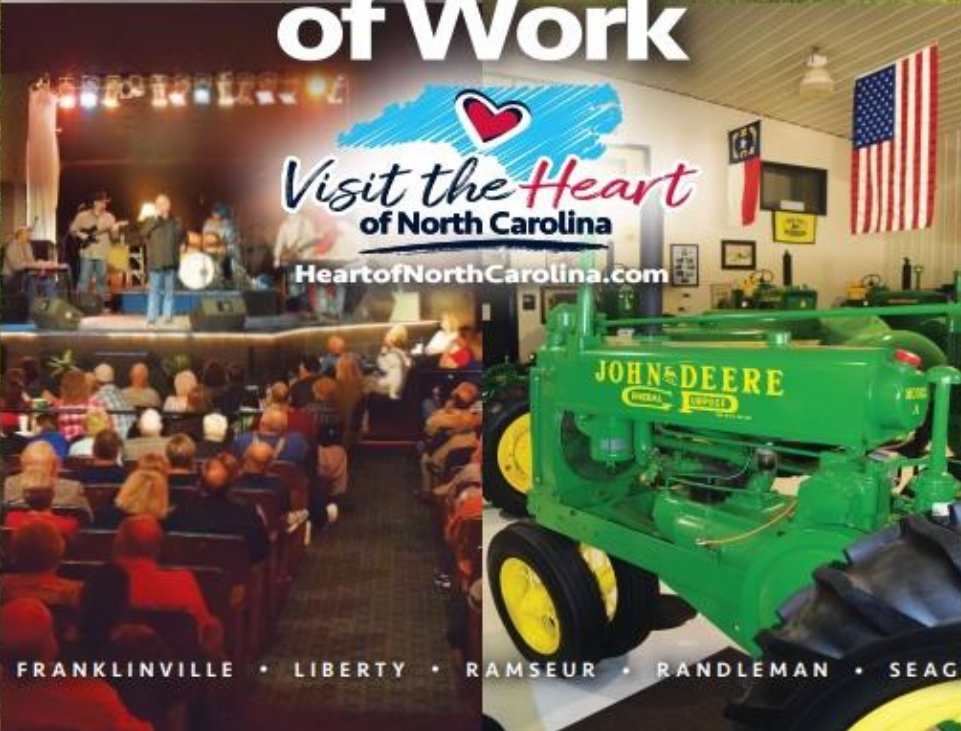


2024-2025 Destination Marketing Plan & Program of Work



ARCHDALE • ASHEBORO • FRANKLINVILLE • LIBERTY • RAMSEUR • RANDLEMAN • SEAGROVE • STALEY • TRINITY

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Introduction

Randolph County Tourism Development Authority

The Randolph County Tourism Development Authority (Authority) is a public authority governed by the terms of special legislation granted by the N.C. General Assembly on July 28, 1997, as House Bill 337, *An Act to Authorize Randolph County to Levy a Room Occupancy and Tourism Development Tax* under the Local Government Budget and Fiscal Control Act. The current occupancy tax rate is set at five percent.



Board of Directors 2024 - 2025

Board of Directors

Authority Board members, appointed by the Randolph County Board of Commissioners in accordance with House Bill 337, act as voting members of the Board with full authority and responsibility to determine policies, procedures, and regulations for the operation of the Authority in accordance with the *Guidelines for Occupancy Tax Uniform Provisions*; monitor the Authority's financial health, programs, and overall performance; and provide the Executive Director with resources to meet the needs of the Annual Destination Marketing Plan.

Seat 1 – Amy Struble, representing the hotel/motel industry

Seat 2 – Luke Hollingsworth, Holly Ridge Golf Links, representing the Archdale-Trinity Chamber

Seat 3 – Barbara Gallimore, The Flying Pig Food & Spirits, representing the Asheboro-Randolph Chamber

Seat 4 – Diane Villa, representing the North Carolina Zoo

Seat 5 – Leslie Brown, Liberty Showcase Theater, representing the Liberty Chamber

Seat 6 – David Caughron, Chairman, Hospice of Randolph County, representing the Randleman Chamber

Seat 7 – Rebecca Petty Moffitt, Vice-Chair, Petty Family Attractions & Foundation, representing the tourism industry-at-large

Seat 8 – Shawn Patel, BAPS Hospitality, representing the hotel/motel industry

Seat 9 – Ross Holt, Randolph County Public Library, representing Randolph County Government

Collaboration Team

- Kenny Kidd, Liaison to the Board of County Commissioners
- Will Massie, Ex-Officio Finance Officer
- Susan Dosier, DK Communications Group
- Richard Schoenberger, Manor House Creative
- Mike Southard, Triad Hosting, Inc.
- Simpleview Inc., Website Designer

Heart of North Carolina Visitors Bureau

The Heart of North Carolina Visitors Bureau (HNCVB) is the official destination marketing organization (DMO) for the Authority representing Archdale, Asheboro, Franklinville, Liberty, Ramseur, Randleman, Seagrove, Staley, and Trinity; and is charged with spearheading the proactive, strategic, visitor-centered economic development of Randolph County by reinvesting the visitor-paid occupancy tax collections into destination marketing and communications efforts that bring the highest return on investment.

