

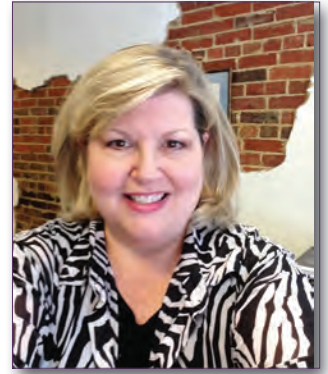
JOHNSTON  
COUNTY  
VISITORS • BUREAU

ANNUAL REPORT

2016



# PRESIDENT'S MESSAGE



The Tourism Industry in Johnston County is on the move - you might even say we are racing towards success with new attractions opening like GALOT Motorsports Park in Benson, the new Country Inn & Suites hotel which opened in 2015 (more hotels are on the way in 2016-17), and a growing culinary scene on the rise. All this growth is exciting for the local economy and our destinations have an even stronger grasp of our agricultural roots and how our small town charm is desirable to visitors! Local experiences, foods, and stories about who we are and why we are a great place to visit will remain our focus and key marketing message.

Our leadership from the Johnston County Tourism Authority board is steadfast in their support of the Visitors Bureau's mission to attract and serve visitors to the county. The following 2016 Annual Report is a snapshot for the community to see what's happening at the bureau and our resolve for supporting tourism growth for the county...with grants, marketing support, publicity efforts, and more!

## 2016-2017 JOHNSTON COUNTY TOURISM AUTHORITY

Keith Brinson, Chairperson  
Johnston County Farm Bureau Insurance

Scotty Henley, Vice-Chairperson  
The Clayton Center

Lynn Daniels, Secretary  
Super 8 of Smithfield

Rosa Andrews, Marketing Chairperson

Ernie Brame, Special Projects Chairperson  
Kenly 95 Petro

Matthew Zapp, Sports Council  
Town Manager - Benson

Karen Henthorn  
Carolina Premium Outlets

Randy Capps  
Johnston Now Magazine

Rick Childrey  
Smithfield-Selma Chamber of Commerce

Rick Heilmann  
Country Superstars 102.3 WKJO-FM

Chad McLamb, Ex-Officio  
Johnston County Finance Director

Donna Bailey-Taylor  
President/CEO

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One of my favorite quotes is from legendary coach, Dean Smith, UNC-Chapel Hill, whose team motto was "Play Hard, Play Smart, Play Together", which we adapted here at JCVB into "Work Hard, Work Smart and Work Together!" That's our promise to our tourism industry partners!

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Visit North Carolina reported that domestic visitors to Johnston County spent \$221.72 million in 2015, an increase of 3.2 percent from 2014.



3.2 %

Visitor Spending Increase in 2015



1,770

employees in tourism-related businesses



\$34.65 mil

Payroll for tourism industry jobs

# VISITOR SPENDING UP

“Tourism continues to be a major driver of economic development across North Carolina, which is the sixth most visited state in the country”, stated Wit Tuttell, Executive Director of Visit NC.

## Tourism impact highlights for 2015:

- The travel and tourism industry directly employs more than 1,770 in Johnston County.
- Total payroll generated by the tourism industry in Johnston County was \$34.65 million.
- State tax revenue generated in Johnston County totalled \$12.46 million through state sales and excise taxes, and taxes on personal and corporate income. Approximately \$5.55 million in local taxes were generated from sales and property tax revenue from travel-generated and travel-supported businesses.
- If not for the \$18.01 million in state and local taxes paid by tourists visiting Johnston County, each of the 60,700 county households would pay \$297 more in taxes to replace tax generated by tourism spending.

Gov. Pat McCrory announced that visitors to North Carolina set a record for spending in 2015. The \$21.96 billion in total spending represented an increase of 3 percent from 2014.

