

## Dahlonega – Lumpkin County Chamber of Commerce and Convention & Visitors Bureau

### April 2010

The Dahlonega Wine Weekend and Arts Tour calendar listings were distributed to 125 Southeast travel and lifestyle magazines on April 15, 2010, and to 104 freelance writers on April 22, 2010. It was posted on PitchEngine.com on April 23, 2010. It will be distributed to newspapers and online outlets in early May 2010.

OUTLET	MEDIA CONTACT	RESPONSE / POTENTIAL RUN DATE	NEXT STEPS
<i>WNEG-TV</i> in Toccoa – “Saturday Night with David and Michelle”	David Austin	The band Bluebilly Grit performed on the show on April 10, 2010 to promote the Bear on the Square Festival.	Will keep posted on future events.
CBS Better Mornings Atlanta	Flip Fors	Stephen Smith was interviewed, and the band Bluebilly Grit performed on the show on April 14, 2010 to promote the Bear on the Square Festival.	Burn copy of the performance to a CD and mail to Dahlonega.
<i>11Alive Morning News MetroMix</i>	Bekki Kanter	Stephen Smith and the band Bluebilly Grit performed on the show on April 15, 2010 to promote the Bear on the Square Festival.	Burn copy of the performance to a CD and mail to Dahlonega.
Freelance writer for <i>Birmingham News</i>	Lynn Edge	Is interested in visiting Dahlonega.	Will work with her to secure a travel date and arrange visit – pitch summer travel.
<i>PointsNorth.com</i>	Bre Humphries	Ran Bear on the Square calendar item online. This is the link to the calendar: <a href="http://www.ptsnorth.com/content/index.php/component/content/article/79-benefits/968-april-calendar.html">http://www.ptsnorth.com/content/index.php/component/content/article/79-benefits/968-april-calendar.html</a>	Will keep posted on future events.
<i>Southern Seasons</i>	Vivian Holley	The Bear on the Square Calendar listing was included in the Late Spring 2010 issue.	Mail copy to Dahlonega.
<i>Atlanta Journal Constitution</i>	Travel Calendar	Ran calendar item in the April 4, 11 and 18, 2010 issues.	Will keep posted on future events.

### General Dahlonega Coverage

OUTLET	MEDIA CONTACT	RESPONSE / POTENTIAL RUN DATE	NEXT STEPS
<i>North Georgia Living</i>	Katherine Cook, Editor	Considering taking in the Arts Tour so that she can quickly see artists for potential coverage in the August issue, which will be covering North Georgia: State of the Arts.” We are coordinating with Arts Tour PR contact Jan Epps.	Follow-up to determine whether she needs accommodations
Freelance writer	Fran Kaplan	She attended the Bear on the Square festival.	Will continue to follow up with her to secure coverage.

### March 2010

The Bear on the Square release was sent to 250 daily newspapers in Georgia, Alabama, Tennessee, North Carolina and South Carolina on March 24, 2010. It was also distributed to 55 online outlets and bloggers on March 29, 2010.

OUTLET	MEDIA CONTACT	RESPONSE / POTENTIAL RUN DATE	NEXT STEPS
<i>skirt! Greenville</i>	Sheril Turner	Ran calendar item online. This is the link to the calendar: <a href="http://greenville.skirt.com/events/come-out-hibernation-dahlonega%E2%80%99s-annual-bear-square-mountain-festival">http://greenville.skirt.com/events/come-out-hibernation-dahlonega%E2%80%99s-annual-bear-square-mountain-festival</a> .	None
<i>In the Know Traveler</i>	Devin Galaudet	Ran calendar item online. This is the link to the calendar: <a href="http://usa.intheknowtraveler.com/902">http://usa.intheknowtraveler.com/902</a>	None
<i>Atlanta Journal Constitution</i>	Travel Calendar	Ran calendar item in the March 28, 2010 issue.	None
<i>PointsNorth.com</i>	Bre Humphries	Ran a write up on the festival, which ran in the Points North Recommends section of the Web site.	None

### February 2010 Report

Pineapple Public relations distributed the Bear on the Square press release to 130 Atlanta and regional driving distance publications and more than 110 writers who freelance for various media outlets. We followed up with many of them to ensure that they received the information, to encourage coverage and to arrange media visits over time. Results are below.