Staff

- Executive Director – Amber Scarlett
- Director of Office Administration/Clerk to TDA Board – Amber Skeen
- Tourism Marketing Coordinator – Melody Varner
- Digital Content Coordinator – Wes Alexander
- Tourism Services Coordinator – Doyle Craven



Heart of NC Visitors Bureau Office Location | 500 Albemarle Rd, Asheboro NC

I-73/74 Visitor Centers

The I-73/74 Visitor Centers (VCs) are state visitor centers located one mile south of Seagrove in Randolph County off both the north and southbound lanes of I-73/74. The VCs are funded through a special appropriation by the NC General Assembly for the purpose of funding the staffing and operating costs of the state's visitor centers. The funds are distributed to the Authority quarterly by contractual agreement with the NC Department of Transportation.

Staff

- Director of Information and Visitor Services – Annette Cagle
- Tourism Information Coordinators – Matthew Jarrett and Christy Kiser
- Visitor Services & Information Counselors – Kenneth Broadway, Jo Anne Higgins, Shelly LaCoss, Benita McNeill, and Carole Thorsen



Northbound Visitor Center | Seagrove NC



Southbound Visitor Center | Seagrove NC

Mission

The Heart of North Carolina Visitors Bureau, as the official destination marketing organization for Randolph County, fosters sustainable economic growth and vitality by increasing travel to and within Randolph County.

Objectives

Professional Advocacy:

- **Stay Informed:** Research tourism trends and best practices. Attending industry conferences and workshops.
- **Build Relationships:** Network with state and national tourism organizations. Connect with local businesses that rely on tourism.
- **Speak Up:** Advocate for policies that support tourism development. This could involve working with local government or testifying before various boards.

Supportive Marketing Partner:

- **Promote Randolph County:** Develop marketing materials that showcase the county's unique attractions and experiences. Include digital marketing, social media campaigns, and partnerships with travel publications.
- **Collaborate with Stakeholders:** Work with businesses, organizations, and communities to create a unified tourism message.
- **Offer Resources:** Provide training and support to local businesses on how to effectively market themselves to tourists.

Enhanced Exposure and Economic Impact:

- **Data-Driven Decisions:** Track tourism data to understand visitor demographics, interests, and spending habits. Use this data to tailor marketing efforts and attract new visitors.



Attractions in Randolph County include (top left) Creekside Park | African Elephants at North Carolina Zoo | Richard Petty Tribute Park | (center) McCrary Ballpark | (bottom left) Thomas Pottery | Linbrook Heritage Estate | NC Pottery Center

- **Package Deals:** Develop itineraries and packages that combine attractions across the county, encouraging longer stays and more spending.
- **Support Local Events:** Promote festivals, concerts, and other events that attract visitors and boost the local economy.

Destination Market Summary

Randolph County’s affordable, family-friendly attractions distinguish our destination from our competition in other areas of North Carolina and the Southeast. The destination brand themes we use are built around a defined personalized message for our target audiences. Using precise, strong action words that accompany beautiful imagery is the marketing strategy to engage deeper connections for the potential visitor encouraging visitation.

Randolph County offers multiple lodging options for our visitors. We have 12 hotel properties offering approximately 1,000 rooms; 5 campgrounds; 3 bed & breakfast inns; and approximately 100 vacation rentals for extended stays in the heart of North Carolina. In 2022, Randolph County ranked 38th in the state of North Carolina for visitor expenditures.

Randolph County: Where Creativity Meets Adventure!

Unforgettable Getaways for the Entire Family | Bucket List Items:

- **Immerse yourselves in the animal kingdom:** Explore the world's largest zoo, the North Carolina Zoo!
- **Meet the First Family of NASCAR:** Rev your engines at the Petty Family Attractions!
- **Take a trip through time:** Discover fascinating aviation history at the North Carolina Aviation Museum & Hall of Fame!



Watani Grasslands and Rhinos at North Carolina Zoo

Find Inspiration in Our Creativity! | Inspiring Creativity:

- **Become an honorary potter:** Immerse yourself in the rich tradition of pottery making at Seagrove, the Pottery Capital of the U.S.! Learn the history from skilled artisans and witness the art of pottery creation firsthand.
- **Spark your inner artist:** Connect with the vibrant arts scene! Enjoy captivating performances at The Liberty Showcase Theater or with RhinoLeap Productions. Immerse yourself in the Sunset Signature Series or explore artistic expression through exhibits offered by the Randolph Arts Guild.
- **Embrace cultural experiences:** Uncover unique cultural treasures. Stroll through the awe-inspiring Carolina Bronze Sculpture Garden & Foundry. Travel back in time to the NC Aviation Museum & Hall of Fame or the North Carolina Pottery Center. Gearheads will love the American Classic Motorcycle Museum, while history buffs can explore the Linbrook Heritage Estate. Immerse yourself in the vibrant Liberty Antiques Festival, a treasure trove for collectors and vintage enthusiasts.
- **Shop for one-of-a-kind finds:** Discover curated vintage shops and boutiques brimming with painted furniture makeovers and unique home décor pieces. The Liberty Antiques Festival is a haven for collectors seeking hidden gems.



