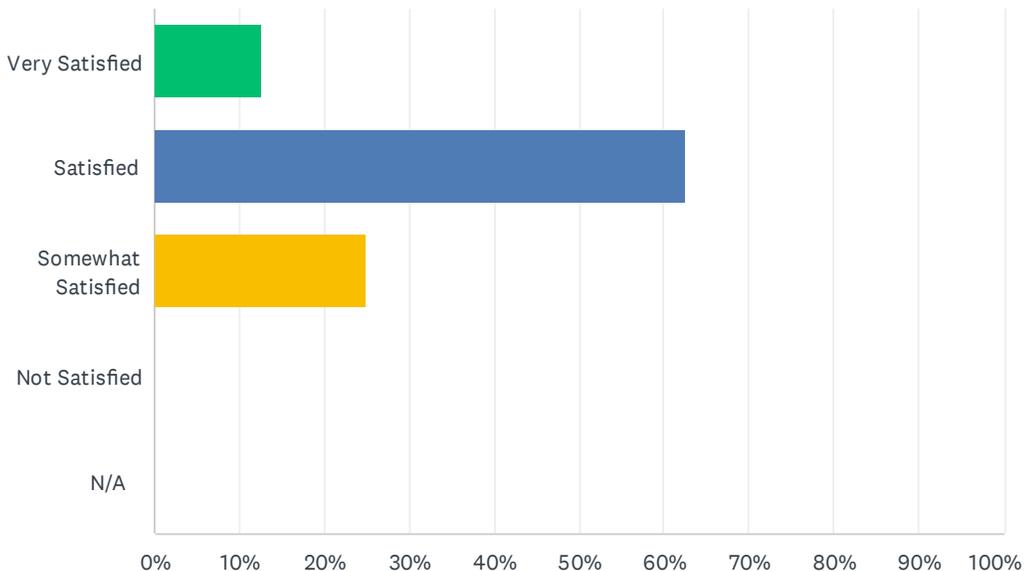
LC26 Sports, Travel & Tourism Day Evaluation

economic strategy operate in tandem to generate jobs, investment, and long-term statewide prosperity. Their data-driven approach and forward-thinking initiatives underscored the level of professionalism and expertise that supports Georgia's continued growth. Overall, I was extremely satisfied with the depth, clarity, and relevance of each presentation. The collective expertise of our speakers made this leadership day both enlightening and inspiring, offering a meaningful understanding of how these sectors shape the economic and cultural identity of our state. It was truly a standout experience within our Leadership Cobb program.

2	It was important to see and learn the collaboration that goes into this.	12/2/2025 8:46 AM
3	Holly and Jay were well worth the time. Listening to Holly set the tone for an exciting day ahead.	12/1/2025 9:21 PM

Q3 Economic Impact of Cobb Energy Performing Arts Centre by Tom Rowland

Answered: 8 Skipped: 0

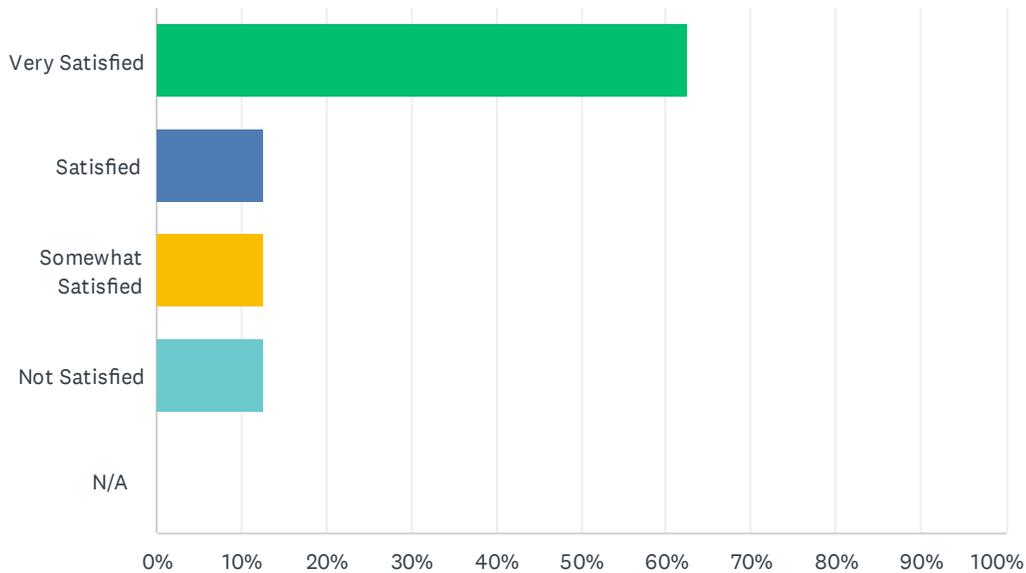


ANSWER CHOICES	RESPONSES
Very Satisfied	12.50% 1
Satisfied	62.50% 5
Somewhat Satisfied	25.00% 2
Not Satisfied	0.00% 0
N/A	0.00% 0
TOTAL	8

