

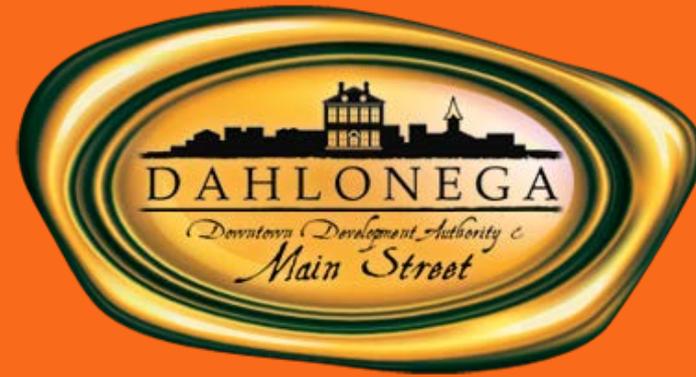
**DAHLONEGA-LUMPKIN COUNTY  
CHAMBER & VISITORS BUREAU**  
LOCAL BUSINESS DEVELOPMENT AND DESTINATION  
MARKETING FOR ECONOMIC IMPACT

**2ND QUARTER REPORT - LUMPKIN COUNTY --  
AUGUST, 2016  
APRIL, MAY, JUNE**



**CONGRATULATIONS TO  
DAHLONEGA DOWNTOWN  
DEVELOPMENT AUTHORITY ON  
MAIN STREET AWARD!!!**

CROSS-MARKETING A PRESTIGIOUS HONOR ...



Chamber promotion includes:

- Main Street award images and copy in all PR pitches
- Featured in second FAM invitation to all members of the Society of American Travel Writers
- Editor “desksides” in Birmingham and New York City
- Award information boilerplate included in all online and traditional media events submissions.

# CONGRATULATIONS TO LUMPKIN COUNTY FOR SPEARHEADING NEW GATEWAY SIGN AT 60/400

DEVELOPING DAHLONEGA'S SENSE OF ARRIVAL



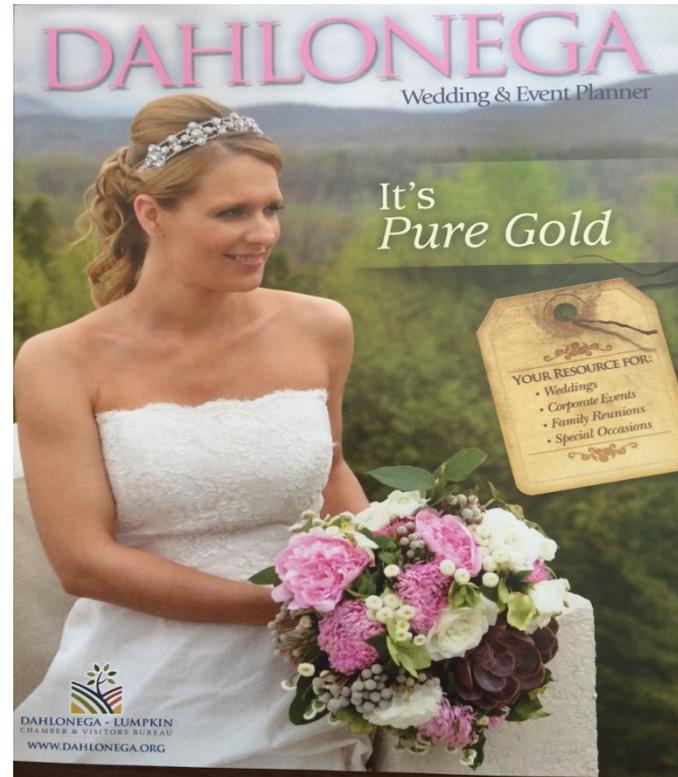
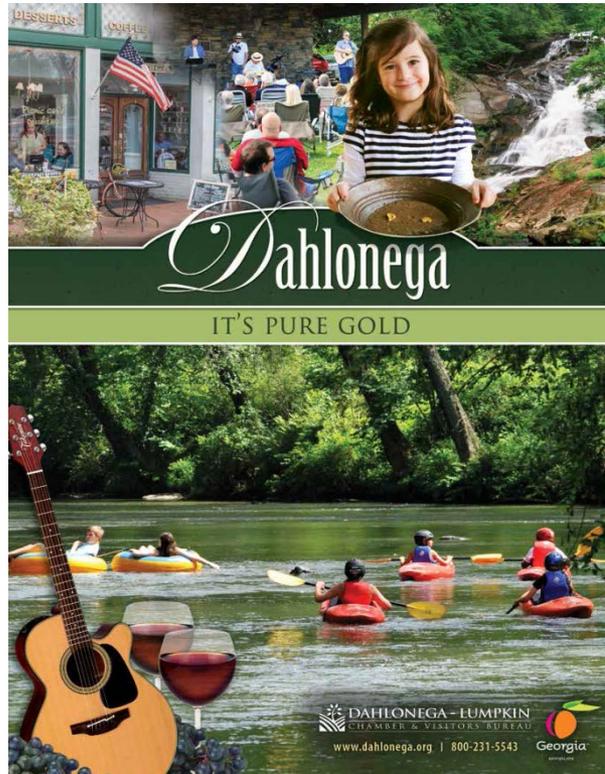
## Recognizing Partners