Dean & Martin Pottery

Shop Local and Love It! | Supporting Small Business:

- **Discover innovative shops and restaurants:** Meet the friendly faces behind Seagrove's renowned pottery community. Explore a variety of locally owned shops and businesses, each with its own unique charm. Enjoy the vibrant music and art scene, championed by Dewey & Leslie Brown of The Liberty Showcase Theater. Indulge your taste buds at our signature restaurants, from Seagrove Café's fresh pastries to Magnolia 23's farm-to-table fare. Unwind with a craft beer at Four Saints Brewing Company, or savor delicious pub fare at The Flying Pig Food & Spirits.
- **Fresh from the farm:** Randolph County's Farmers Markets are national trendsetters! Enjoy the bounty of the harvest and support local farmers. Millstone Creek Orchards offers a unique "Apple Mobile Market" experience, bringing fresh produce directly to you. The Randolph County Farmers Market Alliance provides a



Magnolia 23 Restaurant

vibrant marketplace featuring fresh produce, artisan goods, and exciting agritourism events.

- **Unique shops with captivating stories:** Discover hidden gems and uncover the stories behind Randolph County's quirky shops. Pop into the Asheboro Popcorn Co. for a taste of nostalgia. Browse the charming boutiques for unique treasures. Sip on a handcrafted cocktail at Leo's Whiskey Bar or The Pharmacy and plan to enjoy a relaxing afternoon tea at the Carriage House Tea.

Go Explore! | Embrace Natural Amenities:

- **Thrill Seekers Welcome:** Get your adrenaline pumping at Kersey Valley Attractions, featuring zip lines, escape rooms, and seasonal adventures. Explore the diverse habitats of the North Carolina Zoo, or soar through the trees at the Richland Creek ZipLine Canopy Tour.
- **Nature's Playground:** Immerse yourself in the beauty of nature with our extensive network of 19 trails. Hike through the Uwharrie Birkhead Wilderness Area, explore the scenic Creekside Park & Greenway, or bike along the Deep River State Trail. Capture a picturesque moment at the historic Pisgah Covered Bridge. Get active at Cone Health Zoo City Sportsplex, or spend a relaxing day at Randleman, Lucas, or Ramseur Lakes.
- **Tee Off in Style:** Enjoy affordable yet challenging golf experiences at Asheboro Country Club, Asheboro Municipal Golf Course, Holly Ridge Golf Links, or Tot Hill Farm Golf Club. Take in a practice round on indoor simulators at The Bunker Lounge at Holly Ridge Golf Links.



Deep River State Trail in Franklinville

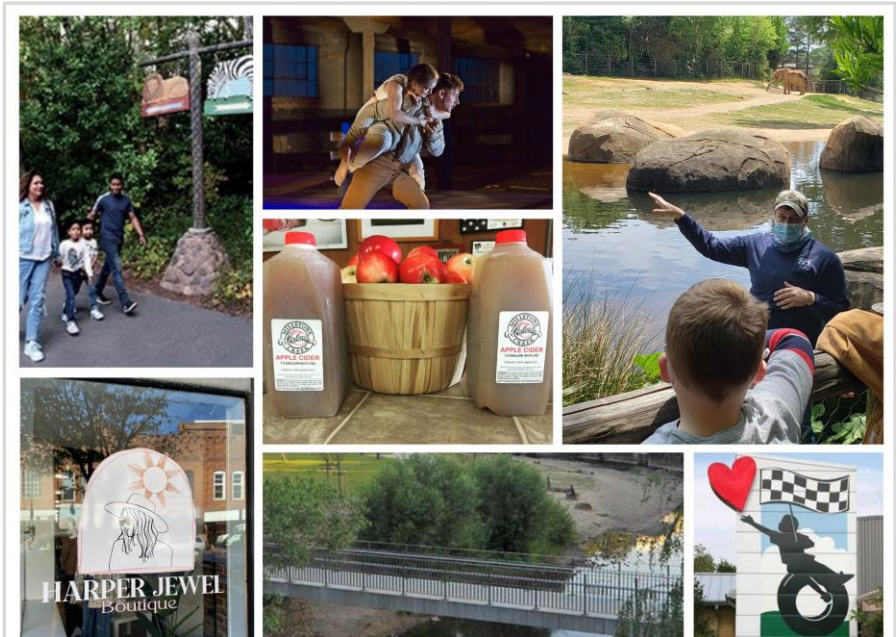
Focus of Visitor Experience

Continuing to expand our tourism offerings is both thrilling and demanding. As we strengthen our established brand, our connections with tourism partners and stakeholders become increasingly crucial. The commitment of our team members to deliver exceptional experiences will shape their interactions with each partner throughout the county. Randolph County's competitive edge encompasses qualities that set the Heart of North Carolina apart from other destinations in and around N.C. We will harness all our tourism resources to craft a tailored message for our target audiences. By using compelling action words alongside captivating imagery, we aim to inspire deeper interest and research from potential visitors, ultimately driving visitation. We remain steadfast as a family-friendly, affordable destination with attractions that fuel the visitor economy, generating new tourism revenue for Randolph County and lessening the tax burden on residents.