#	PLEASE ELABORATE.	DATE
1	Listening to Tom Rowling's presentation made clear how the Centre is more than an arts venue — it's a catalyst for economic growth and community vitality. It was particularly gratifying to understand how a well-managed performing arts facility can deliver measurable financial return and social benefit to the region.	12/2/2025 5:58 PM
2	Very nice to know how the Cobb Energy Center is bringing art to the county.	12/2/2025 11:19 AM
3	It was hard to hear what was being said with the presentation on the stage. But it was great to get to see the stage and be on it.	12/2/2025 8:46 AM
4	Tom is not an extrovert and seems uncomfortable talking to a large crowd. It was difficult to get excited, or inspired, as he was very soft-spoken, dry, and did not showcase the magic of theatre, although it may live in his heart.	12/1/2025 9:21 PM

Q4 Cobb Energy Performing Arts Centre Tour

Answered: 8 Skipped: 0

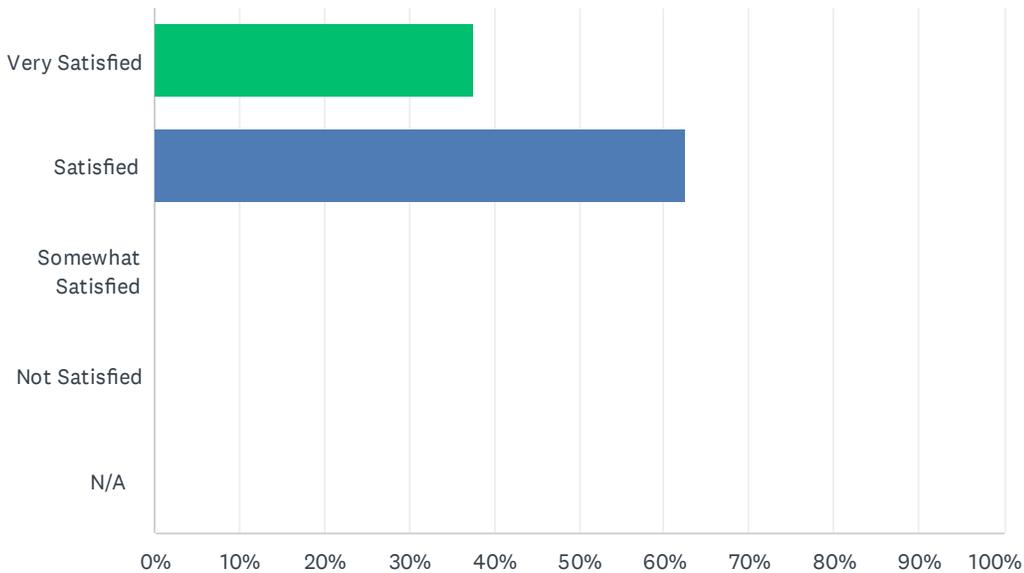


ANSWER CHOICES	RESPONSES	
Very Satisfied	62.50%	5
Satisfied	12.50%	1
Somewhat Satisfied	12.50%	1
Not Satisfied	12.50%	1
N/A	0.00%	0
TOTAL		8

#	PLEASE ELABORATE.	DATE
1	The tour of the Cobb Energy Performing Arts Centre during our Leadership Cobb program was absolutely exhilarating! Walking behind the scenes of such a world-class venue brought the arts to life in a way that was both inspiring and energizing. From the architectural beauty of the theatre to the impressive production spaces and state-of-the-art technology, every moment highlighted the dynamic impact this center has on our community. It was a captivating experience that deepened my appreciation for the performing arts and left me genuinely thrilled to be part of this leadership journey.	12/2/2025 5:58 PM
2	Enjoyed seeing the behind the scenes.	12/2/2025 8:46 AM
3	I would have liked to see the executive sky lounge space, as we host many events and are always looking for space in the area. This was a missed opportunity to showcase. Our tour guide did not allow us to go into changing rooms, ballroom, or any space that was shown and seemed uncomfortable in working with people.	12/1/2025 9:21 PM