- City of Dahlonega
- Lumpkin County
- Dahlonega-Lumpkin Chamber & Visitors Bureau
- Camp Merrill
- University of North Georgia
- Lumpkin County School System
- Regional Winery Trail

# **STRATEGIC GOAL**

DELIVERING VALUE TO OUR MEMBERS

# COMMUNITY /WEDDING & EVENT PLANNER GUIDE



5,000 copies printed for distribution to participating advertisers, Visitors Center and local realtors for relocation inquiries, posted online.  
1,500 Additional Wedding Planner Guides overprinted for distribution at Wedding Expo and for wedding inquiries.

# NATIONAL SMALL BUSINESS WEEK



## Celebrated National Small Business Week

- Kicked off week with Ice Cream Social – May 2nd
- County & City proclamation honored our small businesses
- Promoted “think local-shop local” through Dahlonega Nugget, banners and Chamber Communications
- Held Travel Rally Day with supporting tourism businesses on the Visitors Center Plaza



# MEMBER OUTREACH

- Ribbon Cuttings
  - Networking events
  - Promotions: membership e-newsletters,
  - Industry/large employer visits with DOL
  - Merchant coalition meetings
  - Winery partner meetings
  - Business referrals
- 

# EDUCATIONAL OPPORTUNITIES

Series of six workshops designed to help small businesses understand and execute modern internet marketing methods.

- Email
- Social Media
- Web (search marketing)



Kate Porfilio – Stark Raven Design

- Brand development
- Reputation Management
- Developing Visual Identity



# I DO (IN) DAHLONEGA WEDDING EXPO



**Target market** – North Atlanta & beyond  
**Target demographic** – 21-35 years old, prospective brides, their mothers and wedding planners

**Promotions:** The Knot, Facebook, Atlanta Bridal Show, postcards

**Location:** University of North Georgia

## August 28, 2016

Expo – 1pm-3pm

- Expo features 37 vendors

Venue Tours 3:15 pm-7 pm

- 20 venues (on three tour options)

# MOVIES UNDER THE STARS

## Free Family Night in Hancock Park

- May 13 – The Good Dinosaur
- June 10 – Alvin & The Chipmunks – The Road Chip
- July 8 - Goosebumps
- August 12 – Zootopia
- Advertising for more than 30 local businesses



**Sales from Concessions support Lumpkin Youth Leadership & NOA – No One Alone**





**STRATEGIC GOAL**  
GROWING THE ECONOMY

# COMMUNITY VISIONING

- Completed 9 Focus Groups
- 29 Individual Interviews Underway
- Survey Promotion – More than 600 Surveys completed
- Town Hall Meeting August 11, 2016



DAHLONEGA-LUMPKIN COUNTY  
shared vision. shared future.