These statistics are from the “Economic Impact of Travel on North Carolina Counties 2015,” which can be accessed at [partners.visitnc.com/economic-impact-studies](http://partners.visitnc.com/economic-impact-studies). The study was prepared for Visit North Carolina by the U.S. Travel Association.

## Statewide highlights include:

- State tax receipts as a result of visitor spending rose 6.1 percent to top \$1.1 billion in 2015.
- The travel and tourism industry directly employs more than 211,000 North Carolinians.
- Each North Carolina household saves \$475 in state and local taxes as a direct result of visitor spending in the state.

Not only did our visitor spending increase in calendar year 2015 as the results of the VisitNC study indicates, but the Johnston County Visitors Bureau continues to invest in tourism development projects. Last year the bureau awarded \$70,700 in Capital Grant Projects, as well as, completed the County-wide Parks & Recreation Master Plan Study, spearheaded the Smithfield Wayfinding Project, and grew the membership of the JoCo Hospitality Association.

The Johnston County Visitors Bureau oversees the marketing efforts for the county to attract and serve visitors, therefore increasing the economic impact for the local economy. The Visitors Bureau is funded by the 3 percent room tax paid by overnight visitors to the county. In addition, the Towns of Benson, Kenly, Selma, and Smithfield have a 2% occupancy tax that is managed by the Visitors Bureau and is dedicated to each town’s marketing efforts.

	2016	2015	2014	2013
<b>INCOME SOURCES</b>				
JOHNSTON COUNTY 3%	753,544.57	705,451.29	632,809.22	575,995.14
TOWN OF BENSON	9,524.57	9,480.79	7,117.97	8,271.48
TOWN OF KENLY	24,339.47	26,097.72	24,357.58	23,934.04
TOWN OF SELMA	102,117.52	94,754.07	86,773.35	83,005.81
TOWN OF SMITHFIELD	212,154.25	218,176.49	168,398.87	156,649.42
MISC. REV.	-0-	5,888.40	9,000.00	46.74
REIMBURSEMENTS	8,939.98	2,372.25	5,881.42	13,560.94
INVESTMENT INCOME	659.43	566.88	656.17	1,247.68
<b>TOTAL REVENUES</b>	<b>1,111,279.79</b>	<b>1,062,787.89</b>	<b>934,994.58</b>	<b>862,711.25</b>
<b>HUMAN RESOURCES</b>				
SALARIES & WAGES	255,556.20	228,808.10	227,131.27	220,674.48
LONGEVITY PAY	1,200	1,500.00	1,500.00	600.00
TRAVEL - PER DIEM	5,100	5,100.00	5,100.00	5,100
FRINGE BENEFITS	76,604.10	67,353.08	70,055.06	66,452.15
<b>TOTAL HR</b>	<b>338,460.30</b>	<b>302,761.18</b>	<b>303,786.33</b>	<b>292,826.63</b>
<b>OPERATING EXPENSES</b>				
CONTRACT/PROF FEES	13,281.25	5,100	5,025	5,400
TELEPHONE	4,313.37	4,777.83	4,822.23	3,389.62
POSTAGE	5,222.21	10,152.23	12,853.13	9,195.91
PRINTING	21,033.03	43,285.76	44,475.88	39,937.80
UTILITIES	2,908.37	3,671.50	3,296.39	3,076.35
TRAVEL & TRADESHOW	21,728.40	17,260.50	16,729.44	17,790.48
EQUIP/BUILDING LEASE	36,990.91	35,317.67	34,752.04	33,086.13
JOCO/COOP ADVERTISING	156,836.78	146,212.84	133,608.58	127,940.06
OFFICE/DEPART SUPPLIES	4,461.28	2,695.55	3,256.13	2,133.29
SOFTWARE PURCHASES	6,719.99	4,129.00	-0-	6,618.24
CONTRACT SERVICES	-0-	-0-	-0-	10,815.00
BENSON MARKETING	5,818.92	5,836.47	5,567.89	4,670.69
KENLY MARKETING	18,331.81	19,245.93	21,204.67	21,176.95
SELMA MARKETING	54,695.21	58,195.02	53,016.09	66,826.86
SMITHFIELD MARKETING	133,476.19	162,729.22	148,676.60	121,945.30
DUES & SUBSCRIPTIONS	18,478.00	16,999.00	15,365.50	5,070.00
INSURANCE	400.00	400.00	400.00	200.00
5% JOHNSTON FEE	37,581.99	35,051.73	28,301.65	28,769.60
MISC. EXPENSES	4,439.86	6,774.51	6,052.24	5,859.91
RESEARCH	-0-	25,000.00	25,000.00	8,000.00
GRANTS	52,300	43,951.79	35,750.00	34,250.00
<b>TOTAL OPERATING</b>	<b>599,017.57</b>	<b>760,026.71</b>	<b>631,208.45</b>	<b>563,166.53</b>
<b>TOTAL HR+OPERATING</b>	<b>937,477.87</b>	<b>956,220.69</b>	<b>910,506.61</b>	<b>855,993.16</b>
<b>NET +/-</b>	<b>+173,801.92</b>	<b>+106,567.20</b>	<b>+24,487.97</b>	<b>+6,718.09</b>