<b>OUTLET</b>	<b>MEDIA CONTACT</b>	<b>RESPONSE / POTENTIAL RUN DATE</b>	<b>NEXT STEPS</b>
<i>Southern Living</i>	Nellah McGough, Calendar Editor and Carolanne Roberts, Planning Editor/Livings & Travel	Running in the Georgia issue of the Travel section, April issue, and online	Get copy of publication
<i>Fayette Woman</i>	Joyce Beverly, Editor	Running online	Determine posting date
<i>Points North</i>	Bre Humphries	Running calendar item online	Link to story: <a href="http://www.ptsnorth.com/content/index.php/pn-recommends/eventsattractions/928-bear-on-the-square-mountain-festival.html">http://www.ptsnorth.com/content/index.php/pn-recommends/eventsattractions/928-bear-on-the-square-mountain-festival.html</a>
<i>WHERE Georgia</i>	Jennifer Weis, Editor	Running in the Spring issue	Get copy of publication
<i>Up In Cumming</i>	Stephanie Johnson, Editor	Sent photos, running in the April issue.	Get copy of publication
Freelance writer for <i>Chattanooga Times Free Press</i>	Dan Cook	His wife has a church retreat at Amicalola, a short distance away. He's hoping he can hook up his pop-up camper and stay at a campground somewhere in the area. If campgrounds too busy, he will plan a later trip.	Will follow up with him to see if he would like to camp during Bear on the Square.
Freelance writer for <i>Robb Report, Palm Beach Cottages &amp; Gardens, Coastal Living, The New York Times, The</i>	Saxon Henry	Can't go for the festival but would like to consider a visit another time.	Will work with her to secure a different travel date and arrange visit.

<i>Miami Herald, Florida Inside Out, Distinction Magazine</i>			
Freelance writer for <i>Veranda, Pink, Worthwhile Magazine, Grace Atlanta Magazine, Atlanta Style and Design, Points North, Business to Business, The Business Chronicle, Style Magazine</i>	Francine Kaplan	Wants to visit during Bear on the Square, will be traveling with husband, but willing to pay for his meal.	Will begin working with her to arrange a visit during Bear on the Square.
<i>Charleston Style &amp; Design</i>	Mary Love	Will keep Dahlongega in mind for an escape story.	Will continue to follow up with her to secure a visit.
Freelance writer for <i>Southern Hospitality Magazine/ Travel World International Magazine</i>	Barbie Perkins-Cooper	Would love to visit the area again but that date is booked. A research visit would be most appreciated.	Will work with her to secure a different travel date and arrange visit.

<p>Freelance writer for: <i>Sunday Paper, On Magazine, Birmingham Magazine, Atlanta Business Chronicle , www.ttrn.com, Piedmont Review, Points North , The Tennessean, Where, Elite Traveler</i></p>	<p>Suzanne Wright</p>	<p>Overbooked in mid-April but wants to schedule something later in the month.</p>	<p>Will work with her to secure a different travel date and arrange visit.</p>
<p>Freelance writer for <i>The Sunday Paper, Southern Living</i> and other outlets.</p>	<p>Katie Bell</p>	<p>Katie is working on an article about chefs that make their own granola, cure their own meat, make cheese or even a local specialty for <i>Southern Living</i>. Submitted The Wine Tasting Room and the chocolatier for her to use in her article.</p>	<p>Will continue to follow up with her to secure coverage.</p>



Tourism:

-Dahlonega – Lumpkin County Chamber of Commerce & CVB is contracting with Great Southern Publishers, Inc. on the redesign of the Dahlonega-Lumpkin County Visitor Guide, a key fundamental marketing piece for this community.

-Dahlonega – Lumpkin County Chamber of Commerce & CVB is contracting with Pineapple PR to market Dahlonega and Lumpkin County with targeted quarterly campaigns.