# **STRATEGIC GOAL**

DEVELOPING LEADERS IN THE COMMUNITY

# LEADERSHIP PROGRAMS

Leadership Lumpkin New class for 2016-17 being determined – new year starts in September – Kickoff Event August 30

Lumpkin Youth Leadership starts back in the fall

Women In Lumpkin Leadership (WILL) holds monthly networking and educational meetings



# **STRATEGIC GOAL**

ATTRACTING VISITORS TO OUR COMMUNITY

# GROWING LOCAL WINE INDUSTRY

Wine Trail Weekend –  
August 20-21

Including *six* wineries,  
24 tastes, 2 days

Promoting downtown  
wine tasting rooms  
as well as local  
wineries



# PROMOTING THE DAHLONEGA-LUMPKIN COUNTY WINE TRAIL



- Georgia Public Broadcasting  
– 18 stations statewide, plus WABE (Atlanta)
- Pickup in state and regional publications – including Atlanta Journal Constitution, Gainesville Times, Atlanta Magazine, etc.
- Outdoor Advertising
- CBS-46 Atlanta

# PROMOTIONS: REGIONAL COOPERATIVE PROMOTIONS

Collaborating with nine other communities to take advantage of \$50,000 Explore Georgia match.

Ads to appear in Southern Living, AJC, GPB-TV & GPB Radio in Fall, Winter, Spring



# PRODUCT DEVELOPMENT: MEDIA KIT

Developed media kit for  
Dahlonega and  
Lumpkin County  
Revised group sales



## GOLD, WINE & WATERFALLS

Site of the first major U.S. Gold Rush and the Heart of Georgia Wine Country, Dahlonega offers an authentic, mountain getaway only an hour north of Atlanta. Enjoy outstanding arts and award-winning wineries, gold history attractions, and outdoor adventure.

Whether you're looking for a romantic getaway, a soothing escape, or a stroll down memory lane - Dahlonega offers visitors a unique experience. Families, sports enthusiasts, history buffs, and discerning travelers can use Dahlonega as a home base for all attractions in the Northeast Georgia Mountain region.

From the Chattahoochee National Forest to the National Registered Downtown Historic Districts, unwind in Dahlonega... "It's Pure Gold!"

## MAJOR FESTIVALS & EVENTS

- Dahlonega Trail Fest (March)
- Bear on the Square Festival (April)
- Mountain Flower Arts Festival (May)
- 4th of July Family Celebration (July)
- Dahlonega Wine Trail (August)
- Six Gap Century Bike Ride (September)
- Gold Rush Days (October)
- HemlockFest (November)
- Old Fashioned Christmas (Nov & Dec)



# CAMERA READY

Working with State Camera Ready Office to update listings, photography, and scout locations

Hail Mary – Worked with Location Scouts and Production team – collaborated with DDA

Collaborated with DDA on GPB’s “Hometown Georgia” series – profiling Dahlonega as first in the series

Posted DDA-North Georgia Film Office video to [Dahlonega.org](http://Dahlonega.org)



# PROMOTIONS: ONLINE CALENDAR

## PROMOTING PARTNER & COMMUNITY EVENTS

Over 330 events,  
entertainment and  
reasons to visit  
promoted during the  
2nd Quarter



Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	1	2	3	4	5	6
		Dahlonega Farmers Market Business After Hours - Dahlonega Arts Council	Trivia Night at Gustavo's!	Dahlonega Network Leads Group The Crimson Moon: 'In the Round' Whitney Smith, Jessie Albright, & Jacob Elliot	Community Helping Place 14th Annual Gold Party Dahlonega First Friday Night Concert Series The Crimson Moon: Kevn Kinney Live Music at Gustavo's	Dahlonega Farmers Market Inspiring Stewardship: A Celebration of the 50th Anniversary of the Wilderness Dahlonega Appalachian Jam Old Car Cruise In at the Historic Holly Theater Live Entertainment at Cool Breeze of Dahlonega (formerly the Oar House)
7	8	9	10	11	12	13
The Crimson Moon: Boomers Gone Wild	Leadership Lumpkin Class of 2015 Welcome Reception Event at Georgia Mountain Master Gardeners Tonight Test	Morning Mingle - North Grove Hall Dahlonega Farmers Market	W.I.L.L. (Women In Lumpkin Leadership) W.I.L.L. September 10, 2014 Morning Mingle - Georgia Mountains Unitarian Universalist Church Trivia Night at Gustavo's!	Dahlonega Network Leads Group The Crimson Moon: 'In the Round' Jason Childs, Tiffany Ivey, Joey Hummel, Will Barron The Crimson Moon: Writers 'In the Round' Jason Childs & Will Barron	A Weekend of Chakra Balancing with Helen Noviello Gold City Growlers Grand Opening & Ribbon Cutting Movies Under the Stars - Despicable Me 2 Historic Dahlonega Ghost Walk - Every Friday and Saturday Nights The Crimson Moon: Frank Fairfield	A Weekend of Chakra Balancing with Helen Noviello Dahlonega Farmers Market 4th Annual ConnectAbility 5k/10k Run/Walk Rabies Clinic at the Red Barn! SWine Wine Weekends Dahlonega Appalachian Jam Live Entertainment at Cool Breeze of Dahlonega (formerly

