



UNIVERSITY OF
GEORGIA



INVESTING IN HOSPITALITY @ UGA

UGA's Hospitality and Food Industry Management (HFIM) program, part of the College of Agricultural and Environmental Sciences, prepares future hospitality leaders through hands-on learning, industry-driven research, and innovative outreach. At its core is the University of Georgia Center for Continuing Education & Hotel, a real-world training hub hosting over 200,000 guests annually, offering students invaluable experience in restaurant, conference and hotel management in a dynamic hospitality setting.

Highly ranked nationally among public colleges offering a hospitality major, the HFIM program is one of UGA's fastest-growing undergraduate majors, with a 335% increase in enrollment over five years. This program plays a vital role in advancing Georgia's hospitality sector and anticipates doubling its enrollment in the coming years.

Hospitality and tourism represent Georgia's second-largest industry. Between 2020 and 2030, leisure and hospitality employment in the state is projected to grow by 31%, and accommodation and food services by 30%.

With the industry generating over \$79.7 billion in economic impact—and expected to grow—UGA is expanding its capacity to meet workforce demands. In 2025, university leadership launched a fundraising campaign to renovate space in the Georgia Center to create specialized labs to enhance the learning experience of tomorrow's hospitality leaders.



**Projected costs for planned renovations total \$10.39M.
With a lead gift of \$5M from Delta Air Lines Foundation, this
transformational campaign aims to secure the remaining \$5.39M
from industry leaders and university supporters.**

*For more
information
on how to give
and naming
opportunities,
please review
the back of this
document. >*

A RENOVATION PLAN FOR THE GEORGIA CENTER FOR CONTINUING EDUCATION & HOTEL

To grow the HFIM program and attract top talent, UGA plans to expand experiential learning by renovating a portion of the Georgia Center—the ideal training ground for students. Currently, the space lacks adequate facilities to support event, culinary and beverage management training. The renovation will add a state-of-the-art event lab, teaching kitchen, and beverage management classroom.



Below are the various Georgia Center naming opportunities available for recognition in this campaign. Charitable gifts directed to the University of Georgia Foundation may be pledged over multiple years (contingent on UGA Foundation and Board of Regents Policy). Additional details on pledge schedules, square footage, room functionality, and usage can be shared upon request.

NAMING OPPORTUNITIES	GIFT LEVEL
Magnolia Ballroom	\$2,000,000
Event Management Lab*	\$1,500,000
Dogwood Hall	\$1,000,000
Hotel Lobby	\$1,000,000
Teaching Kitchen*	\$1,000,000
Beverage Management Lab*	\$750,000
Bulldog Bistro	\$750,000
Pecan Tree Courtyard	\$750,000
Conference Room: K/L Combined	\$500,000
Magnolia-Oak Foyer	\$500,000
Conference Room: F/G Combined	\$300,000
Hospitality Lobby	\$250,000
Lumpkin Plaza	\$250,000
Oak Room	\$250,000
Conference Rooms: A,B,C,D, and E	\$100,000 each

*Spaces designated for renovation

Naming opportunities must be approved by University Cabinet

This innovative collaboration between the College of Agricultural and Environmental Sciences and Public Service and Outreach presents a powerful opportunity to advance this industry, meet the needs of the state and develop tomorrow's hospitality leaders.

All charitable gifts for this project will be managed by the UGA Foundation (EIN/Tax ID: 58-6033837).

For more detail on these naming opportunities and ways to partner with UGA please contact: Anne Moser (amoser@uga.edu) or Mary Ann Parsons (parsonsm@uga.edu).

