



Tourism & Chamber (This month's activities in red):

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

- Attended “Tourism Day at the Capitol” January 26th 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. First major story/ campaign is being developed 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. Chelsea, 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 20th. 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.
- Met with Hospitality Highway Co-op members to discuss 2011 budget and spending strategy. Continued focus on website maintenance and optimization as well as keyword search maintenance.

- Pineapple PR finished the summer campaign that was designed around the 2 wine festivals that were held in Lumpkin County. This was a very successful weekend as business was good both in the county as well as on the square.

- The 2010 Arts Tour summer weekend was held on June 5-6. Artists and hosting venues still have to have a follow-up meeting, however the initial response has been very positive. The CVB sponsored in a cooperative media campaign the Northeast Georgia Arts Tour at the \$2500 level this year. Other participating counties included Habersham, White and Rabun. The next tour will be in November.

- In an effort to streamline information for groups looking for special event locations and vendors, we held a meeting to inform members about a new piece that we will be producing. Weddings and special events continue to develop as a major draw for Dahlonega.

- Mountain Flower Arts festival was held on May 14-16. Attendance was good this year, however the visitor center count was down from 2009.

- We received the grant payment from the state marketing grant program in the amount of \$8,625 on June 14. This was a matching grant that was written to produce the Dahlonega Visitor Guide. Total cost of the guide was \$17,250.

- Hosted the 2010 Wedding Guide Meeting with Great Southern Publishers on June 9. Meeting designed to bring all businesses together that are in the wedding industry. Insert for the Dahlonega Guide will be specifically geared towards the wedding industry. Wedding Spending is an increasing market in Lumpkin County

- Met with Hospitality Highway members on June 16 to finalize 2011 marketing strategy. A focus will be placed on keyword searches and online google ad word searches/campaigns

- Hosted State Sponsored German Fam Tour on June 25 & 26. This trip was designed to show 5 German Writers the many assets of Dahlonega and Lumpkin County. Dahlonega Spa Resort provided overnight accommodations. Dinner was provided by Corkscrew Café and served at Blackstock Vineyards following a tour/tasting. The group toured the Gold Museum and hiked a portion of the Appalachian Trail.

- Traveled to CBS Atlanta on June 29 for an interview on Better Mornings Atlanta to promote Dahlonega's 4th of July Celebration. Tony Owens and Stephen Smith were interviewed.

- Thursday, July 1 Stephen and Amy were interviewed on Thunder 104 to promote the 4th of July as well as ongoing summer activities in and around Dahlonega.

- Increase in Visitor traffic during 4th of July holiday weekend by 1,000 guests in 2010 over 2009.

- NGCSU summer intern is currently working to re-write sample itineraries to be loaded onto Dahlonega.org and write on local historical assets.

- Registration for STS Marketing College is at 250+ to be held at NGCSU July 25 – 30th; CVB is collecting promotional materials and items from Chamber members to market to the conference attendees.
- Adding the “Wedding & Event Planner” to our promotional resources. Dahlonega and Lumpkin County has become a popular location for destination weddings and we will provide a resource to help the wedding market select Dahlonega / Lumpkin County for their wedding or special event by creating a publication that helps them to plan and utilize our resources and businesses.
- Working on Chamber & CVB Golf Tournament: October 18th.
- Working on outline for potential walking history tour.
 - Stephen attended the second year of Marketing College.
 - The CVB participated in a conference call with the Appalachian Trail Conservancy, Yahoola Creek Trails. This meeting was the first step to acquiring the Trail Community designation for Dahlonega.
 - The Chamber and CVB held the first meeting to explore a Young Professionals Group that will be an opportunity for young people in the community to network with each other as well as gain professional development through workshops.

Chamber & CVB:

- Held the Chamber / CVB 2010 Planning Session February 22nd, with Facilitator Susan Peacock from Georgia EMC, to develop the 2010 Work Plan.
- Chamber / CVB presented 2010 Program of Work and Strategic Marketing Plan to City of Dahlonega and Lumpkin County Board of Commissioners.
- Partnered with the Downtown Development Authority, Dahlonega Nugget and Merchants Association on the January 20th, Spend \$20 on the 20th Buy Local Campaign. Chamber donated 16 Holly Theater tickets as “buy local” incentives.
- Attended Leadership Day 2010 at Georgia Capitol on February 8th, met with Legislatures.
- Met with Merchants Association, Downtown Development Authority to Plan Upcoming Buy Local Campaign.
- Held monthly Nuts & Bolts Workshop for Chamber Members to educate and inform:
 - 1) January 27th – “Healthy Living, Managing Stress”, Dana Whitfield
 - 2) February 24th – “Small Business Strategies and Reverse Mortgages”, Wachovia /