# ANALYTICS: SOCIAL MEDIA TRACKING

Facebook:

**26,225 Social Media Followers:**

- *Increase of 11,341 vs. 2015*



# ANALYTICS: WEBSITE

## Tracking Web Use Results

167,566 Sessions April-May-June 2016

152,383 Sessions April-May-June 2015

68% Increase in Website Use

44% Increase in Pageviews



**DAHLONEGA - LUMPKIN**  
CHAMBER & VISITORS BUREAU

MEETINGS & GROUPS | PRESS & MEDIA | CAMERA READY | SIX GAP CENTURY | THE CHAMBER | CONTACT

SEE & DO | STAY THE NIGHT | EAT & DRINK | PLAN YOUR TRIP | WEDDINGS

**DAHLONEGA**  
IT'S PURE GOLD

Upcoming Festivals | SEE ALL

Gold Rush Days Festival  
October 16-19

HemlockFest  
November 7-9

Old Fashioned Christmas  
November 25 - December 21

\*23rd Best Small City in America\*  
- Charles Anderson's In Search of Eden

Facebook | Twitter | Instagram | YouTube

0415 Tosa Night at Gustavo!  
0416 The Crimson Moon: Writers In the Round! Brian Revels, Chris Weinholtz & Warren  
0416 The Crimson Moon: In the Round! Brian Revels, Chris Weinholtz & Warren Attwell  
0417 Autumn Full Moon Retreat with Helen Novello  
0417 Historic Dahlonega Ghost Walk - Every Friday and Saturday Nights

Welcome to Dahlonega!

Site of the first major U.S. Gold Rush and the Heart of Georgia Wine Country, Dahlonega offers an authentic, mountain getaway only an hour north of Atlanta. Our guests and locals alike enjoy outstanding arts and gold medal wineries, original architecture and gold history attractions, outdoor adventure and a Golden Bear signature golf course and the University of North Georgia with its signature gold steeple. As a destination hub in the heart of the North Georgia Mountains, Dahlonega plays host to year round weddings, waterfall and wildlife seekers, and world renowned bicycling events.

Experience our live music and theater, local shopping and dining, heritage museums and tours, and seasonal festivals. We invite you to join the fun and unwind along our trails, on our rivers, and in our relaxing lodging accommodations. From the National Forest to the National Registered Downtown Historic District, welcome to award-winning Dahlonega... "It's Pure Gold!"

Experience Gold Rush Days

# PR FIRM ASSISTANCE FOR TRADITIONAL PRINT & ONLINE TRAVEL WRITER PROMOTIONS

Reach/viewers/readers –  
20,550,458

Editorial value -- \$134,631

Highlights: Blue Ridge Country  
Magazine; Atlanta Journal-  
Constitution; Atlanta Magazine;  
Roots Rated; Upstate Lake Living;  
Southbound Magazine; Fox 5;  
Athens Magazine; Jezebel  
Magazine; Travel & Leisure



# GROUP SALES & SERVICES

## Participated in Georgia Motorcoach Operators

- 34 Appointments with group travel planners
- 7 Appointments with media/writers



# ANALYTICS: 2Q VISITORS CENTER TRACKING & FULFILLMENT

Walk-In Visitors – 49,445 (increase of 4.6%)