Q5 Interactive Lunch with Wags And Wiggles Dog Rescue

Answered: 8 Skipped: 0

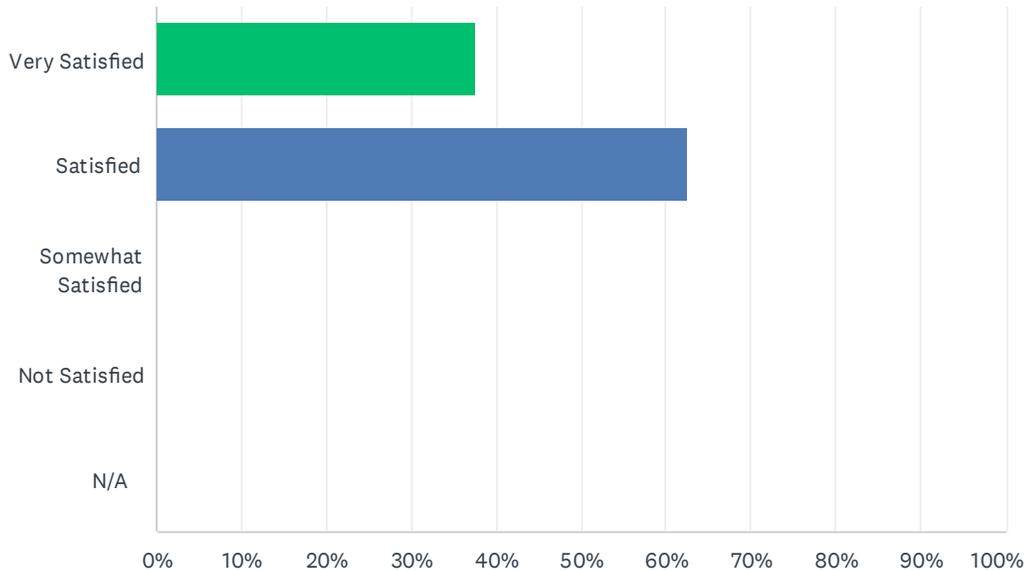


ANSWER CHOICES	RESPONSES
Very Satisfied	37.50% 3
Satisfied	62.50% 5
Somewhat Satisfied	0.00% 0
Not Satisfied	0.00% 0
N/A	0.00% 0
TOTAL	8

#	PLEASE ELABORATE.	DATE
1	I obviously enjoyed the fun, but I feel like the connection to sports, travel, and tourism was lacking. We could have packed more in this time with the amount of time we spent here.	12/4/2025 1:05 PM
2	Although I am allergic to dogs in general - Our interactive lunch with Wax and Wiggles Dog Rescue was an absolute delight! Their infectious energy — paired with the wagging tails and heartwarming rescue stories — made the experience both uplifting and unforgettable. It was the perfect blend of laughter, learning, and pure joy. Spending time with an organization so committed to making a difference left me inspired and completely recharged!	12/2/2025 5:58 PM
3	Very innovative idea.	12/2/2025 11:19 AM
4	For me, this was the best part of the day. But I love dogs.	12/2/2025 8:46 AM
5	This was such a treat! Not only was it a fun luncheon to bond with our class, it was a great example of how local businesses play an integral role in tourism.	12/2/2025 8:08 AM
6	Cute idea to liven up the day with pups and time to connect with one another in a space that may not have been known to all.	12/1/2025 9:21 PM

Q6 The Intersection of Sports & Community Impact with Danielle Bedasse, Atlanta Braves Foundation