Driving Visitor Demand in Randolph County

Staying Connected with Visitors:

- **Harness the Power of Data:** Capture valuable visitor data from digital marketing campaigns and guest registration forms. This data is a goldmine! Use it to understand your visitors' interests and preferences.
- **Targeted Communication:** Leverage visitor data to create personalized marketing campaigns. Develop quarterly consumer newsletters segmented by interest (e.g., families, history buffs, outdoor enthusiasts). These newsletters can showcase upcoming events, highlight hidden gems, and provide exclusive offers that resonate with specific audiences.
- **Unified Brand Identity:** Maintain a consistent brand message across all advertising efforts, from



Attractions in Randolph County include (top left) North Carolina Zoo Trail | RhinoLeap Productions | North Carolina Zoo Elephant habitat | (center) Millstone Creek Orchards | (bottom left) Harper Jewel Boutique | Deep River State Trail | Victory Junction

print ads to social media. Develop a central media content folder that houses high-quality images, videos, and written content. This ensures a cohesive brand experience for visitors across all platforms, including:

- **Annual Travel Guide:** Create a visually stunning travel guide that showcases the best of Randolph County. Use the content folder to populate the guide with captivating imagery and informative descriptions.
- **Print & Digital Advertisements:** Develop eye-catching print and digital ads featuring strong action verbs and captivating visuals. Direct potential visitors to a landing page with more information and booking options.
- **Social Media Platforms:** Engage your audience on social media with interactive content, behind-the-scenes glimpses, and user-generated content contests. Utilize the media content folder to maintain a consistent visual identity across all platforms.

Enhancing the Visitor Experience in Randolph County

Crafting Unforgettable Memories:

- **Curated Itineraries:** Develop user-friendly itineraries tailored to different visitor types. Consider itineraries for:
 - **Multigenerational Families:** Combine exciting adventures at the zoo with hands-on pottery experiences and relaxing afternoons at the lake.
 - **Solo Travelers:** Offer itineraries that highlight artistic exploration, unique dining experiences, and opportunities to connect with nature.
 - **Group Travel:** Create itineraries that cater to specific interests, such as history buffs or outdoor enthusiasts.
 - **Sporting Events, Business Meetings, and Reunions:** Provide itineraries that suggest pre- and post-event activities to enhance their stay.
- **The Heartbeat of Randolph County:** Showcase the heart and soul of your community by incorporating the voices of your residents and business owners. Here are some ways to do this:
 - **Resident & Business Owner Testimonials:** Feature video testimonials or written quotes on your website and social media. Highlight what makes them love living and working in Randolph County.
 - **Local Partnerships:** Collaborate with local businesses and organizations to offer exclusive discounts or experiences for visitors. This fosters a sense of community and encourages visitors to explore beyond the typical tourist spots.



Cone Health Zoo City Sportsplex

- **Local Events Calendar:** Maintain a comprehensive calendar of local events, festivals, and farmers markets on your website. This encourages visitors to extend their stay and experience the authentic culture of Randolph County.

Building Strong Local Partnerships in Randolph County

- **Community Engagement:** Become a fixture in Randolph County by actively engaging with residents and leaders across all municipalities.
 - **Speaking Engagements:** Offer presentations at local events, town halls, and business meetings. Educate residents about the tourism industry's importance to the local economy and job creation.
 - **Transparency & Communication:** Share the RCTDA's mission and goals with residents and community leaders. Explain how tourism benefits the community and how everyone can play a role in creating a welcoming environment for visitors.
- **Partnerships for Success:**
 - **Collaborative Marketing:** Include local partners, like businesses, attractions, and event organizers, in discussions about marketing opportunities. Solicit their input and ideas to ensure campaigns are effective and resonate with visitors.
 - **Sharing Success Stories:** Keep our partners informed! Regularly share the results of marketing efforts, including news segments, video productions, articles, and advertisements. Publish a quarterly partner newsletter to keep everyone updated on progress and upcoming initiatives.
- **The Go-To Resource:** The RCTDA should be the primary resource for visitor services in Randolph County:
 - **Centralized Information Hub:** Maintain a comprehensive website and social media presence with up-to-date information on attractions, events, lodging, and dining options across all municipalities.
 - **Visitor Support:** Develop training programs for local businesses on how to effectively interact with visitors and provide excellent customer service. Utilize our visitor hotline or online chat feature to answer visitor inquiries in real-time.
 - **DEAI Approach & Methods:** Follow the adopted Comprehensive Plan across all Pillars throughout operations and expand, if needed. Share DEAI Comprehensive Plan with our tourism partners and stakeholders as a primary resource.



RCTDA Staff Speaking Engagements include (top left - right) Randolph County DSS, Randolph Rotary Club, Randolph Community College Convocation

Departmental Marketing Strategies

Anticipated growth in Randolph County over the next 12 months presents a significant opportunity for our organization to support each municipality in numerous ways. Our role in fostering and maintaining relationships, such as with our partners at the North Carolina Zoo during their expansion of the Asian continent, is crucial. We will continue to work hand in hand with the Randolph County Economic Development Corporation to enhance the quality of life for industries that choose Randolph County as their home. This collaborative approach ensures that residents and visitors alike understand and appreciate our organization's economic impact.