32 Buses – with 1,048 visitors (31 Buses with 1,424 visitors in 2015)

ATM Withdrawals – \$28,760

Direct Mail Distribution Fulfilment – 1,849

■ *Print / Collateral Material Distribution*

Collateral Pieces to Bulk Fulfilment – 5,741

*Groups, Events, other Visitors Centers, Weddings*



# ANALYTICS: VISITORS CENTER TRACKING & FULFILLMENT

## POINTS OF ORIGIN – GUEST BOOK REVIEW

### April

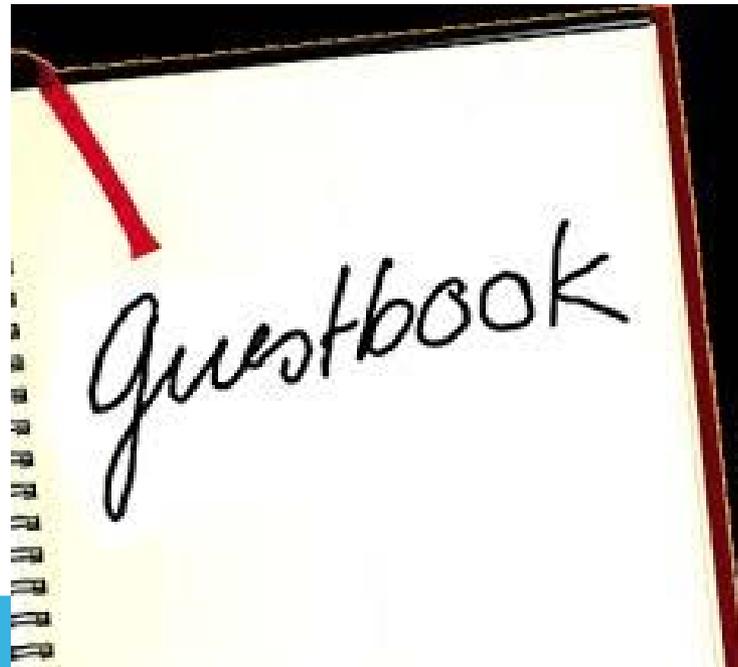
- 3 countries
- 27 states
- 82 zip codes