Answered: 8 Skipped: 0

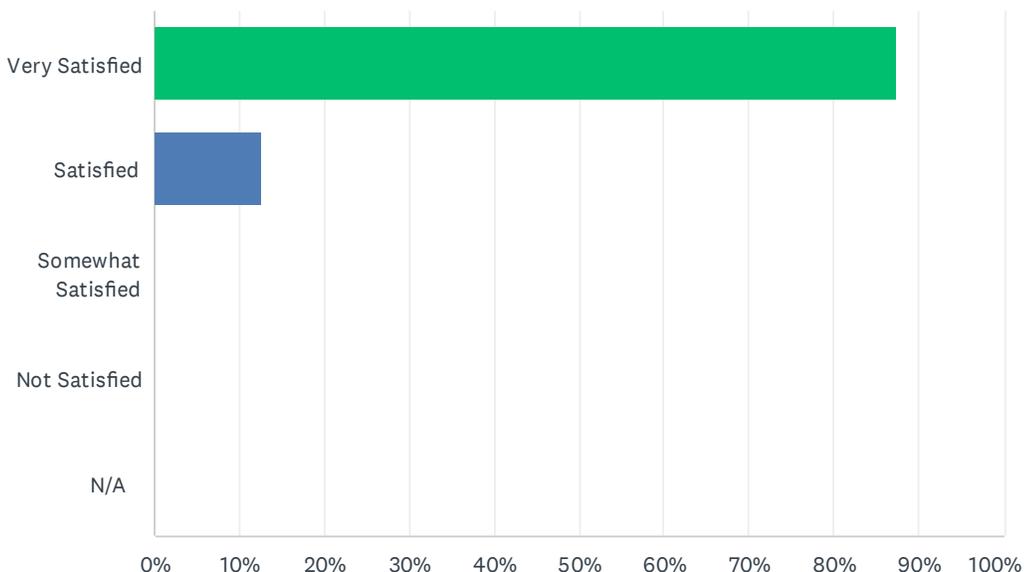


ANSWER CHOICES	RESPONSES	
Very Satisfied	37.50%	3
Satisfied	62.50%	5
Somewhat Satisfied	0.00%	0
Not Satisfied	0.00%	0
N/A	0.00%	0
TOTAL		8

#	PLEASE ELABORATE.	DATE
1	Hard to see/hear the presentation because of the layout of the venue.	12/4/2025 1:05 PM
2	The conversation with Danielle Bedace of the Atlanta Braves Foundation offered a powerful look at the intersection of sports and community impact. She highlighted how sports can serve as a catalyst for meaningful change — fostering youth development, strengthening local partnerships, and creating lasting opportunities for families across the region. Her insight made it clear that the influence of sports extends far beyond the field, shaping healthier, more connected, and more resilient communities.	12/2/2025 5:58 PM
3	I was impressed at the level of giving back this organization does.	12/2/2025 8:46 AM
4	Very insightful! I had no idea how much the Braves invest in our community!	12/2/2025 8:08 AM

Q7 Children's Healthcare of Atlanta Training Ground Tour

Answered: 8 Skipped: 0

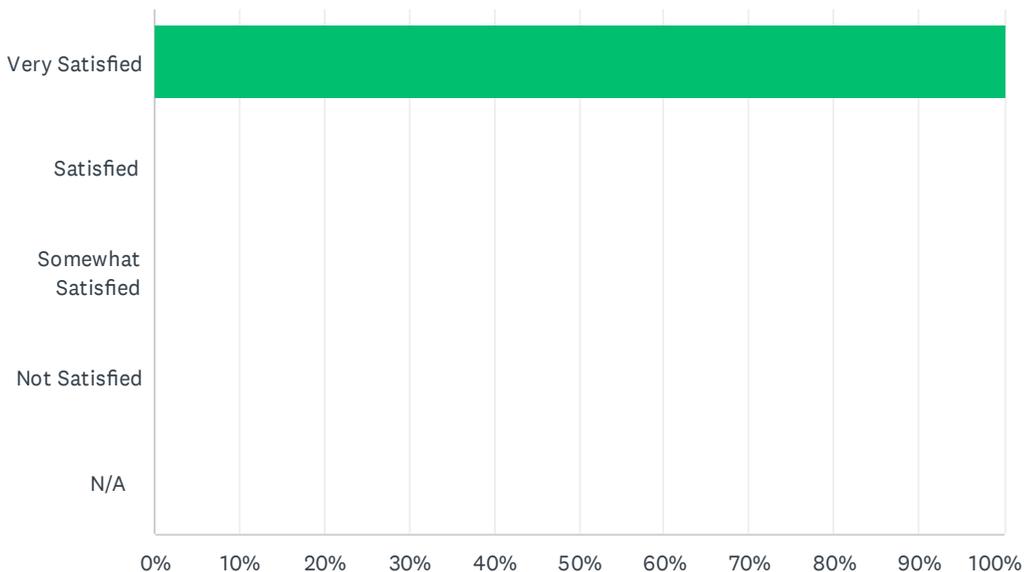


ANSWER CHOICES	RESPONSES
Very Satisfied	87.50% 7
Satisfied	12.50% 1
Somewhat Satisfied	0.00% 0
Not Satisfied	0.00% 0
N/A	0.00% 0
TOTAL	8

#	PLEASE ELABORATE.	DATE
1	The Children's Healthcare of Atlanta Training Ground Tour was absolutely electrifying! I left feeling deeply inspired and incredibly grateful for the chance to explore such a cutting-edge facility dedicated to the health, performance, and development of young athletes. The passion, innovation, and excellence on display made the entire experience unforgettable — a perfect blend of excitement and appreciation that truly elevated our Leadership Cobb day!	12/2/2025 5:58 PM
2	Very Fun	12/2/2025 11:19 AM
3	As this is located in Cobb County, it was great to see and learn about the impact this organization has on our community and youth.	12/2/2025 8:46 AM
4	This was absolutely fantastic!!! Such a treat to receive a tour and hear so much about how the team operates.	12/2/2025 8:08 AM
5	We had the BEST tour guide. Great attitude and upbeat. It was so much fun to see all the back rooms of ATL United. Would love to have had rising/future hopeful players as a part of the tour too.	12/1/2025 9:21 PM