# 2016 FINANCIALS

The following is a comprehensive review of the Johnston County Visitors Bureau financials for the year 2015-2016.

## NET INCOME

The Johnston County Visitors Bureau is funded by a 3% Room Tax paid by visitors staying in accommodations in the county, which generated **\$753,544.57** in revenues for 2016.

By month beginning with FY July 2015 to June 2016, the county 3% collection was the following:

July	\$70,488.13
August	\$67,422.12
September	\$56,671.22
October	\$59,617.62
November	\$57,365.31
December	\$59,185.39
January	\$54,797.35
February	\$53,774.89
March	\$65,492.58
April	\$71,783.12
May	\$68,499.50
June	\$68,447.32

Peak months in travel begin in April with Spring Break and Easter and run through the summer months with July and August vacation months being the "sold out" season for hotels in the county.

In addition, the 301 Endless Yard Sale cooperative program and JoCo Hospitality Association equaled **\$8,939.98** in reimbursements and misc. income. Additional investment income is noted from interest bearing accounts, equalling **\$659.43**.

The Towns of Smithfield, Selma, Kenly and Benson also have a 2% Room Tax which is dedicated to each town's individual marketing campaigns. The following collections were made in each town and remitted to the Tourism Authority:

Smithfield	\$212,154.25
Selma	\$102,117.52
Kenly	\$24,339.47
Benson	\$9,524.57

Revenues not expended on behalf of each town are held in Fund Balance Reserves for future marketing or tourism-related projects approved by each town.

## HUMAN RESOURCES

The JCVB team consists of five employees: Donna Bailey-Taylor President/CEO, Eric Dean, Communications Manager/Webmaster, Angel Phillips, Office Manager/Visitor Center Manager, Ashby Brame, Marketing/PR Manager and Sarah Campbell, Sports and Leisure Sales Manager.

3% Room Tax  
collection was up 7.3%  
over 2014-15 by  
\$47,918.41

Salaries for 2016 were **\$255,556.20**, Fringe Benefits at **\$76,604.10**, longevity pay and travel per-diem were **\$6,300**, making total HR expenses **\$338,460.30**.

## OPERATING EXPENSES

Operating expenses fall under two disciplines, the costs for office lease, postage, utilities, etc. to run the office and marketing expenses. By far the majority of projects fall under the marketing category.

Five percent of the 3% tax goes to the Johnston County General

Fund to pay for county services provided to the Tourism Authority, such as tax collection, financial services to pay bills and Human Resources services as Visitors Bureau employees fall under the county benefit plans. All costs of these services are paid to the county directly, **\$37,581.99** this FY.