-Attended “Tourism Day at the Capitol” January 26<sup>th</sup> to accomplish goals of the Tourism Development Alliance of Georgia (TDAG), through Grassroots Advocacy, Testimonials, Building Relationships, Letter Writing Campaign to Elected Officials And Candidates in order to reach Legislature, encouraging them to hold the line on Dedicated tourism promotion funds and not to sweep any of the funds from our DMOs or GDEcD. The tourism industry gathered for the 2010 Tourism Day at the Capitol on Tuesday, January 26 to celebrate the significant role tourism plays in Georgia's economy. The tourism industry presented a check representing the \$850.6 million in state tax revenue generated from tourism-related expenditures.

-Finalized 2010 Hospitality Highway map and approved Dahlonega’s listing on the map.

- Spring Intern from NGCSU started on Jan. 5. Responsibilities will include: Facebook management, develop travel itinerary options and assist with press releases.

- Currently working with the Northeast Georgia Mountains Travel Association to plan the 2010 Winter Chautauqua which will be held at the Dillard House. Annual conference designed to assist tourism related industries to improve business practices.

- Attended 2010 GACVB meeting in Marietta, Ga. This annual meeting is designed to bring all CVB directors together to discuss what is working as well as what the state is doing to assist local marketing efforts.

- Signed the 2010 Visitor Guide Contract which is currently being re-designed and re-printed. Reviewing content for corrections and additions.

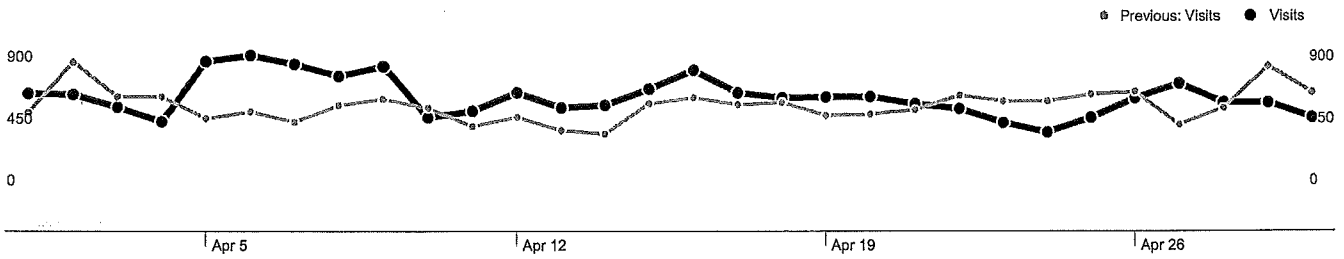
- Signed 2010 PR Contract with Pineapple Public Relations. The first major story/campaign is currently being written for spring release.

- Finished production of our "Welcome to Dahlonega" video. It has been loaded to youtube and will be linked to our facebook page as well as Dahlonega.org.
- Currently the Dahlonega facebook page has 4,318 fans and conversations about Dahlonega are growing on the page. Chelsey, our spring intern, is managing the page through April.
- Sent CVB Staff to Columbus, Ga. for certification conference designed to educate local staff members about state programming and initiatives.
- Planning Committee member for 2010 Winter Chautauqua which was held in Dillard, Ga. Annual meeting which brings tourism professionals as well as tourism related business owners together to identify key needs and successes. Event was held March 14-15.
- Currently working with Pineapple PR on summer mini-campaign surrounding Wine Festivals. Like the spring campaign, the wine festivals will serve as the hook as Pineapple will build more articles around the event.
- Placed opening orders for inventory to be sold in Visitor Center. Also place opening orders of soft drinks and consumables.
  - Painted Visitor Center and Tourism Directors office as well as public restrooms.
  - Partnered with Appalachian Studies to help promote upcoming ASA conference as well as inform local businesses about increase in business during the conference weekend. Satellite Visitor Center will be set at the registration center in an effort to communicate points of interest quickly. Volunteer staff and visitor center staff will be staffing the booth during the weekend.
  - Currently promoting Bear on The Square Music Festival which will be held April 16-18. Pineapple PR has been successful in placing the spring festival in many calendar listings in the Atlanta market as well as Southern Living.
  - Reviewing final proof for the 2010 Visitor Guide which will be our primary fulfillment piece for tourists interested in visiting Dahlonega.
  - Spring Wine Highway Weekend was held on the same weekend as ASA Conference. This weekend was a great success with visitors in the county as well as in the city. Participating wineries included Blackstock, Wolf Mountain, and Frogtown. Three Sisters held a spring open-house which also attracted a large number of visitors.
  - Assisted with promotion of Bear on The Square. We had exposure in Southern Living Magazine as well as 2 major television stations in the Atlanta market