These projects will significantly impact our county's hotel occupancy, thereby affecting our available hotel inventory for unique events and leisure travel. As major economic development projects, they play a pivotal role in the growth of our communities. Our organization's active role in supporting this growth should reassure our stakeholders and instill confidence in our ability to navigate these changes.

Each department within our organization is steadfast in its commitment to fuel our local business climate and expand the tax base. By creating a welcoming environment that stimulates the visitor economy, we are generating new tourism dollars for Randolph County. This, in turn, helps to alleviate the tax burden on our residents, fostering a sense of optimism and hope for our community.

Department	Strategies
Community Relations & Advocacy	<ul style="list-style-type: none"> ○ Work to strengthen relationships with stakeholders to promote relevant news ○ Allow our tourism partners to be our biggest cheerleaders ○ Create dedicated stakeholder communications plan ○ Educate our residents of our economic impact and become a resource for their travel needs ○ Conduct visitor intercept studies to research what experiences are impressionable and how we can drive future return visits
Content Generation	<ul style="list-style-type: none"> ○ Leverage blogs and accompanying digital content to show diversity and uniqueness of our area ○ Continue to increase impressions and traffic through the creation of compelling content for website, digital advertising, and social media platforms

Visitor Centers	<ul style="list-style-type: none"> ○ Enhance the overall visitor experience by providing excitement with special event days ○ Increase partner participation at both Centers – visual displays and presence ○ Collect visitor data for future communications ○ Assist visitors with travel and vacation information for Randolph County and the state of NC ○ Increase user generated content (UGC) and social media engagement by visitors to our social platforms
Public Relations	<ul style="list-style-type: none"> ○ Grow relationships with content creators so that today’s young travelers can learn about our destination without visiting our website. ○ Continue to develop Triad and drive market television outlets as strategic media targets. ○ Monitor new and developing media outlets for fresh opportunities. Embrace the power of email blasts from online outlets to drive awareness ○ Offer media tours of our area by season and bucket list model; use media days as mini experiences ○ Continue to invite diverse media (ages/backgrounds/demographics/abilities/ethnicity, etc.); cover diverse range of subjects in our earned media efforts ○ Find intriguing stories behind our best assets to share with media
Visual Advertising	<ul style="list-style-type: none"> ○ Continue print media marketing to target audiences in RTP, Charlotte Metro, Fayetteville, and across North Carolina; expand to South Carolina and Virginia ○ Increase digital media efforts with newsletters to subscribed & targeted audiences ○ Produce Official Travel Guide for destination and supplemental pieces at needed ○ Develop captivating photography library for use on social media platforms, blog entries, advertising, and newsletters

Advertising Strategy & Execution

With growing occupancy tax collections, we intend to reinvest those dollars into multiple outlets to advertise in our target markets. Continued efforts will occur in the Raleigh/Durham/Chapel Hill and Charlotte Metro area markets, with an extension of advertising being placed in the Richmond, Virginia, and Charleston/Columbia, South Carolina markets.

Methods of advertising include:

- Print publications (magazines/newspapers/playbills).
- Digital opportunities (website banner ads, targeted social media, e-newsletters).
- Video production in partnership with local, statewide, and national outlets.
- Tabled marketing opportunities at events that reach our intended audience and demographic.

Each advertisement is strategically placed, considering seasonality and the publication's target audience. This ensures that our message reaches the right people at the right time. The frequency and size of advertising buys are carefully determined based on budget and promotions of the contract bundle, further enhancing the effectiveness of our strategy.

➤ **U.S. Military Publishing | Military Families Magazine**

U.S. Military Publishing is a woman-owned small business serving three million in the military community since 1999. The company utilizes military and veteran talent to produce top quality print and digital offerings that inform, entertain, and support current and past warfighters and their families. Its flagship brands are delivered directly to active duty and reserve component units and affiliated organizations worldwide.

Its flagship brands, **Military Families Magazine**, and Reserve & National Guard Magazine are delivered directly to active duty and reserve component units and affiliated organizations worldwide.

Frequency: 1/3-page ads, programmatic website display ads and digital stories in newsletter & social media (seasonally in Fall 2024 & Spring 2025) | 12 months of website banners

Target: North Carolina, South Carolina, and Virginia military bases



➤ **Triangle Media Partners | Chapel Hill/Chatham/Durham Magazines**

Triangle Media Partners is the largest lifestyle influencer in the Triangle. Triangle Media Partners’ marketing strategists offer custom, flexible, and thoughtful marketing solutions for local businesses with targeted multimedia audiences. We help your organization grow traffic, leads and awareness. The team at Triangle Media is dedicated to quality local content that serves our readers, local businesses, and the community. Triangle Media is an Orange County Living Wage employer and are proud to say that it is a majority female-owned organization. Its flagship brands include **Chapel Hill Magazine, Chatham Magazine, Durham Magazine, Triangle Digital, and Triangle Weekender.**