## MARKETING EXPENSES

Direct and co-op advertising campaigns for print, digital, social and web, for JCVB equaled **\$156,836.78**, and the breakdown for each town's campaigns were:

Smithfield	\$133,476.19
Selma	\$54,695.21
Kenly	\$18,331.81
Benson	\$5,818.92

## OTHER EXPENSES

The Capital Grant and Special Events Grant programs directly supports tourism-development projects and festival marketing expenses for local and major festivals in the county. This year's total of **\$52,300** was expended for JCVB grants.

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*FY reserves was*  
**\$ 173,801.92**

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Software purchases included expenses for the new Content Management system, Simpleview at **\$6,719.99**. The other large expense for the year was for legal fees of **\$9,256.25** associated with unexpected public records requests.

# MARKETING HIGHLIGHTS

The new promotional “*Fork to Farmer*” video, four *My Carolina Talk* shows, a new photography project, and the county’s first Blogger Fam Trip are just a few of the communications projects completed in 2015-16.

## Advertising Campaigns

Ad campaigns focus on **Why** visitors would choose to visit our area attractions, festivals, and promotion of hotel packages. Ads appeared in *Our State Magazine*, *AAA Go*, *Southern Living*, *Garden and Gun* and *The Local Palette*. These ad placements generated **8,657** direct requests for Visitors Guides and other materials to assist visitors in planning trips. Top states requesting information are NC, FL, PA and SC.

## Interstate Billboard Campaigns

Our location along two major interstates continues to be the driving force of visitors choosing our hotel accommodations while travelling. The Visitors Bureau and Town Marketing Committees heavily use billboard messaging to encourage visitors to “stop and stay” by a unified large exit numbers campaign.

## Media Outreach Campaigns

Ashby Brame, Marketing/PR Manager participated in several media projects hosting writers in the county and attending the VisitNC team media missions in New York and Charlotte. Ashby met with more than 50 writers/publication reps and sent out 37 news/event releases in 2015-16. Publicity efforts produced 37 articles in local, regional, state and national media outlets.

## Google Adword Campaigns

New efforts were put on SEO and Google Adword campaigns with unique landing pages to track click throughs and action items on bureau websites. Campaign goals were to build awareness, increase email marketing lists, and downloads of bureau brochures. The campaign consisted of 10 platforms that promote Outlet Shopping and the Girlfriends Getaway Package, the new Beer, Wine and Shine Trail, a Coach Bag give-a-way, and Ava Gardner Museum. Result highlights included Google generating 37.2% and Facebook 17.2% of traffic to the Johnston County website.

Outlet shopping campaigns performed above average with a 6.75% CTR producing 6,311 clicks throughs. Overall adwords campaign clicks were up 9.65% over 2014-15.

## Top Blog Posts

Weekly Blogs are posted about a variety of topics to promote attractions, events, area industry partners and much more! Clicks to the BLOG page were 9,300, up 121% over 2014-15. Some of the top BLOG posts this year were:

*A Simple Twist of Fate* - 4,357 reads  
*6 Million Hot Dogs at The Grocery Bag* - 4,289 reads  
*New Ava Gardner Exhibits Open* - 3,749 reads



Blogger fam members meet DeWayne and Tina Lee at DeWayne's in March for a tour and update on the expansions at the store.



The JCVB staff submitted the Benson Mule Days event to Southeast Tourism Society who selected it as a Top 20 Event in the Southeast in September 2015.



Owners Nate and Colleen Roby and Smith's Family Farm worked together with People-First Tourism to produce the Fork to Farmer Video on the partnership of farmers with area chefs, who source local products.

### BLOGGER Fam Trips

In March, the first ever Blog fam trip was held with four writers from around the country, by invitation of our local blog partner, Karen Dawkins. The group was hosted for three days and they toured the Beer, Wine and Shine Trail stops. The visit generated 7 articles, 340 Tweets, 20 Instagram Posts, and reach of 558,340 on all platforms for the destination.

