



*Johnston*  
*County*  
VISITORS BUREAU

# WHAT TOURISM DOES FOR SELMA

## SECTION 01

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# MINI ANNUAL REPORT

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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 SELMA.

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 team assisted Magic Murals and New Dixie Oil to design the convenient store graphics to promote tourism. Two brochure racks were provided to distribute area brochures.



## FAM TRIPS AND MEDIA PLACEMENTS

We love to show off our destinations in Johnston County and we did that for Selma several times:

- Hosting travel media who can share what's happening in Selma resulted in multiple stories: Journalists with the North American Travel Journalist Assn. (12), Travel Media Showcase (4), and VisitNC Canadian Fam (5), all toured Double Barley Brewing and Hinnant Winery.
- News Releases: "301 Endless Yard Sale Named Top 20 Event by Southeast Tourism Society", "Unique Events & Festivals in JoCo" - featured Railroad Days, "DeWayne's 25th Anniversary", "American Music Jubilee Holiday Show"
- Selma in the News: "DeWayne's in 10 Best Garden Centers in NC List", Dewayne's mentioned in *The Huffington Post* online in a round-up of the area.



Jeffery Hamilton and Melissa Dooley joined the JCVB Staff at both NC Welcome Center days during National Tourism Week, which is held the second week of May each year. Mr. Ray Wheeler from Atkinson's Mill attends each year making delicious hush puppies for visitors.

## PROVIDED GROUP SERVICES

- Selma Urban Beach Party - 50 prize bags, Selma Railroad Days 5K - 80 welcome bags,
- JCVB staff organizes the 301 Endless Yard Sale which has a great impact on local businesses in Selma
- Print services provided to support special weekend events at the Gazebo
- Reprinted Smithfield/Selma "You Are Here" Map, distributed 20,616 maps to area hotels and attractions.

## SECTION 02

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# ADVERTISING & PUBLICITY

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

- The Beer, Wine, Shine Trail has a new App and our partners along the trail in Selma area include Hinnant's Winery and Double Barley Brewery
- Facebook live post from DeWayne's Open House Event
- Social media support for Selma Railroad Days, DeWayne's, The Farm events, and created the new Selma Antiques Page, which now has over 950 followers
- JCVB updated Selma Antique Billboards in Dunn and the corner of US 70 and US Hwy 301
- New photo shoot for Selma Railroad Days and DeWayne's by staff photographer Jamaal Porter
- Homepage headers on johnstoncountync.org: DeWayne's, The Farm, and American Music Jubilee Show
- Social media video for Atkinson's Mill and Double Barley collaboration
- Selma Wine Train promotion on Visitnc.com and Facebook event boost
- Reid's Country Sampler store featured on Spectrum News for the 301 Endless Yard Sale event



- Run 5k rack card to promote Railroad Day Race (and others in the county - has been very well received)
- BLOGS featuring Selma: "American Music Jubilee Christmas Show Starts Soon", - 1,568 clicks, "301 Endless Yard Sale Named Top 20 Event" - 1,828 clicks
- Ads for Selma: *AAA Go Magazine*, *AMJ Christmas Show*, *Selma Antiques in Antique Trader* and *Antique Weekly*, DeWayne's part of the Holiday ad content for *Boomer Magazine*, American Music Jubilee mentioned in *Travel South Magazine* advertorial
- Roomsaver and OIG coupon book to promote overnight hotel stays in Selma, Exit 97
- American Music Jubilee *Applause Magazine* to promote the town of visitors of the show
- Top JCVB website listings for Selma and surrounding area: Town of Selma page (2,586 visits), Selma Railroad Days event (1,558 visits), Selma Women's Club (596 visits), Shopping/Antiques Page (1,139 visits), Beach Fest at the Farm event (1,080 visits), NC Wine & Beer Festival at the Farm event (574 visits), American Music Jubilee Christmas Show event (644 visits), DeWayne's Open House Event (535 visits), 301 Road Trip Blog (980 visits)

Above  
Shoppers travel from all across the country to search for unique collectibles and antiques.

Right  
Sample design of one of the five billboards in place to promote Selma's Antiques and hotels.



## SECTION 03

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# GRANTS

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

- JCVB is a Smithfield/Selma Chamber Champion sponsor at the \$5,500 level and supports Selma Railroad Days with a \$1,500 grant
- Other \$500 Matching Marketing Grants for Selma Events: Selma 4th of July, Total marketing event grants awarded: \$2,000
- The Selma Civic Center project was awarded a \$25,000 Capital Grant and additional \$10,000 from the 2% Room Tax fund for the renovation of the building. Max G. Creech Museum received a conservation grant of \$2,000 to care and present the collection to the public.

# OTHER STUFF

- JCVB has on staff Jamaal Porter, a photographer who keeps the bureau stocked with fresh photos from Selma, with a photo shoot of Railroad Days and DeWayne's.





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](http://WWW.JOHNSTONCOUNTYNC.ORG)

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

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## PARTNER SUPPORT

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### 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.



### 2018-18 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.



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# STAFF AND BOARD

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## **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**  
**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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