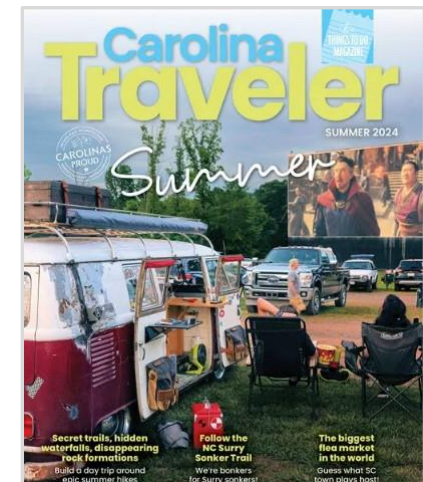


Frequency: full page and occasional two-page bonus spreads in each issue | e-blast newsletters to respective publications | additional assistance with **DPAC playbill** annual advertisement | custom event newsletters
Target: Triangle area of North Carolina

➤ **LocalbyChoice | Carolina Traveler Magazine & Heritage Guide**

Localbychoice is a publisher and digital agency based in Huntersville, NC. The company publishes regional lifestyle magazines including **Day Trips®, Heritage Guide, Field Trips,** Playbook and Mountaineer Express. As a digital agency, Localbychoice provides geo-targeted online advertising services to family businesses in the Carolinas and beyond.

Frequency: Heritage Guide - 1/2 page ad 12 months | **Carolina Traveler Magazine** - full page ad in Summer 2024 issue with sponsored content; Holiday 2024 1/2 page ad; Museum Central will feature five museums in Winter 2024; Field Trips will feature three museums in Spring 2025
Target: North Carolina and South Carolina



➤ **Paxton Media Group | Courier-Tribune**

Paxton Media Group of Paducah, Kentucky, is a privately held media company with holdings that include newspapers and a TV station, WPSD-TV in Paducah. David M. Paxton is president and CEO. The company owns 32 daily newspapers and numerous weekly newspapers, mostly in the Southern US.

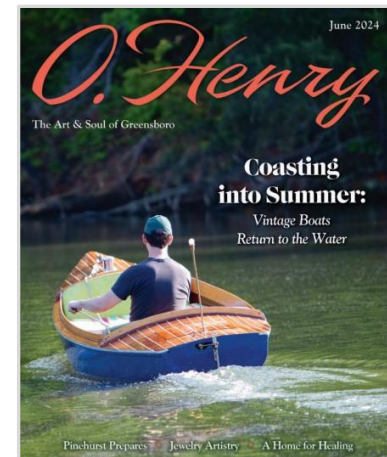
COURIER-TRIBUNE

Frequency: weekly 1/4 - page ad each Thursday and weekly 1/2 page each Saturday for 52 weeks
Target: local – Randolph County

➤ **The Pilot, LLC | O’Henry Magazine**

With award-winning publications spanning across the Old North State in three concentrated markets, the editorial team has gained statewide recognition for producing show-stopping magazines rivaled by none. Publisher, David Woronoff, is a fourth-generation North Carolina publisher. The Pilot, LLC also produces: The Pilot, Business North Carolina Magazine, First Flight, SouthPark Magazine, PineStraw Magazine, and **O’Henry Magazine**.

Frequency: full page ads in seven issues
Target: Greensboro/Triad concentration, with North Carolina exposure



➤ **Our State Magazine**

Our State has the largest paid circulation of any North Carolina magazine and the second-largest paid circulation of any privately published magazine in America. Our State’s consistently strong subscriber renewal rate far exceeds the national average and reflects our readers’ loyalty to and trust in the Our State brand.

Frequency: full page and occasional two-page bonus spreads in each issue; 1/4-page Arts section alternating months | e-blast newsletters | additional assistance with **Steven Tanger Center playbill** annual advertisement | relaunch of video production covering Randolph County

Target: North Carolina concentration; growing national exposure



➤ **Randolph Hub**

The **Randolph Hub** is a hyper-local weekly newspaper with a free website. Built and supported by retired journalists, this publication covers community issues filling gaps in the local communication network.

Frequency: weekly 1/2 - page

Target: local – Randolph County

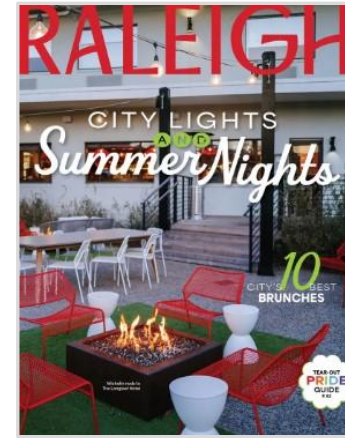


➤ **Raleigh Magazine**

Raleigh Magazine is an integral part of the Triangle community, providing an informative and entertaining resource that covers everything from dining and drinks to arts and entertainment—with a healthy dose of news and features to boot. The team at Raleigh Magazine takes the pulse of what is going on and creates compelling content that translates into newsworthy stories to capture the ever-changing landscape of Raleigh to inform subscribers in each issue and newsletter.

Frequency: 1/2 page ad in six issues; six web banners correlating with issues

Target: Raleigh area – growing audience



➤ **6AM City Local**

6AM City is a hyper-local media company, focused on activating communities through daily email newsletters that aggregate the most positive, impactful local news & events.