### Best Social Campaigns

The Visitors Bureau is very active on social media with four Facebook pages, seven Twitter accounts, Pinterest, YouTube and Instagram. This year some of the most successful social campaigns/ posts based on organic reach were:

- 301 Yard Sale on My Carolina Talk - 9,739 Likes
- Opening of Starbucks, Buffalo Wild Wings and Chipotle in Smithfield - 18,277 Likes
- Video Share of Farm Fest Chris Jansen - 23,337 likes
- 301 My Carolina Talk Video - 9,300 views/16,867 reach/149 shares
- Agritourism Video - 9,700 Views/21,194 reach/28 shares

### JohnstonCountyNC.org Fast Facts

Top Visited Page on the main JCVB website was the Calendar of Events Page.

Top Referral to the site - Facebook with 13,039 clicks Sessions up 2.01% over 2014-15, sources:

Organic 13,983, Referral 11,264, Paid 9,250  
Social 13,879, Direct 9,503, Display 2,488

Top Geographic Sources States: NC, VA, GA, SC, TN, FL, NY, and CA

Top Cities in NC: Raleigh and Triangle Cities, Charlotte, Fayetteville, Salisbury, Greenville



# SALES & SERVICES

New Group Tour Itineraries, the Sip and Stay Package expanding county wide and an increase in room nights generated by the Girlfriend's Getaway Package continue to drive room revenues for participating hotel partners.

The sales team at JCVB continues to reach out to group tour operators pitching our destination as the perfect shopping day trip with a variety of museums, arts and agritourism attractions for groups of all ages. Travel South USA was held in Concord NC this year, and Sarah Campbell attended on behalf of the bureau. New Group Tour Itineraries were developed for the show. Other sales missions and shows this year include the AENC meeting planners convention, trips to military bases, and NC Welcome Center visits throughout the year.

## Hotel Packages Expand

The Sip and Stay Package is based on the success of the Girlfriends Getaway Outlet Shopping package. As the Beer, Wine and Shine Trail has become more popular, JCVB staff designed a hotel package to encourage a weekend trip for couples or for friends getting away. The trail offers a suggested itinerary that traverses the county over two days with attractions, shopping, outlets, dining and stops at breweries, wineries and distillery. The package may be booked directly with the hotel offering discounts and guests receive a gift bag on arrival.

In 2016, the Girlfriends Getaway package produced 175 room nights for our hotel partners in Smithfield. This program is marketed through the Smithfield 2% Room Tax with digital ads on TripAdvisor and other travel related publications such as AAA Go Magazine. Johnston County is primarily a leisure destination of

interstate visitors, so programs such as these hotel packages are targeted to niche markets which makes the county a destination and not just a stopover.

## Johnston County Sports Council

The Johnston County Sports Council presented the County-Wide Parks & Recreation Master Plan to the County Commissions.

The Sports Council's first goal was to have Commissioners hire a Recreation Director to implement the recommendations in the Master Plan in 2016. Although that did not happen, Commissioners did show interest in completing the section of the Mountains to the Sea Trail between Clayton and Smithfield, which the study identified as a top priority project.



## Group & Visitor Services

Large groups meeting in Johnston County last year included the Mid-Atlantic Logging and Bio Mass Expo which has returned for the third time bringing hosts of vendors booking rooms in Clayton and Smithfield. Our sales department also assisted with securing room rates for the 5th District NC First Robotics Competition in April which included students from Johnston Community College and Campbell University competing. Additional services and collateral distribution numbers in 2016 were:



The JCVB design team assisted Chris Johnson, Director of Johnston County Economic Development, with new tradeshow banners with industry and tourism assets featured to promote the county.