Q8 The Growth of the Beautiful Game with Dimitrios Efstathiou, (Senior Vice President of Strategy, Atlanta United) and Will Reilly (Atlanta United player)

Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Satisfied	100.00%	8
Satisfied	0.00%	0
Somewhat Satisfied	0.00%	0
Not Satisfied	0.00%	0
N/A	0.00%	0
TOTAL		8

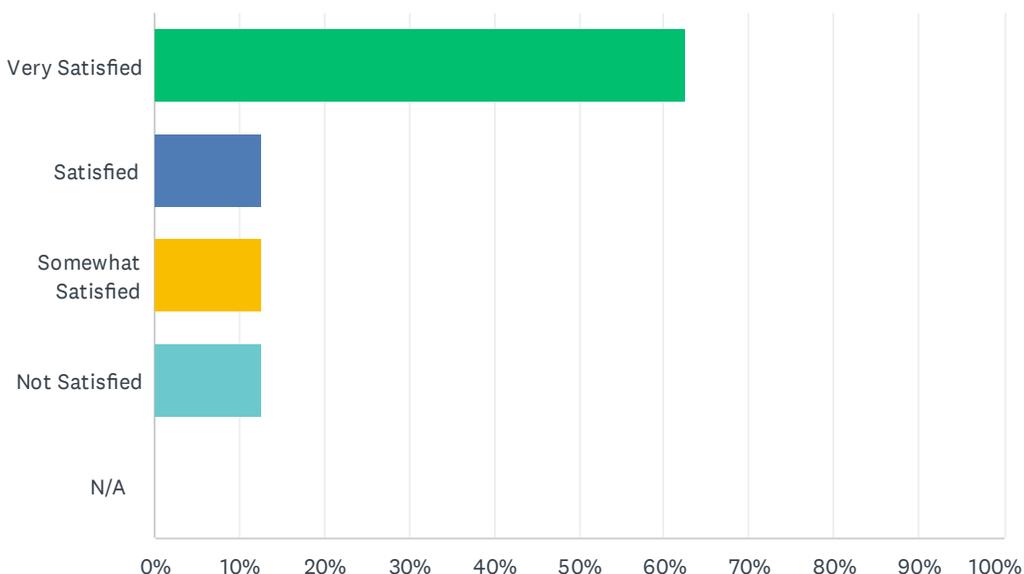
#	PLEASE ELABORATE.	DATE
1	gave me a deep appreciation for the growth of the “beautiful game.” Their insights highlighted how soccer is doing more than just entertaining — it’s building community, inspiring youth, and opening opportunities across Atlanta. Their passion and strategic vision for the sport’s expansion made it clear that soccer is becoming a powerful force for unity, growth, and positive change. I truly enjoyed and was energized by their perspective on how “the beautiful game” is flourishing.	12/2/2025 5:58 PM
2	Nice Facility	12/2/2025 11:19 AM
3	I was impressed to hear how the financial side of this program is not placed on the participants.	12/2/2025 8:46 AM
4	The only thing that could have made this better would be more time. Dimitrios has such a wealth of information about the team/business, it would have been fascinating if he had time to go into more detail about their operations.	12/2/2025 8:08 AM

5 Dynamic. Great speaker. Having Will speak and share his full story of homegrown for ATL United was inspiring.

12/1/2025 9:21 PM

Q9 Atlanta United Pitch Activities

Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Satisfied	62.50%	5
Satisfied	12.50%	1
Somewhat Satisfied	12.50%	1
Not Satisfied	12.50%	1
N/A	0.00%	0
TOTAL		8