Frequency: digital newsletter content including lead and secondary stories, monthly text ads, and display ads corresponding with newsletter content

Target: Charleston, South Carolina and Richmond, Virginia markets



➤ **The Local Palate**

The Local Palate is a Southern food culture magazine that tells the stories behind the people, places, and foodways that make up this diverse and dynamic culinary region. Here, food and drink are more than sustenance—they are a way of life. Readers are invited to join the team of experts in exploration of Southern recipes, traditions, artisanal products, makers, chefs, getaways, and communities, and use food as a lens to better understand this rich, storied region. Through events listings and an online shop, the Local Palate Marketplace, the team can connect their audience to the people and products they cover, giving readers the opportunity to experience these stories first-hand.



Frequency: full page ad in fall issue | digital stories and display ads on website September/October 2024; social media Spring 2025; partner post March 2025
Target: Charleston, South Carolina; subscriptions throughout United States

➤ **Compass Media**

Compass Media is a diverse marketing company offering innovative digital and print marketing services for a wide range of industries. Their geographical roots are on the beautiful Alabama Gulf Coast, but the partnerships have taken them coast to coast, working closely with clients in healthcare, legal, home décor, services, manufacturing and of course, tourism. Throughout 35+ years in business, offerings have been expanded to grow with the needs of clients. Today, Compass Media develops highly effective digital strategies and campaign management, content production, social media management.



Frequency: 1/6-page ad Spring 2025 of Family Travel Mid-Atlantic bundle with follow up leads, including Facebook & Instagram remarketing campaign Spring 2025 | monthly search engine optimization for HeartofNorthCarolina.com; social media campaign in September & October 2024
Target: Targeting markets within 500 miles of Randolph County

➤ **Kenilworth Media, Inc. | Sports Events Magazine** **(NEW in 2024 – 2025)**

The mission of **SportsEvents Magazine** is to help planners of amateur sporting events and competitions be more effective, informed, and successful with their events. The editorial content includes “how-to” type articles written by recognized authorities, news, and information relevant to sports event planning, spotlights on destinations and sports complexes, interviews and profiles, and other items of interest to the industry.



Kenilworth Media Inc. is a full-service media company that publishes nationally distributed magazines in the U.S. and Canada. In addition to SportsEvents, titles published include ConventionSouth, The Construction Specifier, Veterinary Practice News, Veterinary Practice News Canada, Construction Canada, Pool & Spa Marketing, Pools & Patios, Sign Media, and Canadian Business Franchise.

Frequency: 1/2 page ad in Winter 2024/Spring 2025/Summer 2025; enhanced digital listings; State of North Carolina Spotlight; newsletter correlating with State of North Carolina Spotlight

Target: Sports Event Planners interested in new destinations/sports complexes (subscription)

➤ **QC Exclusive** | **(NEW in 2024 – 2025)**

From its start in 2011 to the present, the team at **QC Exclusive Magazine** constantly strives to deliver Charlotte’s best content, from creative writing to stunning photography. The refined look features a new logo lockup, fonts, page layouts, and so much more to accompany the same great content.



Frequency: 1/4 page ad in travel section of two issues in print Fall 2024 and Spring 2025; one (1) Instagram feed post and reel and giveaway; two digital articles; two newsletter links

Target: Charlotte Metro area

➤ **Nexstar | Fox8 WGHP | (NEW in 2024 – 2025)**

Start local and stay local with **FOX8 WGHP** for breaking news, weather and sports for the Piedmont Triad and North Carolina. MyFOX8.com also offers an interactive weather radar, podcasts, true crime investigations and more.



Since its inception, **Nexstar** has remained at the forefront of industry innovation by implementing new standards and technologies that leverage its award-winning local programming and content into complementary revenue streams. The Company has also significantly expanded the reach of the station group by completing select accretive transactions that have positioned Nexstar to better compete in today’s rapidly transforming industry environment. This approach has enabled Nexstar to deliver greater levels of service to its local communities and to continue investing in its business and employees, while reducing leverage and returning capital to shareholders

Upon completion of its acquisition of Tribune Media in 2019, Nexstar became the largest local television broadcast and digital media company in the nation. Nexstar now has a portfolio of over 200 owned or partner broadcast stations in 117 markets reaching 212 million people.

Today, as one of the most powerful and trusted voices in America, Nexstar remains true to its mission to uphold the public interest principles of localism, diversity, and trustworthy, unbiased broadcast journalism. At the same time, the Company continues to simultaneously raise its commitment to support the evolving needs and interests of the local viewers, hometown businesses and community organizations that it proudly serves each day.

Frequency: September/October/November OTT | September/October/November email newsletter | September/October/November Ad Messenger

Target: DC Metro area, Norfolk/Richmond/Roanoke Virginia

➤ **A.E. Engine** | **(NEW in 2024 – 2025)**

A.E. Engine is a publishing and marketing resource that provides a variety of creative services. Founded in 2005 by publishing and marketing executives, A.E. Engine has earned a reputation for creating quality and impactful publications, digital media, websites, and events.