Wells Fargo

- 3) March 31st – “Downtown Master Plan”, Joel Cordle
- 4) April 28th – “Managing Your Checking Account & Budget / Managing Your Credit Card Debt”, BB&T
- 5) May 26th – “Stress Techniques, Positive Thinking”, Davis Palmour.
- 6) June 30th – “Protecting Your Business From Payment Fraud”, BB&T
- 7) July 28th – “Pre-Planning”, Dahlongega Funeral Home
- 8) August 25th – “Business Succession Planning”, BB&T
- 9) October 27th – “Marketing”, Thunder 104.3FM, WZTR
- 10) November – “Money for Your Business”, Appalachian Community Enterprises

- Partnered with City of Dahlongega and Lumpkin County on the repairs to the Visitor Center: new sloped roof installed to prevent water leaking and damage to building repaired.
- Chamber & CVB upgraded / replaced HVAC units / system for Visitor Center / and Chamber Building.
- Worked with Trustees to paint Public Restrooms, stairwell, Visitor Center, etc.
- January Business After Hours was held at Dahlongega Spa & Resort.
- February Business After Hours was held at DuMond’s Patio Grill on February 2nd.
- March Business After Hours was held at Chestatee Regional Hospital Crown Mountain Café; Welcomed new CEO.
- April Business After Hours was held at the Oar House Restaurant.
- May Business After Hours was held at Waters Mill Event Facility.
- Chamber held the June Business After Hours and Community Open House at the Visitor Center and Chamber office on June 1st.
- May 19th celebrated Mr. Woodrow Parks Birthday with community; longest downtown merchant.
- Chamber presented to Leadership Lumpkin Class on Economic Development.
- Held Town Hall Meeting, including candidate forum for Tom Graves and Lee Hawkins, May 27th; partnered with Dahlongega Woman’s Club.
- Worked with Friends of Dahlongega’s Gold Museum in efforts to maintain staying open, recruiting volunteers and fundraising.
- Mary Ann Knight and Laura Lathem attended the Regional Visitor Information Center Annual

Meeting.

- Amy Laseter, Laura James and Amy Booker participated in the LCHS Career Fair, May 6th.
- Amy Laseter and Stefani Logsdon attending GACCE Staff Conference.
- Amy Booker completed second year of Southeastern Institute of Management.
- First Morning Mingle held June 19th, sponsored by Sage Payment Solutions.
- Worked with community committee to plan, promote and execute 4th of July Celebration; Chamber signed contract for fireworks and inflatables.
- Chamber has submitted the Letter of Intent to Participate in the Georgia Work Ready Program to the State Workforce Development office.
- Working with the Diving Bell Committee to raise funds through special event, July 31st, and sponsor program for the display of the Chestatee River Diving Bell.
- Working with Lumpkin County Committee on the restoration of the Captain McDonald House; planning and promoting the Rock & Mineral Show to fundraise October 16, 17th.
- Chamber Committee established to research Community Foundation.
- Added Morning Mingle as a networking event for Chamber members that cannot attend evening Business After Hours. July Morning Mingle was held at Dahlonega Healing Arts on July 13th.
- July Business After Hours was held at Johnny B's restaurant on July 6th.
- Ten businesses signed up as new Chamber members over the past month.
- Upcoming Ribbon Cutting: Dahlonega Funeral Home, July 14th at 11am.
- Attended the Innovation in Education Conference and Chamber Economic Development Committee had speaker from Georgia Partnership in Excellence for Education, Diane Hopkins, give presentation on relationship between education and economic development.
- Chamber Economic Development Committee researches the "Visioning Process", with speaker James McCoy, Forsyth County Chamber President, scheduled to speak at July meeting.
- Stefani Logsdon and Stephen Smith held planning meeting for Young Professional's Group on Friday, July 16th at 9am.
- Added "Chamber 101 Orientation" to educate chamber members on member benefits held at Stewart Center for Continuing Education in the computer lab. Next orientation is scheduled for Thursday, August 12th at 5:30pm.

- Old Fashioned Christmas Committee meetings resumed July 13th.
- Chamber and DDA are holding a “Summer Social Hour”, inviting the merchants and Merchants Association on Monday, July 19th at 8:30am.
- Working on Appalachian Trail Community Designation with the Appalachian Trail Conservancy.
- Partnered with White County on a multi county Business After Hours networking event in July.
- Six Gap Committee enhancing Marketing Plan for 2010 event.
- Amy Booker attended the July Georgia Chamber of Commerce Executives conference.
- Stefani Logsdon spoke at Board of Realtors meeting in Forsyth County on our community.