### New Visitor Information Displays

The JCVB sales team embarked on a new campaign and look for visitor information displays which replaced ones first produced in 1997, so it definitely was time for a fresh look. The new displays have customized graphics for each community or attraction to promote what's nearby for visitors to enjoy. New displays have been installed in the following locations around the county:

- Broadslab Distillery
- Town of Benson Town Hall (2)
- Benson Parks & Recreation
- Deep River Brewing
- Double Barley Brewing
- Sleep Inn & Suites Smithfield
- Super 8 Smithfield
- RVacation RV Park
- Carolina Premium Outlets (2)
- Town of Smithfield Town Hall
- Baymont Inn
- Sleep Inn Garner
- Max G. Creech Museum

### Group Service Distribution:

Visitors Guides	6,554
# of Sports Bags	2,665
Gift Bags	10
Band-aid Holders	2,970
JoCo Postcards	1,833
Plastic Bags	5,315
Golden Corral Coupons	2,135
Hospitality Heroes	55
Industry Appreciation Sports Bags	250

### Other Direct Mail campaigns:

AAA Holiday Mailing	554
Group Tour Packages	127
(34) AAA Offices	3,804 pieces

### Visitors Collateral Distribution:

Visitors Guides	17,361
Beer, Wine, Shine Trail	10,540
Bike Routes	10,650
301 Endless Yardsale	42,781

### Industry Partner Brochures Distribution

Ava Gardner Museum	2,800
Bentonville Battlefield	255
Carolina Premium Outlets	745
GALOT Motorsports	1,140
Heritage Center	355
Tobacco Farm Life Museum	255

### Visitor Brochure Inquiries

Visitors Guides mailed	8,592
Visitors Guides Downloaded on website	3,996
Requests from website	1,811
Recreation Guide Downloaded	2,095

Top State Requests - NC	1,557
Top City Requests - Ral/Dur	317

### Top Advertising Sources:

Compass Marketing	3,943
Southern Living	1,609
Civil War Traveller	1,143
AAA Go Magazine	1,102



New visitor wall and free standing brochure racks were installed in hotel lobbies, area attractions, restaurants, and town halls.

# STAFF & BOARD NEWS

Just a few of the highlights on staff and board news.



## Leadership Johnston

Sarah Campbell (center, second row) completed the year-long Leadership Johnston classes offered in partnership with the area Chambers of Commerce and Johnston Community College, graduating in May with the class pictured here on the left.

## Visit NC 365 Conference, Online training and Webinars

JCVB staff has completed several online training courses on customer service, best practices for social media, and attended the 2015 Visit NC 365 Conference in Cherokee NC, all in the effort to continue tourism education and keep abreast of trends in the industry. Ashby Brame attended the PRSA Annual Conference, NC Tourism Leadership Conference and the Internet Summit. Sarah Campbell has completed the second year in the three year course Tourism Marketing College offered by Southeast Tourism Society.

## Board Retreat

Chris Cavanaugh lead the Tourism Authority Board Retreat in March, as the “Where are we now?” follow up to the Marketing Audit conducted in 2012.

## Summer Intern

Ashley Cook, a student at Western Carolina, spent the summer here at JCVB assisting with the visitors guide inventory process and updating contacts in the new Simpleview content management system.

## Policy Updates

New financial procedures were implemented with the County Finance Office as well as several policies were updated or revised pertaining to the operation of the Tourism Authority.



Pictured left to right, Wit Tuttell, Executive Director Visit NC, Ashby Brame, JCVB, and Berkeley Young, Young Strategies, Inc.

The Johnston County Visitors Bureau was honored with two awards at the 2015 North Carolina Tourism Leadership Conference on November 4 in Charlotte, North Carolina. The JCVB won a Gold Destination Marketing Achievement Award in Advertising for the Girlfriends Getaway Print Advertising Campaign and Gold Destination Marketing Achievement Award in Online Communications for the Bureau’s weekly blog.

Bailey-Taylor received the NC Travel Industry Association’s Public Service Award which is given to individuals and/or organizations for outstanding career contributions for the betterment, welfare, progress, recognition, promotion and development of the travel industry of North Carolina. Previously known as the Bill Sharpe Award, the Public Service Award is awarded annually (since 1987) in honor of Bill Sharpe, the state’s first tourism director.

