

ANNUAL REPORT

*Johnston
County*

NORTH CAROLINA

2018-19 YEAR IN REVIEW



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SUMMARY

BY DONNA BAILEY-TAYLOR

What an incredible growth year for the Visitors Bureau with the new Hampton Inn in Benson, and double digit occupancy tax increases for 2019. We have had a year like no other, and expect that next year will again be record setting. This year we saw a huge revenue impact from Hurricane Florence, but with construction at Novo Nordisk, and high demand for corporate rooms, hotel revenues were high the entire year.

The Visitors Bureau invested in research and strategic planning this year to prepare our organization for what lies ahead...more growth, transportation upheaval, (in all directions on I-95, I-40 and US 70) and the impact on the bureau staff. We will be rolling out more about the new 2020-22 Strategic Plan with our tourism partners and the key initiatives are included in this year's marketing plan, which is available online at johnstoncountync.org/about.

We are excited for what 2020 brings, and if you have any questions, please feel free to call and get more involved...let's work together to shape the future of tourism in Johnston County!

VISITOR SPENDING

In 2018 domestic visitors to Johnston County spent **\$256.02 million**, which is an increase of **7.1% from 2017** data. The county ranks 21st in spending out of the 100 counties in NC, and had the **3rd largest increase** in spending for 2018. These findings are prepared by the US Travel Association and commissioned by Visit North Carolina, a unit of the Economic Development Partnership of North Carolina.

So, what does 7.1% tourism growth mean for the county:

Visitors to Johnston County spend **\$701,425** a day in local businesses such as retail and outlet shopping, hotels, attractions, dining, and travel services.

\$14.23m in state tax and **\$6.47m** in local tax receipts directly helps to build schools in Johnston County, and reduces the tax burden to every household in the county.

Growth of tourism jobs in Johnston County increased by **3.1 percent in 2018**; the county ranked 2nd highest in jobs increased in the state. **

Room tax collection paid by visitors is the sole source of operating funds for the Visitors Bureau's marketing campaigns, no local county taxes fund the bureau.

In 2018, **\$198,090** in room tax was invested back into tourism development projects such as recreation facilities, museums, historic preservation, and performing arts and community meeting venues.

***The VisitNC report excludes retail outlet spending, sales tax, and jobs at Carolina Premium Outlets as the research is not customized for Johnston County.*

Mission Statement

The mission of the Johnston County Visitors Bureau is the marketing and developing of the destination's brand experiences to targeted visitor markets for economic growth and quality of place.

The Power of Travel How Tourism Dollars Support Johnston County



"The Power of Travel" graphic is provided by the U.S. Travel Association and depicts how the trickle-down economic benefits of tourism effect even non-tourism-related industries and all local residents.



HIGHLIGHTS

Special Projects

The staff of the Visitors Bureau is engaged with community groups serving on boards, speaking to civic groups, and investing in many tourism related projects to build up tourism in our communities. Here's just a few projects the bureau was involved with.

- **Heritage Center and Ava Gardner Museum Exhibits** designed by JCVB staff as a special project and at no cost to the museums. Bringing interactive kiosk design and showcasing our heritage keeps our tourism product fresh and relevant.



- Hosted the **Civil War Trails Regional Meeting** at The Barn at Broadslab in March, as the first ever regional meeting of the state sites that host trail markers. Donna Bailey-Taylor serves as the NC Regional Director for this board.

- JCVB invested in a new module with Simpleview, our website CMS provider. The **Map Publisher** function has already added so much to the available experiences visitors can utilize in planning a visit to Johnston County.



- The staff has created **microsites for each Town in Johnston County**, giving each town unique menu items for tourism assets. Microsites are also being used for major festivals like Mule Days, Selma Railroad Days, and the 155th Bentonville Reenactment being held in March 2020.

- JCVB was a sponsor for the **Johnston County Economic Development Fly-over** event, as well as, provided design support for the event logo.

- JCVB applied and received a \$7,000 grant to participate in the **NC Farms App**, a new agritourism marketing program with the NC Department of Agriculture.





MARKETING & PR

BY ASHBY BRAME

Marketing and communications is a combination of paid advertising, social media campaigns, hosting media in-market and attending media shows pitching stories on Johnston County's attractions and events. The following summary represents the highlights from 2019.