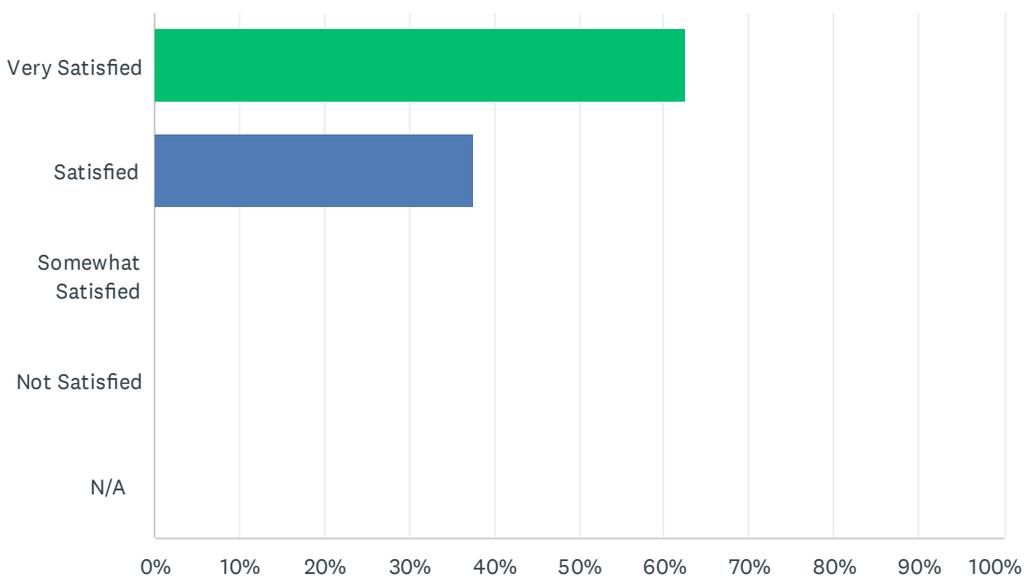
#	PLEASE ELABORATE.	DATE
1	Again, I liked the fun and the opportunity for activity, but we spent a LOT of time talking about Atlanta United, and I would have liked to see more time allotted elsewhere.	12/4/2025 1:05 PM
2	I was extremely satisfied with the Atlanta United pitch activities — they were absolutely exhilarating! Having the chance to step onto the professional field and actually play soccer was an unforgettable experience. The energy, the atmosphere, and the sheer excitement of being on the grounds, in their locker areas and within the TV studio, made the moment truly special. It was a once-in-a-lifetime opportunity that I genuinely enjoyed and will always remember.	12/2/2025 5:58 PM
3	Super fun	12/2/2025 11:19 AM
4	After the dogs, this was my second favorite thing. I love the competition and getting to be outside while having fun. I also got to see a side of my other LC 26 participants I would not have otherwise seen.	12/2/2025 8:46 AM
5	Very fun but we are old, lol.	12/2/2025 8:08 AM
6	I had fun with my team. It did feel like we were there as a time-filler, as opposed to going to another location. I was not prepared to run and sweat it out, but went all in with a good attitude.	12/1/2025 9:21 PM

LC26 Sports, Travel & Tourism Day Evaluation

Two injuries- I would not recommend this part of the agenda remain.

Q10 Cobb Sports Alliance Overview with Rachel Rogers

Answered: 8 Skipped: 0

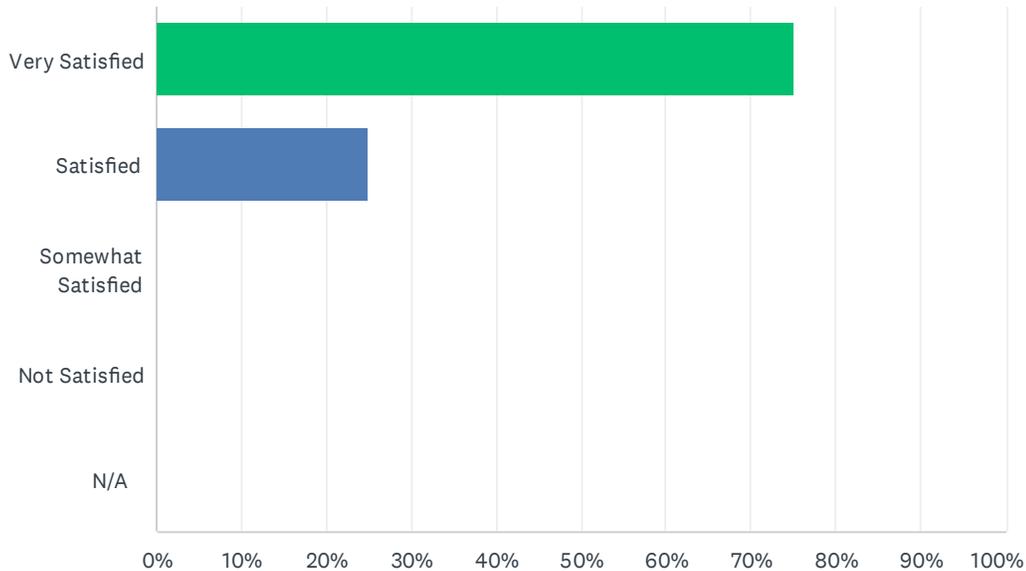


ANSWER CHOICES	RESPONSES	
Very Satisfied	62.50%	5
Satisfied	37.50%	3
Somewhat Satisfied	0.00%	0
Not Satisfied	0.00%	0
N/A	0.00%	0
TOTAL		8

#	PLEASE ELABORATE.	DATE
1	I truly appreciated her insight and left with a deeper understanding of the Alliance's impactful role.	12/2/2025 5:58 PM
2	Good Information	12/2/2025 11:19 AM
3	It was interesting to hear about the sports that are active in Cobb outside of the traditional ones.	12/2/2025 8:46 AM