## Our JCVB Team and Organizational Chart

### Eric Dean

Communications Manager/Webmaster

Eric is responsible for coordination, design and production of all collateral materials, to include print, digital and web components needed for sales, marketing, and communication projects. He creates consistent and effective in-house designs and manages the production process for JCVB promotional tools, including, but not limited to: postcards, brochures, newsletters, annual reports, profile sheets, coupons, monthly calendar of events, advertisements, invitations, flyers, and website and e-newsletter designs.

### Angel Phillips

Office Manager/Visitor Center Manager

Angel oversees office operations to ensure effectiveness and efficiency; responsible for all administrative support services, including general office maintenance, data entry, financial reports and staff support services. She processes accounts payables and receivables and provides monthly analysis. As the Visitor Center Manager, she greets visitors determining the nature of visits, answering routine questions, and directing incoming calls to appropriate staff as well as working with the mail house to fulfil all visitor inquiries.

### Ashby Brame

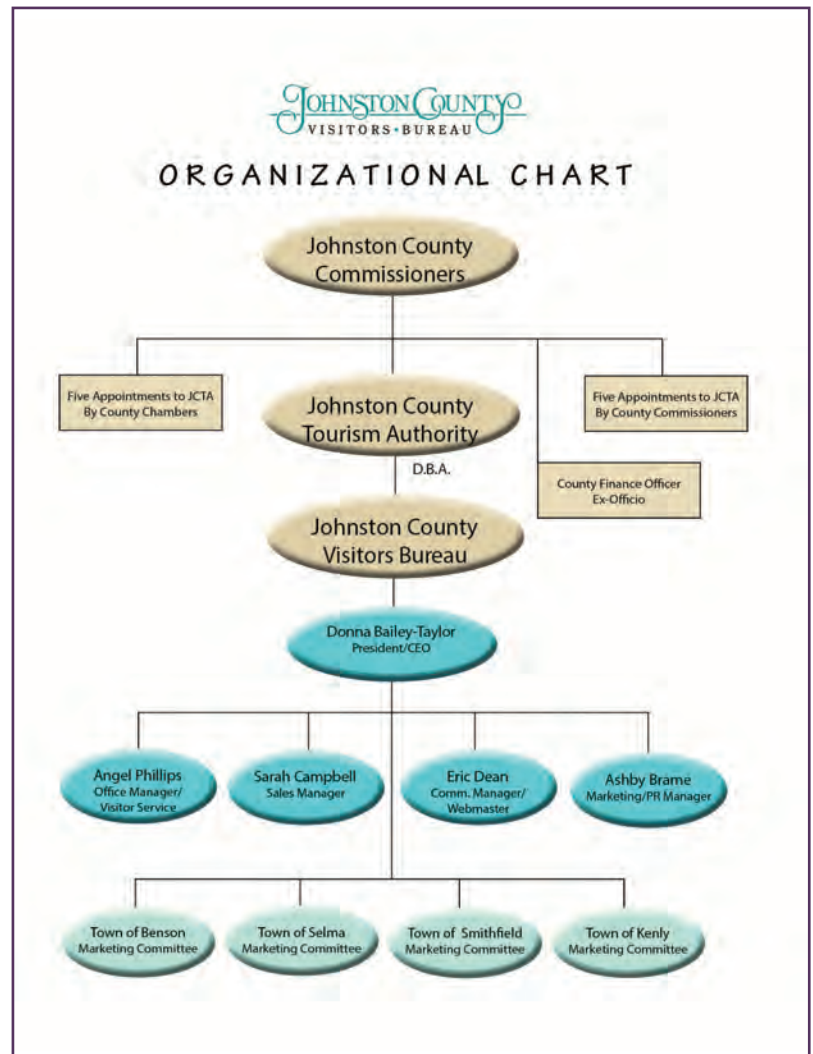
Marketing and PR Manager

Ashby executes the annual strategic marketing plan by contracting with advertising vendors, generating content for ads, writing a weekly BLOG showcasing industry partners and events, managing the social media plan for the bureau, as well as, working with all segments of the Bureau's communications and public relations programs. On the publicity side, Ashby produces and distributes news releases to targeted publications and bloggers to promote what's happening in Johnston County, therefore, encouraging visitors to discover our destinations.

