

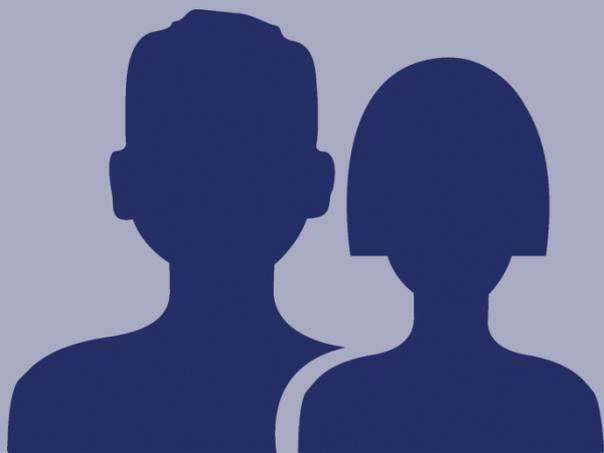
**DAHLONEGA-LUMPKIN COUNTY
CHAMBER & VISITORS BUREAU**
LOCAL BUSINESS DEVELOPMENT AND DESTINATION
MARKETING FOR ECONOMIC IMPACT

**1st Quarter / Year-End Report
Lumpkin County Board of Commissioners
May 17, 2016**



DAHLONEGA - LUMPKIN
CHAMBER & VISITORS BUREAU





STRATEGIC GOAL

Delivering Value to Our Members for Business Success

Driving Membership Services in 1st Quarter 2016

- 9 Monthly Networking Events
- 2 Educational Workshops
- 3 Ribbon Cuttings
- Hosted Chamber 101 training seminar
- Held 1st Quarter Merchant Coalition Meeting
- Celebrated the Annual Banquet & Awards Ceremony honoring businesses, new and past board members, and revealing our 2016 Impact Report & Strategic Plan

Driving Membership Services in 1st Quarter 2016



23 Golden Ticket Hot Deals were submitted by 20 members and were sent to a mailing list of over 1,800



Re-design and production of new Community Guide and Wedding & Event Planner

17 new members



507 events promoted on dahlonega.org



37% of our members log in to the Member Info Center



24 promotional e-newsletters sent to over 1,200 member reps



STRATEGIC GOAL

Growing the Economy

Growing the Economy

- Planned Movies Under the Stars -- Major Presenting Sponsor: Chestatee Regional Hospital. Attracting hundreds of locals and visitors to downtown in May, June, July and August

Disney · PIXAR
**THE GOOD
DINOSAUR**



Growing the Economy Cont.

- Planning underway for Wedding & Wedding FAM Tour – August 28
- Continued pursuit of AVA designation “Dahlongega Plateau”
- Held Winery Member meeting to gain consensus and plan August DWT Event



Say “I Do” in
DAHLONEGA

Growing the Economy Cont.

- Began planning for Dahlonega's 4th of July Celebration. New additions include:
 - All American Market
 - Adventure Zone
 - Live Music Stage
 - Pet expo and show
 - Apple pie eating contest
 - Food vendors
 - Electric train rides



Growing the Economy Cont.

Planning Japan-
America Summit - Act
as co-host with UNG

Planning Six Gap Bike
Ride- Goal of attracting
2,200 cyclists

Attended Tourism Day
at the Capitol



Camera Ready Community

- Hail Mary Production – Assisted in location scouting and lodging accommodations, leading to 151 mid-week room nights
- Attended Film Day at the Capitol





STRATEGIC GOAL

Attracting Visitors to Our Community

1st Quarter 2016 Bed Tax Breakdown - Month of Stay

January 2016:

County: \$9,244.17

City: \$9,961.69

January 2015:

County: \$6,058.22

City: \$4,762.07

Final Bed Tax Revenue for 2015 Year

County: \$147,291.85 VS. \$131,187.71 in 2014 **(Increase of 12.28%)**

City: \$206,740.43 vs. \$187,290.81 in 2014 **(Increase of 10.38%)**

PR, Marketing & Advertising Stats

Completed 2016 Marketing Plan and working with Tourism Committee to draft a 3-year Marketing Plan.