specifically for the festival. All indications suggest that attendance was the same or higher than last year (last year being a record setting year).

- Hosted a delegation of Chinese travel professionals on Monday, April 19. This tour was designed to showcase the entire state of Georgia to an ever-growing travelling Chinese population. We are hopeful that these 10 travel agents will return to China and fill trips to the mountains of North Georgia.
- Brittany Carpenter with Great Southern Publishers spent Thursday April 22 in Dahlonega shooting stock photography for the Newcomer's Guide that is currently in the process of being published.
- Final edits were completed for the 2010-2011 Visitors Guide . Delivery is expected to be May 20<sup>th</sup>. This is our primary information fulfillment brochure for visitors that are looking for information about Dahlonega and Lumpkin County. We are printing 75,000 units that will have an expected lifespan of two years.
- Met with Lumpkin County and a group of concerned citizens to identify a plan of work for renovating the Captain McDonald House. This is a sight of historic significance and would be an asset to the Yahoola Creek Park area.
- Attended a career fair at Mountain Ed Center. While this was first fair, we are working with the staff to develop a larger event designed to expose students to different trades and vocations.
- Dahlonega is participating in the 2010 Arts Tour. Other participating counties include White, Lumpkin, Rabun, Habersham. Two tours will be held in June and November. This is an exciting partnership as it will drive business from the Atlanta market from a regional approach.
- Received delivery of the 2010-2011 Dahlonega Visitors Guide. Total print run was 75,000. A case is being sent to all major visitor centers in the state. Final payment has been made to Great Southern Publishers and the project summary report is being written for state matching funds. Anticipated matching funds from the state should arrive in early June.
- Hosted the 2010 NEGMTA FAM Tour on May 6. This event was a cooperative regional tour that showcased a number of different communities in the North Georgia area. Attractions that were visited included Crisson Gold Mine, Georgia Wine Country, a southern style picnic in Hancock Park catered by Waters Mill, and a walking tour of the square.
- Met with windstream to explore our wi-fi options on the square. In an effort to be more technologically advanced we have heard from our visitors that we need a "wi-fi umbrella" surrounding the square.

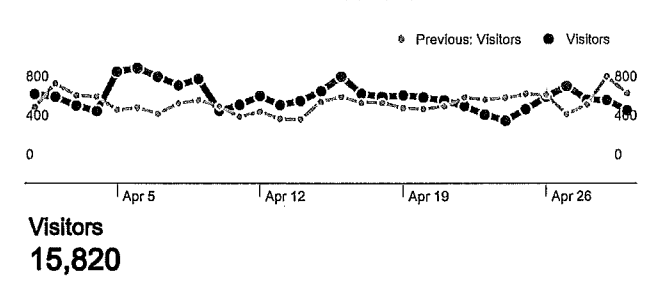
- We have secured a summer intern from NGCSU that will be working with the Tourism Director to continue updating online calendars and events listings. He will start on Monday May, 24.
- Fluid Media will be shooting an I-stop video in Dahlonega during the summer months. This project is in conjunction with the communities involved in the Hospitality Highway. This project will be funded by a state matching grant.