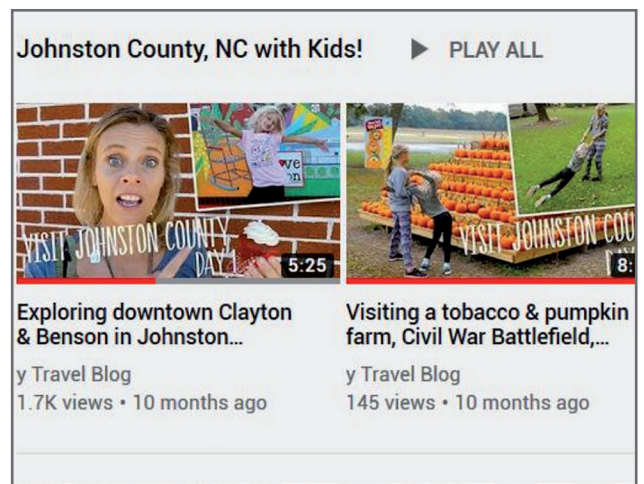
Media Trips: **In-state Media Mission** in Raleigh, **DC Media Mission**, **Canadian Media Mission**, and **International Media Marketplace (IMM)** for the first time which lead almost immediately to 2 booked individual FAM trips to JoCo.

Created a professional, hi-res, 2 min., **destination video** filmed and edited in partnership with VisitNC to be used on all state tourism channels to promote JoCo and to be used by the JCVB on all channels.

Media Hosted: **yTravel** family of four visited in the Fall (ROI was 3 videos, 1 blog post, and over 20k in social impressions), Tyler with **iExplore** in partnership with the state, **Backroad Planet**, Jennifer Price with **Hill City Bride**, and **Lufthansa** airlines magazine.

Top Media Placement: **Saveur**, **Garden & Gun**, Craftbeer.com, MSN.com, **America's Civil War**, **Our State Magazine**, and **News & Observer**.

Staff tried podcast advertising for the first time with **Vacation Mavens**, a national family travel podcast; the JoCo episode got 788 downloads in 30 days with the expectation that it will grow as the episode lives on. More podcast advertising is planned for 2019-20.



LEISURE & GROUP SALES



BY SARAH LAGASSE

The JCVB participates in several sales missions throughout the year, including being more involved with professional organizations like the **Society of Government Meeting Planners (SGMP)**. This year's strategy focused on hosting several site tours and meetings with members of SGMP. The JCVB hosted the March 2018 SGMP meeting at The Barn at Broadslab Distillery in Benson. As a result of these visits, three meetings have been booked at local sites.



The JCVB attended the **Association Executives of North Carolina** annual trade show in December to promote meeting facilities and hotels to meeting planners from around the state. The JCVB booth won **Best Food**, with our partner Redneck BBQ providing sliders for the booth. Other AENC events attended were the **Annual Meeting** in Winston-Salem and the **Spring Conference** in Raleigh.



The JCVB attended the **Washington DC Travel & Adventure Show** which had 22,234 attendees and partnered with Visit NC to attend the **New York Times Travel Show** in January with 32,398 attendees and the **Philadelphia Travel & Adventure Show** with 12,542 attendees. After each show, follow up email blasts were sent offering free gifts with additional information on upcoming events, weekend packages and offers from tourism partners.



Each year multiple visits are made to the **NC Welcome Centers** to promote Johnston County to visitors, as well as, displays are rotated in the centers featuring attractions. The staff also takes tourism partners to the centers during **National Tourism Week** which gives them a chance to meet visitors traveling I-95.



PLANNING

2020-22 Strategic Plan

This past year, the JCVB staff and Tourism Authority board embarked on the first ever strategic plan process for Johnston County tourism. This plan will provide guidance as the annual destination marketing and business plan are developed. The strategic plan was researched, facilitated and prepared primarily in the first half of 2019 with the assistance of an independent third-party advisory firm.

From this process which involved staff and board interviews, SWOT analyses and community interviews, there were 16 key issues identified. The board and staff will address these areas with direct bureau programming, building relationships and improving communication channels with partners, and more involvement with community development projects.