\$101,298 media value resulting in 2.8 million viewer impressions



Coordinated with Fox 5 Atlanta to promote Bear on the Square.



26,225 social media followers



Nominated for:
Best Underground Attraction, Best Small Town Getaway, Best Small Towns to Visit, and Best Historic Downtown



60,099 visitors to dahlonega.org

Visitors Services Stats



2016: 26,040 Walk-ins vs. 24,955 in 2015

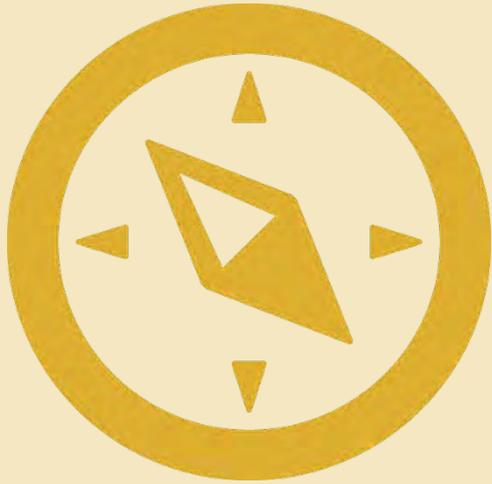


2,905 promotional collateral pieces distributed



**Group Promotions & Services:
Attended TN Motorcoach Annual Meeting**





STRATEGIC GOAL

Developing Leaders in Our Community

Developing Leaders in Our Community

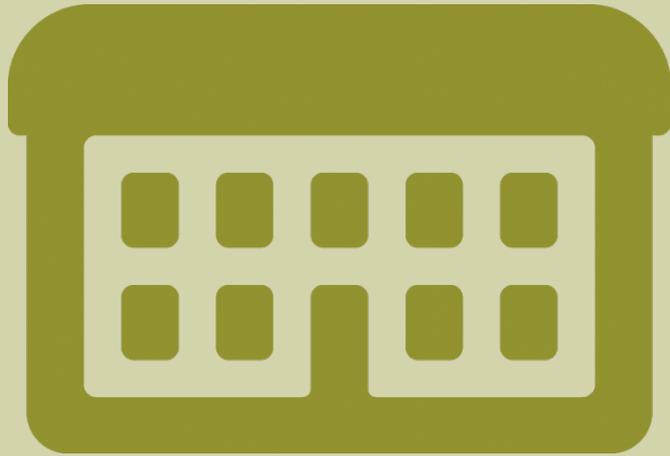
- Eggs & Issues- Successful Event at UNG with Sen. Steve Gooch, Rep. Kevin Tanner, and Dr. Bonita Jacobs.
- Planning Candidate Forum- May 13, 2016 (Partnership with Dahlonega Women's Club)



Developing Leaders in Our Community Cont.

- Leadership Lumpkin
 - Generated \$40K+ for two community project
 - Developed 23 local community leaders
- W.I.L.L. – hosted monthly networking and educational meetings





STRATEGIC GOAL

Running a Dynamic Chamber

Running a Dynamic Chamber – Staff Development

- Hired and trained a new Member Services Coordinator
- Invested in employee training – Sales Coordinator & Communications Coordinator attended GACCE Conference
- President attended Microsoft Office Continuing Ed. training
- NEGA Mountain Travel Association Social & Digital Training
- Winter Chautauqua – Sports-themed marketing
- Implemented updated Visitors Center Manual
- President, Visitors Center Manager, & Communications Coordinator registered for STS Marketing College in May
- Visitors Center Manager attended Regional Visitors Center Manager Training where she received Travel Counselor Certificate
- Vice President & Visitors Center Manager became notary republics



Running a Dynamic Chamber – Product Development

- Ordered new signage for Visitors Center & Gazebo
- Visitors Center Building re-painted
- Created promotional materials for Great American Cleanup and 4th of July
- Launched Dahlonega-Lumpkin Newcomers Group



MARK YOUR CALENDARS

Upcoming Chamber Events

MARK YOUR CALENDARS

STS Marketing College

- May 15-20

4th of July Celebration

- Monday, July 4

Arts & Wine Festival

- May 21 & 22

Movies under the Stars

- 2nd Friday of May, June, July, August