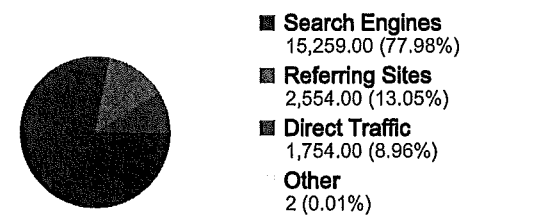
### Site Usage

<p><b>19,569 Visits</b> Previous: 18,984 (3.08%)</p>	<p><b>40.38% Bounce Rate</b> Previous: 39.97% (1.02%)</p>
<p><b>74,522 Pageviews</b> Previous: 71,203 (4.66%)</p>	<p><b>00:03:51 Avg. Time on Site</b> Previous: 00:03:42 (3.89%)</p>
<p><b>3.81 Pages/Visit</b> Previous: 3.75 (1.53%)</p>	<p><b>72.80% % New Visits</b> Previous: 71.80% (1.39%)</p>

### Visitors Overview

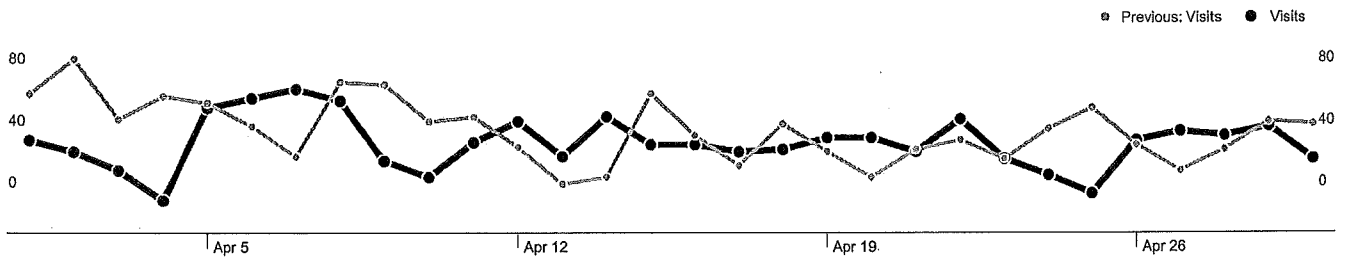


### Traffic Sources Overview



### Content Overview

Pages	Pageviews	% Pageviews
/		
Apr 1, 2010 - Apr 30, 2010	14,194	19.05%
Mar 1, 2010 - Mar 31, 2010	13,929	19.56%
% Change	1.90%	-2.64%
/index.php/what-to-do.html		
Apr 1, 2010 - Apr 30, 2010	6,344	8.51%
Mar 1, 2010 - Mar 31, 2010	6,008	8.44%
% Change	5.59%	0.89%
/index.php/where-to-stay.html		
Apr 1, 2010 - Apr 30, 2010	3,946	5.30%
Mar 1, 2010 - Mar 31, 2010	4,116	5.78%
% Change	-4.13%	-8.40%
/index.php/what-to-do/gold-a-attractions.html		
Apr 1, 2010 - Apr 30, 2010	2,998	4.02%
Mar 1, 2010 - Mar 31, 2010	2,772	3.89%
% Change	8.15%	3.34%
/index.php/where-to-dine.html		



**Site Usage**

**1,163 Visits**

Previous: 1,368 (-14.99%)

**46.60% Bounce Rate**

Previous: 53.14% (-12.31%)

**3,256 Pageviews**

Previous: 3,434 (-5.18%)

**00:01:56 Avg. Time on Site**

Previous: 00:01:54 (1.30%)

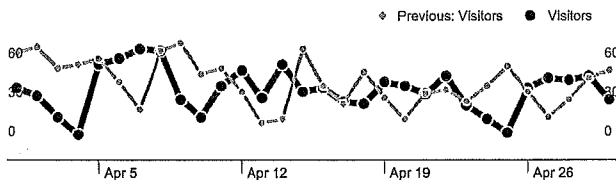
**2.80 Pages/Visit**

Previous: 2.51 (11.53%)

**69.22% % New Visits**

Previous: 67.54% (2.48%)

**Visitors Overview**

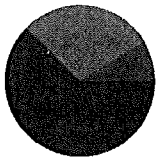


**Visitors**  
**908**

**Map Overlay**



**Traffic Sources Overview**



- Referring Sites  
724.00 (62.25%)
- Search Engines  
336.00 (28.89%)
- Direct Traffic  
103.00 (8.86%)