Destination Marketing, Sales and Development

1. More engaged and leveraged visitor industry partnerships with “pay-to-play” attraction/event programming and packaging
2. Further development of family/child-friendly experiences and activities
3. Need for conference center and adjoining full-service hotel development
4. Proposed sports center complex development in the Cleveland community
5. I-95/I-40 and I-42 current and future road construction marketing initiatives to address disruptions for visitors and local businesses
6. Aim to reduce the lengthy tourism development project approval process
7. Mountains to the Sea (MTS) trail development completion with the county
8. County parks & recreation master plan tourism opportunity focus for development of tourism assets
9. Setting a priority for promoting county visitor experiences via story-telling
10. Business-leisure and visiting friends & relatives (VFR) regional travel programs potential for connecting the county to the Triangle.

Destination Partner Relations, Resources and Visitors Bureau Management

11. Expanded visitor industry stakeholder communications and engagement
12. New visitors bureau staffing pertinent to digital and community communications given trends and increased expectations
13. Higher awareness of JCVB value and community tourism benefits reporting
14. Full understanding/application of DMO best practices and future leadership roles
15. Stronger partnerships with community economic development organizations
16. Tri-East partner initiatives for economic development and investigation on how tourism is intergraded

Visitor, Partner and Tourism Authority Commitments

Johnston County Visitors Bureau and Tourism Authority promises were created to clearly state value propositions to visitors, the visitor industry, and community partners along with Visitors Bureau staff.

Visitor Promise – Connecting visitors to Johnston County community brand experiences.

Partner Promise – Championing business opportunities for the visitor industry and all county communities.

Tourism Authority Promise – Leading and investing in JCVB strategic and operational plans.

Vision 2030 Statements

Destination/Tourism Vision

Johnston County, with its numerous character communities adjacent to I-95 and I-40 in the Raleigh/Durham metropolitan area, is well-located with intermodal transport alternatives and new tourism attractions centered on recreational sports and greenways, meeting/conference facilities and family leisure/shopping entertainment.

DMO Vision

Johnston County Visitors Bureau is the recognized and influential community tourism leader through its successful, productive, and technology savvy marketing, development and advocacy partnerships.

Strategic Goals

Associated with the mission statement, five long-term Johnston County Visitors Bureau goals were determined.

Destination Marketing: Enhance brand experience awareness

To achieve higher destination brand awareness and conversion through targeted promotional strategies.

Destination Sales and Service: Increase Business Development

To attain higher group and leisure travel business through targeted integrated sales and services strategies.

Destination Development: Invest in Tourism Product

To facilitate and support the branded development of the county/ community attractions and events, amenities, hospitality services and related tourism infrastructure.

Visitors Bureau Partner Relations and Tourism Advocacy: Heighten Stakeholder Engagement

To inform key partners on the importance and value of tourism and effective roles and the beneficial impacts of the JCVB.

Visitors Bureau Resources and Management: Optimize Performance Effectiveness

To function as a fiscally responsible and talent-based organization delivering agreed-to performance returns.

Believe you can and you are halfway there!

Teddy Roosevelt



FINANCIAL REVIEW



Total Revenues for 2019
\$1,571,603.95
Up 24.4%

Financial Summary

The following is a comprehensive review of the Johnston County Visitors Bureau financials for the year 2018-19.

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 **\$1,052,304.93** in net revenues for FY 2018-19.

Month-by-month 3% gross collections for FY July 2018 to June 2019 were:

July	\$84,407.80
August	\$81,467.98
September	\$110,798.78
October	\$109,866.73
November	\$88,976.50
December	\$73,053.80
January	\$66,924.40
February	\$66,040.66
March	\$97,464.59
April	\$81,854.18
May	\$97,165.22
June	\$88,703.01
	\$1,055,429.09

Revenues collected for FY 2019 were 24.2% higher than revenues in 2018. A large impact on the months of September, October and November were the room nights generated from Hurricane Florence. The new Hampton Inn in Benson which opened in June 2018 was also a factor in occupancy tax growth.

In addition, the 301 Endless Yard Sale cooperative program and JoCo Hospitality Association equaled **\$5,434.72**

in reimbursements and misc. income. The Visitors Bureau applied for a grant for the NC Farms App project and received **\$7,000** which is also part of the misc. income reported. Additional investment income is noted from interest bearing accounts, equaling **\$968.42**.

JCVB 2019 financials are audited by the Johnston County Finance Department under a 3-party contract and a completed audit will be available in December.