Q11 Waymaker Moment on FIFA World Cup 2026 with Dan Corso (Atlanta Sports Council) facilitated by Justin Farmer

Answered: 8 Skipped: 0

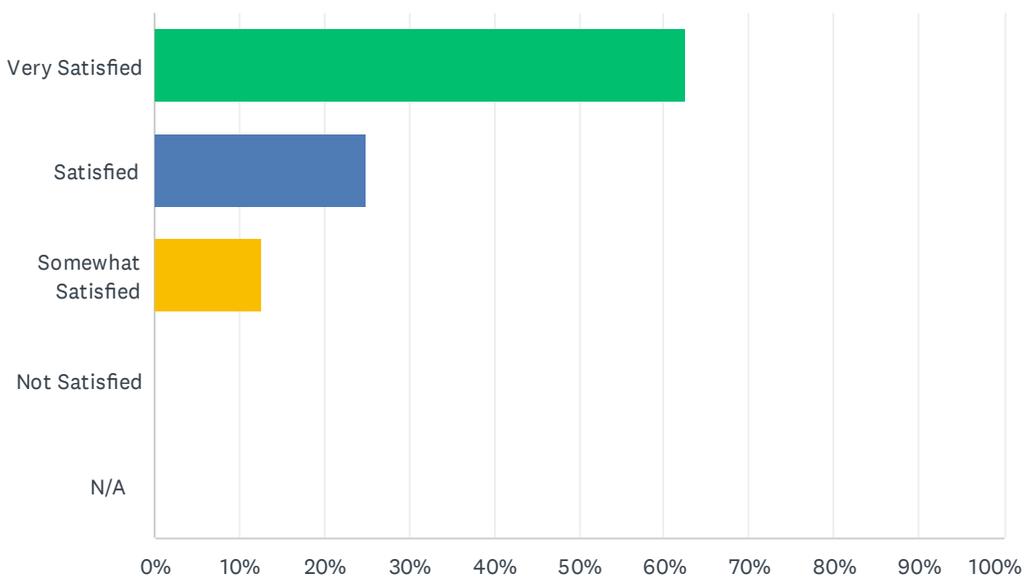


ANSWER CHOICES	RESPONSES	
Very Satisfied	75.00%	6
Satisfied	25.00%	2
Somewhat Satisfied	0.00%	0
Not Satisfied	0.00%	0
N/A	0.00%	0
TOTAL		8

#	PLEASE ELABORATE.	DATE
1	The Waymaker moment on FIFA World Cup 2026 with Dan Corso, facilitated by Justin Farmer, was absolutely thrilling! Hearing firsthand about Atlanta's role in hosting this global event and the immense planning, strategy, and community impact involved made the experience unforgettable. It was inspiring to see how sports can unite people worldwide while leaving a lasting local legacy.	12/2/2025 5:58 PM
2	I am excited to see how this turns out especially after hearing the background on what it takes to get such an event to Georgia and the preparations that go into making it run smoothly.	12/2/2025 8:46 AM