### May

- 5 country
- 14 states
- 29 zip codes

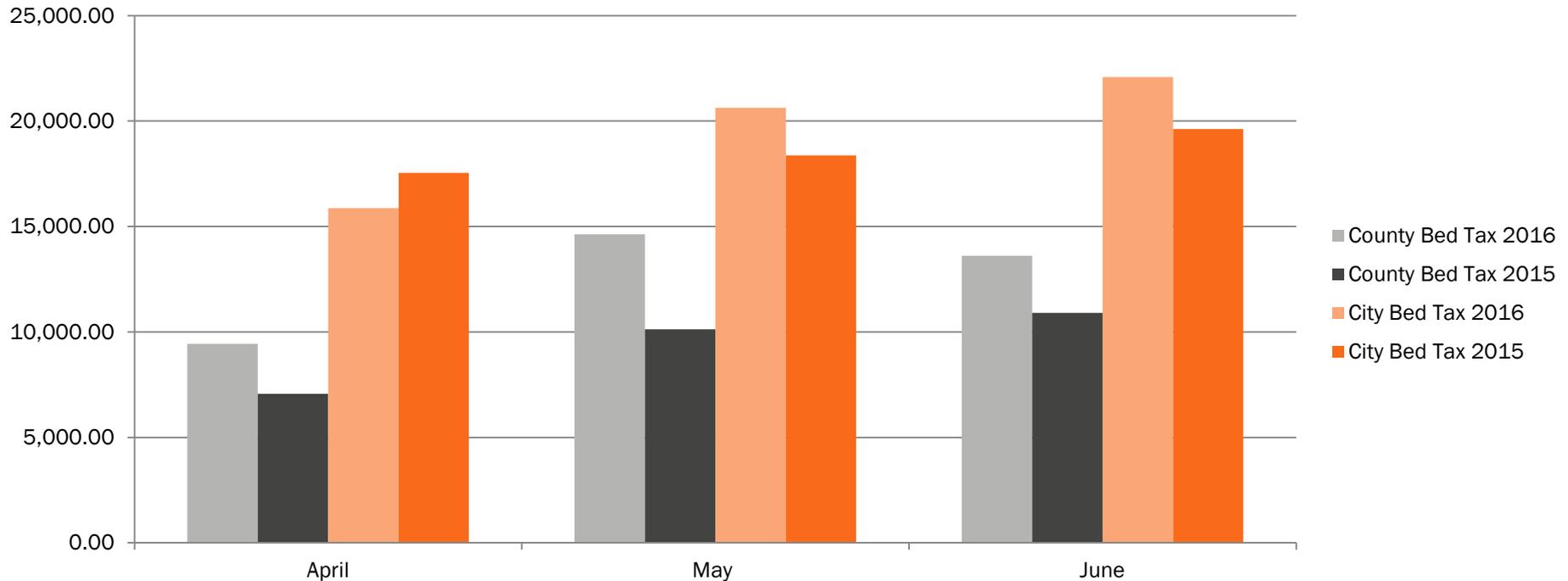
### June

- 5 countries
- 23 states
- 47 zip codes



# ANALYTICS: BED TAX TRACKING

## 2<sup>ND</sup> QUARTER 2016 BED TAX BREAKDOWN



Dahlonega-Lumpkin Co. Tax Tracking	Apr-16	April-15	%	May-16	May-15	%	June-16	June-15	%	2nd Qtr-16	2nd Qtr-15	%
Month of Actual Overnight Stays	Feb Guests	Feb Guests		Mar Guests	Mar Guests		April Guests	April Guests				
County Lodging Revenues Taxed	188,833.40	141,344.20	34%	292,595.60	202,530.40	44%	272,334.20	218,195.60	25%	753,763.20	562,070.20	34%
County Bed Tax Collected	9,441.67	7,067.21	34%	14,629.78	10,126.52	44%	13,616.71	10,909.78	25%	37,688.16	28,103.51	34%
City Lodging Revenues Taxed	317,415.60	350,713.40	-9%	412,597.80	367,332.00	12%	441,747.80	392,420.20	13%	1,171,761.20	1,110,465.60	6%
City Bed Tax Collected	15,870.78	17,535.67	-9%	20,629.89	18,366.60	12%	22,087.39	19,621.01	13%	58,588.06	55,523.28	6%
Combined City-County Taxable Revenues	506,249.00	492,057.60	3%	705,193.40	569,862.40	24%	714,082.00	610,615.80	17%	1,925,524.40	1,672,535.80	15%
<b>Total Combined 2Q Bed Tax Reports</b>	25,312.45	24,602.88	3%	35,259.67	28,493.12	24%	35,704.10	30,530.79	17%	96,276.22	83,626.79	15%

"2nd Quarter" Refers to the months the Chamber received the County and City Bed Tax - Not actual Overnight Tourists during 2nd Quarter

\*Monthly Report Represents Overnight Stays Two Months Prior -June Chamber Receipts are April Overnight Visitors - Collected by City/County in May

# STRATEGIC GOAL

RUNNING A DYNAMIC CHAMBER

# BED TAX COMPLIANCE AUDIT

Engaged in bed tax  
compliance audit with  
Rushton & Company

Found compliant in all  
areas



# VISITORS CENTER ENHANCEMENTS

Repaired and repainted  
Dahlonega-Lumpkin  
Visitors Center  
building

New signage for Gazebo  
Display



# **MARK YOUR CALENDARS**

UPCOMING CHAMBER EVENTS

# MARK YOUR CALENDARS

- **Wine Trail Weekend** – August 20-21 – Six Wineries, 24 Tastes, Two Days
- **Discover Dahlonega Student Block Party** – August 25 – 30+ Vendors – all of UNG Invited
- **“I Do in Dahlonega”** – Wedding Expo and Venue Tours – August 28
- **Leadership Lumpkin Welcome** – Reception – August 30, 6 pm – R-Ranch in the Mountains
- **Six Gap Century & Three Gap 50** – September 24-25