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 represents the gross dollar amounts reported by the towns to the Tourism Authority in FY 2018-19:

Smithfield	\$ 287,587.55
Selma	\$ 133,162.70
Kenly	\$ 35,460.96
Benson	\$ 63,175.31

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

	2019	2018	2017	2016
INCOME SOURCES				
JOHNSTON COUNTY 3%	1,052,304.93	855,622.17	839,103.05	753,544.57
TOWN OF BENSON	61,283.08	9,147.31	12,231.83	9,524.57
TOWN OF KENLY	35,460.96	25,759.09	27,089.11	24,339.47
TOWN OF SELMA	129,437.82	110,903.16	114,242.75	102,117.52
TOWN OF SMITHFIELD	278,959.91	251,696.16	243,851.30	212,154.25
MISC. REV.	9,931.11	2,250.02	3,071.42	-0-
REIMBURSEMENTS	3,284.72	7,188.42	2,741.29	8,939.98
INVESTMENT INCOME	968.42	632.46	595.49	659.43
TOTAL REVENUES	1,571,630.95	1,263,229.75	1,242,926.24	1,111,279.79
HUMAN RESOURCES				
SALARIES & WAGES	313,600.83	282,972.48	272,122.68	255,556.20
LONGEVITY PAY	3,360.00	2,280.00	1,350.00	1,200
TRAVEL - PER DIEM	6,000	5,100.00	5,100.00	5,100
FRINGE BENEFITS	104,688.30	91,245.88	85,279.57	76,604.10
TOTAL HR	427,649.13	381,598.36	363,852.25	338,460.30
OPERATING EXPENSES				
CONTRACT/PROF FEES	2,000.00	5,375.00	4,936.42	13,281.25
TELEPHONE	6,802.51	7,159.95	4,366.43	4,313.37
POSTAGE	9,178.62	10,363.03	8,294.05	5,222.21
PRINTING	31,846.54	39,766.79	29,834.67	21,033.03
UTILITIES	5,097.51	1,817.27	2,623.64	2,908.37
TRAVEL & TRADESHOW	44,953.30	32,286.26	35,275.55	21,728.40
EQUIP/BUILDING LEASE	46,707.83	45,127.88	38,634.84	36,990.91
JOCO/COOP ADVERTISING	269,335.49	252,343.69	247,848.10	156,836.78
OFFICE/DEPART SUPPLIES	15,774.71	53,831.12	20,351.19	4,461.28
SOFTWARE PURCHASES	6,754.26	9,800	7,300.00	6,719.99
BENSON MARKETING	44,879.93	29,524.50	5,483.79	5,818.92
KENLY MARKETING	20,847.01	17,270.81	14,513.35	18,331.81
SELMA MARKETING	67,530.54	67,651.26	64,328.96	54,695.21
SMITHFIELD MARKETING	246,356.76	119,566.80	133,780.41	133,476.19
DUES & SUBSCRIPTIONS	22,341.46	27,010.50	18,774.00	18,478.00
INSURANCE	672.00	647.00	176.00	400.00
5% JOHNSTON FEE	52,615.27	42,074.81	41,955.16	37,581.99
MISC. EXPENSES	-0-	-0-	5,556.90	4,439.86
RESEARCH	10,000	-0-	-0-	-0-
GRANTS	186,563.91	218,090.34	28,587.61	52,300
TOTAL OPERATING	1,090,257.65	979,707.01	697,533.46	599,017.57
TOTAL HR+OPERATING	1,517,906.78	1,361,035.37	1,076,473.32	937,477.87
NET +/-	53,724.17	-97,805.62	+166,452.92	+173,801.92



TOURISM GRANTS

*investing in community projects
building our tourism product*

Capital Grants

\$105,890

**The 2018-19 grant recipients and description of grant projects are as follows:
(alpha order)**

Ava Gardner Museum - \$10,000

The Ava Gardner Museum is updating and streamlining the museum's archival practices. The goal is to have every item in the museum stored in a specially treated box or folder that is used specifically for artifact preservation. Grant funds will be for a curator 8 hours a week and conservation supplies.

Clayton Cultural Arts Foundation - \$20,000

Converting the council chambers into a full digital audio and video format is the objective which will create an additional programming space for small (less than 200 patrons), entertainment events for jazz concerts, comedy café, coffeehouse productions, as well as, increasing meeting, lecture, wedding, educational and corporate usage.

