



*Johnston
County*
VISITORS BUREAU

WHAT TOURISM DOES FOR KENLY

JULY 2018

SECTION 01

MINI ANNUAL REPORT

THE STAFF AND BOARD OF THE JOHNSTON COUNTY VISITORS BUREAU WOULD LIKE TO PROVIDE A BRIEF REVIEW OF OUR MARKETING PROGRAMS AND ACTIVITIES OVER THE PAST YEAR FOR THE TOWN OF KENLY.

Our mission is to attract and serve visitors to Johnston County to make an economic impact in our destinations. In 2016, visitors to Johnston County spent \$232.49 million staying in our hotels, visiting attractions, enjoying restaurants, shopping, as well as attending meetings, festivals and special events.

That's money that supports local small businesses!



In 2017, the JCVB offices moved to 234 Venture Drive, where the Tobacco Farm Life Museum and our Agritourism tourism assets are showcased in the wall graphics in the new Visitors Center.

SECTION 02

ADVERTISING & PUBLICITY

BEING A DESTINATION MARKETING ORGANIZATION THE PRIMARY FUNCTION OF OUR WORKPLAN IS MARKETING - HERE'S SOME OF WHAT WE DO FOR KENLY.

- The Beer, Wine, Shine Trail has a new App and our partners along the trail in Kenly includes area BBQ restaurants like Stormin' Norman's BBQ.
- Facebook live posts from Kenly 95 Truckstop Jamboree events.
- Social media support for 301 Endless Yard Sale's vendor spot at the Tobacco Farm Life Museum, and Sonlight Farms Opens for Second Season
- *AAA Go Magazine* theme ad for Spring Agritourism promoted TFLM
- JCVB Blog: "Johnston BBQ For You and You and You" - promoted Stormin Norman's, "Spend Some Time at Sonlight Farms" for fall events
- JCVB tracks "In the News" placements for Kenly: *Tarheel Traveler* held a Book Signing at Kenly 95 Petro, *Overdrive Online*: "Iowa 80 Upgrading Kenly 95 Petro with \$4 Million Expansion", *Kenly News*, "Lowell Mill Restaurant Reopening with New Appearance"
- Homepage headers on johnstoncountync.org: Tobacco Farm Life Museum and Sonlight Farms
- Photo shoot by staff photographer Jamaal Porter: Kenly 95 Jamboree and Sonlight Farms
- (723) Tobacco Farm Life Museum brochures distributed to AAA Travel Offices and other inquiries
- Top JCVB website listings for Kenly: Tobacco Farm Life Museum - 983 hits



SECTION 03

GRANTS

JCVB HAS A MATCHING MARKETING GRANT FOR FESTIVALS AND EVENTS WITH A BUDGET OF \$20,000. THE CAPITAL GRANT PROGRAM HAS SUPPORTED KENLY AS WELL IN 2018.

- JCVB is a Kenly Chamber sponsor at the \$1,000 level and supports the annual Kenly Christmas Parade and 4th of July Celebration. Total event grants awarded: \$1,000
- The Tobacco Farm Life Museum was awarded a Capital Grant of \$9,272 for



Professional Pest Control treatment of the Pack House, to save and protect the building and artifacts from further damage.





**TO LEARN MORE ABOUT AND ENGAGE
IN THE MARKETING PROGRAMS IN
FY 2018-19, THE JCVB MARKETING PLAN
IS AVAILABLE ONLINE AT
WWW.JOHNSTONCOUNTYNC.ORG**

Left
Jeremy Norris of Broadslab Distillery was chosen to be featured in the Visit NC National Advertising Campaign, "Firsts That Last".

PARTNER SUPPORT

JOHNSTON COUNTY HOSPITALITY ASSOCIATION

Members of the tourism industry can become members of the Hospitality Association for an annual fee of \$50.00. JCVB hosts educational seminars, networking opportunities and a community service project that benefits the Social Services, Angel Tree.



HOSPITALITY HEROES PROGRAM

Available to all staff of tourism industry businesses is an online, FREE, hospitality training course. The program introduces new hires to National, State, and Local tourism facts, reviews the programs and workplan of the JCVB and a customer service module.



2017-18 WEBSITE HITS

The official website for Johnston County Tourism provides listings for all tourism related businesses and events to showcase the county. The new CMS site was launched in July 2017 with Simpleview, Inc. Listing hits generated were 1,890,360 and Coupon Hits were 48,260.



STAFF AND BOARD

JOHNSTON COUNTY VISITORS BUREAU STAFF

DONNA BAILEY-TAYLOR, PRESIDENT/CEO
ANGEL PHILLIPS, OFFICE MANAGER/VISITOR CENTER
ERIC DEAN, COMMUNICATIONS MANAGER/WEBMASTER
ASHBY BRAME, MARKETING & PR MANAGER
SARAH CAMPBELL, SPORTS & LEISURE SALES MANAGER
TAYLOR LEE, PART-TIME SALES AND MARKETING ASSISTANT

JOHNSTON COUNTY TOURISM AUTHORITY

SCOTTY HENLEY, CHAIRPERSON
RICK CHILDREY, VICE-CHAIRPERSON
LYNN DANIELS, SECRETARY
ERNIE BRAME, SPECIAL PROJECT COMMITTEE CHAIR
RICK HEILMAN, MARKETING COMMITTEE CHAIR
MATT ZAPP, SPORTS COUNCIL REPRESENTATIVE
CHERYL LANE
PAUL BOUCHER
RANDY CAPPS
KEITH BRINSON
CHAD McLAMB, EX-OFFICIO FINANCE

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