### Sarah Campbell

Sports and Leisure Sales Manager

Sarah performs the sales and marketing activities that promote Johnston County tourism industry businesses to meeting planners, sports tournament directors, group tour operators and the leisure travel market. Through a variety of methods she promotes leisure travel to our destinations with visits to NC Welcome Centers, development of packages, and direct sales missions. She also oversees database management in Simpleview, provides services to groups meeting in the county, and manages the distribution of print materials to more than 125 visitor distribution racks in the county.



# COMMUNITY SUPPORT

## Capital Grants 2015-16

The following is the complete list of Capital Grants awarded for FY 2015-16:

- Benson Parks and Recreation Department - \$16,000
- Archer Lodge Community Center - \$4,200
- Clayton Cultural Arts Foundation - \$4,000
- Friends of Bentonville Battlefield - \$10,000
- Ava Gardner Museum - \$10,000
- Smithfield Parks & Recreation - \$8,800
- Town of Clayton Parks & Recreation - \$8,000
- Tobacco Farm Life Museum - \$9,700



Above, the new lobby for the Tobacco Farm Life Museum has been renovated to accommodate groups and meetings. This is one of several projects supported by the Tourism Authority Capital Grant program.

## Special Event Grants 2015-16

The following is the complete list of Special Event Grants awarded for FY 2015-16:

- Benson Parks and Recreation 4th of July - \$500
- Benson Chamber of Commerce, Mule Days - \$1,000
- Selma Parks and Recreation 4th of July - \$500
- Town of Kenly 4th of July - \$500
- Clayton Chamber of Commerce, Harvest Festival - \$1,000
- Selma Parks & Recreation Railroad Days - \$1,000
- Town of Wilson's Mills Pumpkin Festival - \$500
- Clayton Piano Festival - \$500
- Clayton Mid Day Rotary Shindig - \$500
- Johnston County Heritage Center Ghost Walk - \$500
- The Neuse Little Theatre Plays - \$500
- Clayton Youth Theater Productions - \$500
- Downtown Smithfield Development Corporation Ham and Yam - \$1,000
- Friends of Bentonville Battlefield Anniversary Event - \$500
- Greater Cleveland Chamber of Commerce Strawberry Festival - \$1000
- NC Taekwondo Federation Tournament - \$500
- Classic Antique Power Tractor Show - \$500
- Clayton Visual Arts Millstock - \$500
- Friends of the Park 3 Little Pigs Triathlon - \$500
- State Annual Singing Convention - \$500



JCVB staff submitted an application for Benson Mule Days to Southeast Tourism Society, and they were selected as a Top 20 Event in the Southeast for September 2015.

## 301 Endless Yard Sale

The staff organized the 4th Annual 301 Endless Yard Sale with community partners in Johnston County and CVB partners in Halifax, Wilson, Nash and Harnett Counties. The event continues to grow each year bringing vendors and shoppers from around the country to the 301 corridor. The website and Facebook posts are the main avenue for promotion, along with rack cards and classified ads to attract vendors. The following are just a few of the photos from the event.



## Design Assistance

The staff lends assistance to area non-profits on design and marketing support including:



Ava Gardner Museum New Exhibits.



Johnston County Heritage Center Exhibits



Logo, Invitations, and Graphics for the Johnston County Economic Development Racing for Recruitment Event.



**Johnston County Visitors Bureau**  
**235-A East Market Street**  
**Smithfield, NC 27577**  
**919.989.8687**  
**[johnstoncountync.org](http://johnstoncountync.org)**