Town of Benson - \$5,890

Grant funds will be used to assist in the installation of wireless speakers throughout six blocks of downtown Benson from Wall Street and travel along Main Street and end at the Singing Grove.

Johnston County Heritage Center - \$25,000

Funds will be used to relocate, restore and preserve the only known Freedmen's Schoolhouse in North Carolina. The building is located at 308 N. Fourth Street, and was built in 1868-69 as a school for freed slaves and was used as a school for African Americans until 1912.

Selma Civic Center - \$15,000

The grant funds are being used to restore a 1938 gym building to become the Selma Civic Center. It will become a centerpiece for continued economic development by increasing the ability to hold a variety of events in order to attract tourists and out of town guests as well as provide citizens with a venue they can rent for various occasions.

Smithfield Parks & Recreation - \$7,500

Grant funds will be used to resurface outdoor tennis courts at Smithfield Community Park.

Tobacco Farm Life Museum - \$10,000

Conservation Care Grant will be used to hire two students for 8 months to identify collection items and prepare condition reports for the artifacts currently in the Pack House. A report will document the condition, items to be removed, cleaning items, and rehousing some items. An annual pest test and treatment will be performed.

Town of Princeton - \$12,500

This project is to renovate the Princeton Community Building as a part of Princeton's downtown gateway to encourage increased utilization as a small event center and public library; ultimately drawing more visitors to Princeton and Johnston County. Specifically, the grant funds requested will be spent on architectural fees.



STAFF NEWS

Staff Spotlight

In the spring of 2019, the bureau welcomed two new staff members to the team. Jenna Andreasen is the Content Manager for the bureau, keeping the tourism partner inventory in Simpleview CRM, placing content on the website, and posting on all social media channels. Kristin Radford is the first welcoming face our visitors see in the Visitor Information Center, and she posts up events on the bureau calendar and distributes brochures to more than 100 brochure rack locations in the county. *They have already made an impact here at the Bureau -- welcome to the team!*

JENNA ANDREASEN

Jenna was born and raised in Vermont, but after graduating college she decided to move to Johnston County without having visited North Carolina before. She loves discovering all the new sights and tastes of the south, and you'll often find her shopping at a farmer's market or relaxing at a local brewery. Jenna is excited to have a career where she can spread the southern hospitality of JoCo that she received when she first arrived.



KRISTIN RADFORD

Kristin grew up in Johnston County, has always loved traveling, planning and organizing, and graduated with a B.A. in Recreation, Sports Leadership and Tourism Management from UNC Wilmington. She finds hospitality, planning events, and creating activities exciting and enjoyable. When she is not at work, she loves to spend free time going to the beach, volunteering at church, painting and spending time with family. Kristin is ecstatic to be given the opportunity to return to her roots and help Johnston County grow!



Staff Photo Caption: Left to right back row, Ashby Brame, Sarah Lagasse, Kristin Radford, Angel Phillips and Eric Dean. Left to right front row, Donna Bailey-Taylor, Jenna Andreasen.



TOWN REPORTS

THE STAFF AND BOARD OF THE JOHNSTON COUNTY VISITORS BUREAU WOULD LIKE TO PROVIDE A BRIEF REVIEW OF OUR GRANTS PROGRAMS AND TOURISM DEVELOPMENT ACTIVITIES OVER THE PAST YEAR FOR THE TOWNS OF BENSON, CLAYTON, FOUR OAKS, KENLY, SELMA AND SMITHFIELD.

Town of Benson

The following grants were awarded to the town for festival promotion.

Benson Mule Days - **\$1,500**
Benson Area Chamber of Commerce - **\$1,000**
Town of Benson 4th of July - **\$500**
Classic Antique Tractor Show - **\$500**
State Annual Singing Convention - **\$500**

Top johnstoncountync.org web listing clicks for Benson

Benson Mule Days - **4,481**
Benson Mule Days rescheduled listing - **2,587**
Meadow Lights event listing - **2,401**
The Barn at Broadslab listing - **1,599**
Benson 4th of July - **3,203**
Benson Christmas on Main - **1,521**
Benson Mule Days Blog - **1,469**
Benson Dog Park - **1,369**
Southern Vintage Market - **1546**
GALOT listings, blog, calendar - **8,197**
Town of Benson landing page - **865**



Advertising Programs

Billboards promoting the Benson Dog Park - the bureau has five boards from Kenly to Dunn to help draw visitors off Exit 79 to the Dog Park.