Q12 Breakfast Selection: Jeff's Bagel Run

Answered: 8 Skipped: 0

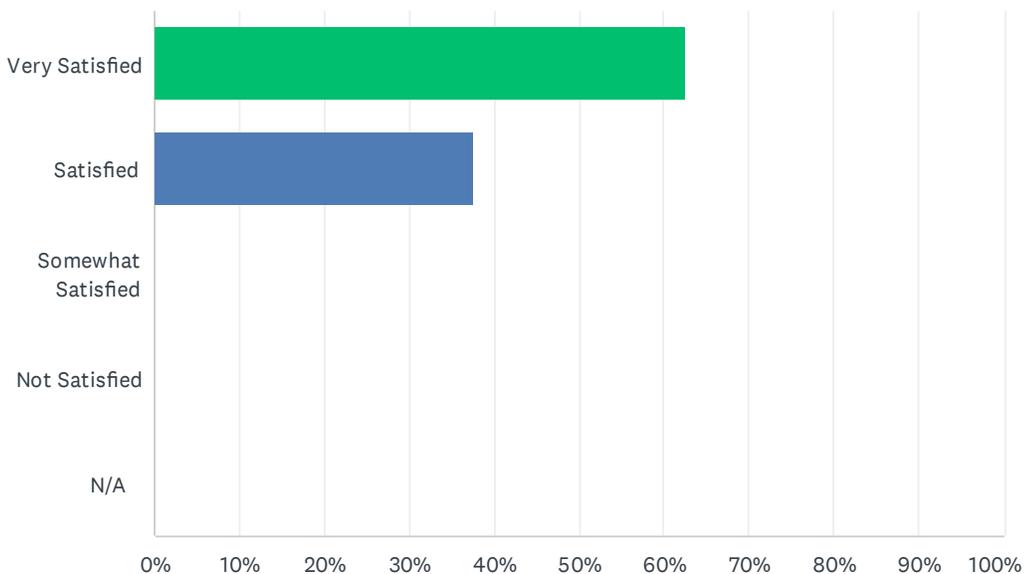


ANSWER CHOICES	RESPONSES	
Very Satisfied	62.50%	5
Satisfied	25.00%	2
Somewhat Satisfied	12.50%	1
Not Satisfied	0.00%	0
N/A	0.00%	0
TOTAL		8

#	PLEASE ELABORATE.	DATE
1	I didn't eat the bagel but it looked delicious.	12/2/2025 5:58 PM
2	Delicious!	12/2/2025 8:46 AM
3	Yum!	12/2/2025 8:08 AM

Q13 Lunch Selection: Season Marietta

Answered: 8 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Satisfied	62.50%	5
Satisfied	37.50%	3
Somewhat Satisfied	0.00%	0
Not Satisfied	0.00%	0
N/A	0.00%	0
TOTAL		8

#	PLEASE ELABORATE.	DATE
1	I am a health fan so I enjoyed the salad from Season Marietta I also love love love CHEESE! The flavors were fresh, vibrant, and expertly prepared, making the meal both satisfying.	12/2/2025 5:58 PM
2	absolutely delicious!	12/2/2025 8:08 AM

Q14 What was the most significant part of this program? Why?

Answered: 8 Skipped: 0

#	RESPONSES	DATE
1	The morning overview session with Holly Quinlan & Jay Markwalter; it was great to get an understanding of the economic impact of sports and tourism in Cobb	12/10/2025 2:29 PM
2	I loved hearing about the regional role Cobb plays in Sports and Tourism. I also liked hearing about the Braves Foundation.	12/4/2025 1:05 PM
3	My experience at the Atlanta United Training Ground was the most significant part of the program and an unforgettable highlight on a statewide level. Being immersed in a professional soccer environment offered unique insight into athlete development, team strategy, and community impact, making it a truly standout experience.	12/2/2025 5:58 PM
4	Knowledge on how tourism supports the county	12/2/2025 11:19 AM
5	I think learning about Fifa. It hit me during the program what an amazing opportunity I have to offer my children to experience these international sporting events simply because we will in Cobb County. Where if we lived somewhere else, they would not have the same chance to participate.	12/2/2025 8:46 AM
6	I can't pick just one - all good! Great vibes and energy, insightful behind the scenes tours, and very good information from county tourism leaders.	12/2/2025 8:08 AM
7	I enjoyed the Waymaker moment during this program day. I really enjoyed hearing from Dan Corso about all of the different events they are recruiting and how that works.	12/1/2025 9:50 PM
8	Learning the economic impact that tourism plays in Cobb. It made me proud of our county and all that is offered here for visitors and residents.	12/1/2025 9:21 PM

Q15 How can we improve this program in the future?

Answered: 8 Skipped: 0

#	RESPONSES	DATE
1	stretching session before "athletic" activities :)	12/10/2025 2:29 PM
2	I think there is so much to include on such a broad topic, we could have spent more time touching on other things such as the travel and tourism piece.	12/4/2025 1:05 PM
3	I saw little to no room for improvement for this program day as The Leadership Cobb Program proved to be impactful by incorporating additional hands-on experiences, interactive conversations during Q&A along with opportunities for deeper engagement with community leaders. I was appreciative of the opportunity for allowing participants during the closing of the day to apply insights in real-time and expanding our leadership impact.	12/2/2025 5:58 PM
4	Not sure	12/2/2025 11:19 AM
5	The only thing I can think of is to allow a time to stretch before doing the soccer activities.	12/2/2025 8:46 AM
6	There was so much great information, we need 2 days! JK - I know we are bound to 1 day, you all did a fantastic job packing the day with so much good information and experiences.	12/2/2025 8:08 AM
7	I wasn't blown away with the tour or the presentation(s) at the Cobb Energy Performing Arts Centre. It would have been nice if the new club area they spoke about was included in the tour.	12/1/2025 9:50 PM
8	No exercise/super physical activities involved.	12/1/2025 9:21 PM

Q16 Additional Comments:

Answered: 2 Skipped: 6

#	RESPONSES	DATE
1	A great day overall, the mix of activities and information/discussion sessions struck a great balance and kept everyone engaged throughout	12/10/2025 2:29 PM
2	I think this day was one of my favorites overall thus far through out the program.	12/2/2025 5:58 PM