Downtown Speaker Project

2% Room tax funds were used to install the downtown music system for the town - **\$18,000**

Additional Grants Paid out in 2018

JCVB Capital Grant of **\$10,500** paid out for the Fieldhouse project and **\$5,890** additional funds for the music system.

JOHNSTONCOUNTYNC.ORG

TOP FEEDER STATE: NORTH CAROLINA - 67.8%

TOP CITY IN NC: CHARLOTTE - 17.8%

DEMOGRAPHICS: 62.9% FEMALE - 37.1% MALE

AGE BREAKDOWN:

18-24	3%
25-34	15%
35-44	22%
45-54	24%
55-64	18%
65+	18%

Google
Analytics

Sessions
258,115

Pageviews
586,677

Pages Per
Sessions
2.27

Bounce
Rate
58.96%

Simpleview Report Partner Listings

	2019	2018	
Listing Hits	3,012,480	1,788,080	59.4% ↑
Coupon Hits	50,480	46,160	9.1% ↑

Town of Kenly

The following grants or sponsorships were awarded to the town for festival promotion, or tourism development projects:

Kenly 4th of July - **\$500**
Kenly Chamber of Commerce - **\$1,000**
Tobacco Farm Life Museum Brochure - **\$1,246**
Town of Kenly Outdoor Movie System - **\$4,098**
Tobacco Farm Life Museum BBQ Cook-off - **\$500**

Top johnstoncountync.org web listing hits for Kenly

Tobacco Farm Life Museum - **1,730**
Kenly 4th of July event - **1,845**
Kenly Christmas Parade - **1,599**
Town of Kenly page - **573**

Advertising Programs

Billboards promoting the three Kenly Exit 107,106,105 and Tobacco Farm Life Museum are located within ten miles of the town.
Hotel coupon coop program to drive visitors to Kenly hotels



Town of Four Oaks

The following grants were awarded to the town for festival promotion, or tourism development projects:

Four Oaks Acorn Festival - **\$500**
Four Oaks Chamber of Commerce - **\$1,000**
Bentonville Battlefield Anniversary Event - **\$500**

Top johnstoncountync.org web listing hits for Four Oaks

Bentonville Battlefield landing page - **5,630**
Car-Truck-Motorcycle Show & Swap Meet - **1,143**
Town of Four Oaks landing page - **1,038**, Town listing - **875**
Four Oaks Acorn Festival - **844**
Four Oaks Christmas Festival - **722**

Advertising Programs

Print ads for Bentonville Battlefield - ***Our State Magazine***, TripAdvisor
(2) Billboard for Bentonville on I-95

Capital Grant for improvements at Bentonville - **\$7,000**
Howell Woods ADA accessible cabin - **\$50,000**



Town of Clayton

The following grants were awarded to the town for festival promotion, or tourism development projects:

Clayton Harvest Festival - **\$1,500**
Clayton Chamber of Commerce - **\$3,000**
Clayton Rugby Football Club - **\$500**
Clayton Piano Festival - **\$500**
Clayton Youth Theater - **\$500**
Portofino Derby Day/Johnston Health - **\$500**

Top johnstoncountync.org web listing hits for Clayton

Clayton Harvest Festival event - **2,395**
Town of Clayton landing page - **1,848**
Clayton Things to Do page - **1,457**
Town Square Concerts event - **1,226**
Clayton is turning 150 BLOG - **1,012**
Clayton Christmas Parade - **962**
The Clayton Center - **995**
Clayton Community Center - **954**
Clayton Parks & Recreation - **3,148**



Advertising Programs

(3) Billboard vinyls for The Clayton Center concert series on US 70
Billboard for Clemmons State Forest during the months of April-October

Capital Grant for improvements at the Clayton Center - **\$20,000**



Town of Selma

The following grants were awarded to the town for festival promotion, or tourism development projects:

Selma Railroad Days Festival - **\$1,500**

Selma 4th of July Event - **\$500**

Refaced the town entrance signs with new logo - **\$1,910**

Designed and printed Visit Selma Brochure - **\$750**

Selma Parks & Recreation flyers - **\$162.50**

Top johnstoncountync.org web listing hits for Selma

301 Endless Yard Sale - **2,448**

Beach Fest at The Farm - **2,324**

301 Selma Preview Day - **1,381**

Live @ The Rudy Christmas - **1,363**

DeWayne's Christmas Open House - **1,292**

Shopping/Antiques - **1,027**

Town of Selma Landing Page - **989**



Advertising Programs

Print ads for Live @ The Rudy - **AAA Go Magazine**, antique shopping in **AntiqueWeek**, and **Antique Trader**

(4) Billboards for antique shopping on I-95

Hotel coop advertising in coupon books for hotels in Selma

The Rudy Theatre sponsorship program and produced a 30 second Selma commercial

Capital Grant for renovations to the Selma Civic Center - **\$15,000**

Selma Parks & Recreation tennis courts - **\$5,000**

Conservation materials for the Max G. Creech Museum - **\$787.48**



Town of Smithfield

The following grants were awarded to the town for festival promotion, or tourism development projects:

Smithfield Ham & Yam Festival - **\$1,500**
Triangle East Chamber of Commerce - **\$5,500**
Ava Gardner Festival - **\$500**
Neuse Little Theatre - **\$500**
Heritage Center Ghost Walk - **\$500**
St. Ann Church Food Festival - **\$500**
Junior Women's League Touch a Truck - **\$500**
Johnston County Arts Council - **\$500**
3 Little Pigs Triathlon - **\$500**



Top johnstoncountync.org web listing hits for Smithfield

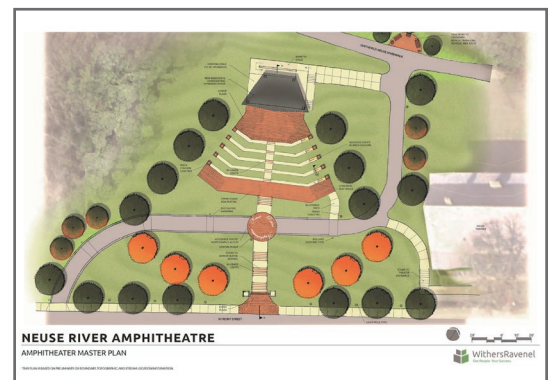
Carolina Premium Outlets landing page - **25,088**
Ava Gardner Museum - **4,101 page, listing 1,827**
Ham and Yam event listing - **4,037**
Ava Gardner Festival event - **2,905**
Kate Spade blog post - **2,329**
Town of Smithfield landing page - **2,254, smithfield/things to do - 1,830**
Smithfield Christmas Parade - **1,976**

Advertising Programs

Print ads for Girls Weekend, Outlet Shopping, Ava Gardner Museum - **Our State Magazine, Southern Living, AAA Go Magazine, Visit NC** coop programs, and **TripAdvisor**
(4) Billboards promoting hotel packages, outlet shopping, and Ava Gardner Museum on I-95
Coop program for hotel coupon books to drive room nights to hotels
Digital Ad campaigns for Ham & Yam Festival and Ava Gardner Festival

Capital Grants and 2% funding support for tourism improvement projects:

Ava Gardner Museum conservation - **\$10,000**
Smithfield Parks & Rec. tennis courts - **\$12,500**
Payments for Wayfinding program - **\$133,919**
Concept drawings for improvements to Town Commons Park - **\$1,245**
(2) Kirby Built outdoor kiosks for Smithfield Community Park - **\$4,680.13**





TO LEARN MORE ABOUT AND ENGAGE IN
THE MARKETING PROGRAMS IN
FY 2019-20, THE JCVB MARKETING PLAN
IS AVAILABLE ONLINE AT
JOHNSTONCOUNTYNC.ORG/ABOUT

Visitors Bureau Staff

Donna Bailey-Taylor
President/CEO

Angel Phillips
Office/Visitor Center Manager

Eric Dean
Creative Director

Ashby Brame
Director of Marketing

Sarah Campbell
Sales Manager

Jenna Andreasen
Content Manager

Kristin Radford
Visitor Center Assistant

Tourism Authority Board

Scotty Henley, Chairperson

Rick Childrey, Vice-Chairperson

Lynn Daniels, Secretary

Ernie Brame, Special Projects Chair

Rick Heilmann, Marketing Committee
Chair

Ben Cook, Sports Council Representative

Cheryl Lane

Paul Boucher

Randy Capps

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