Frequency: May/June/July 2024 – logo recognition on No. 46 Chevrolet Silverado driven by Thad Moffitt; Driver appearance & autograph session at Charlotte Track (May 24 – 26, 2024) and Caraway Speedway (June 15); Social Media post from Faction46 and Thad Moffitt (week of May 20th); Moffitt to serve as Brand Ambassador for Heart of NC; presenting sponsor of one (1) episode of NASCAR YouTube Show, Out of the Groove – Thad Moffitt will give Eric Estep a tour of Randolph County (Petty’s Garage, Victory Junction, North Carolina Zoo, and Caraway Speedway); digital advertising on The Daily Downforce for May/June/July 2024

Target: North Carolina and beyond, NASCAR fans

➤ **StyleBlueprint** | **Blueprint Inc.** | **(NEW in 2024 – 2025)**

StyleBlueprint believes in a life filled with style and substance, dinners with friends filled with great food and even better conversation. They believe that travel creates the best memories and believe in supporting local business.



On its digital pages, you will find insider tips on cities throughout the South. You will meet trailblazers, influencers, and people from all walks of life who are making our region a better place to live. You will be nourished by recipes, and you will discover new and exciting places to eat and shop. You will be enchanted by gorgeous homes designed by some of the South’s best architects and interior designers. Whether finding an event to attend, a charity to support, your next vacation destination, a home for sale, or a gift to buy, StyleBlueprint is here with suggestions that are always from the heart.

Frequency: Fall 2024 co-op campaign featuring digital article, newsletter ad banners, and run of website for 6 weeks during Fall 2024

Target: Southern US

Program of Work | 2024 – 2025

The Authority's Program of Work consists of the following areas:

- I. Administration**
- II. Product Development**
- III. Marketing & Communications**
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I. Administration

Provide expert managerial guidance to enhance operational efficiencies, drive ongoing organizational planning, spearhead education initiatives, and lead community-based programs. Maintain goals to position the Authority as the unequivocal leader in driving Randolph County's hospitality and tourism-based economic development.



STRATEGIES

- Educate tourism partners and stakeholders to ensure the County is providing quality visitor services, and a good understanding of the Authority's destination brand strategy and countywide attributes.
- Encourage Authority staff to serve on committees and task forces applicable to the Authority's program of work, and take leadership roles with local, state, and national organizations that raise the level of credibility of the Authority.
- Facilitate committees and task force groups that address our various destination travel "drivers" and advocate for a collaborative marketing message throughout Randolph County.
- Foster a thriving work environment that promotes mindfulness and helps employees reach their personal and professional goals providing a more balanced work/life journey.
- Increase engagement with elected officials, civic leaders, the business community, and residents to educate them on the economic value of tourism, and the value of the Authority's efforts.
- Increase engagement with local school systems, community college, and area university tourism colleagues to provide job shadowing and internship opportunities in the tourism sector.
- Make diversity, equity, inclusion, and accessibility a valued and institutional component of Authority staffing – improve upon the adopted DEAI Comprehensive Plan.
- Provide input on transportation issues that impact visitation, particularly ground transportation throughout Randolph County.
- Serve as the official source of visitor information for all hotel developers, feasibility representatives, and financial analysts in the tourism sector.
- Collaborate with partners, stakeholders, and municipalities to ensure the Authority has input on strategies and plans for tourism-related projects in Randolph County.

TACTICS

- ✓ Assign staff to cover various community events and to function as liaisons between the Authority and its partners and stakeholders, community organizations, and municipalities.
- ✓ Continue to work with academic and workforce development partners in Asheboro City and Randolph County School Systems and Randolph Community College to train the existing hospitality workforce.
- ✓ Convene key stakeholders to communicate with elected officials, civic leaders, and tourism industry professionals to share social, technological, economic, environmental, and political developments that impact Randolph County's competitive position.
- ✓ Offer hospitality training guidance/webinars/ZOOM meetings to ensure that all members of the Authority staff and tourism partners and stakeholders throughout the county have first-hand knowledge of Randolph County's brand attributes, marketing strategies, and annual program of work.
- ✓ Host monthly and quarterly staff meetings that foster organizational and cross-departmental communications, understanding, problem solving, and information sharing.
- ✓ Work closely with Randolph County Human Resources to ensure Annual Employee Performance Evaluations are implemented.
- ✓ Involve staff with Piedmont Triad Destination Marketing Organization, Visit NC, NC Travel & Tourism Coalition, NC Restaurant & Lodging Association, Southeast Tourism Society, Destinations International, and United States Travel Association to ensure the Authority has a voice on local, state, regional, and national issues impacting tourism.
- ✓ Identify and recruit local high school, college and university students from career and technical education, business, marketing and finance, and parks and recreation for paid internship and volunteer opportunities.
- ✓ Maintain active memberships in County chamber organizations and serve in leadership roles as invited.
- ✓ Organize and host Annual Staff Planning Retreat with sessions on leadership training, 2024-25 Marketing Plan & Program of Work, DK Communications Group, Manor House Graphics and designated Public Information Officers.
- ✓ Support festivals and events that have high economic value, generate trackable visitation, increase destination brand recognition, and generate media exposure.
- ✓ Work to achieve diversity levels that reflect the population of Randolph County and provide a work environment that supports cultural diversity.

II. Product Development

Build consensus and strategic alliances to enhance Randolph County as a destination, maintaining and enhancing memorable experiences that visitors cannot get anywhere else.

STRATEGIES

- Collaborate with partners and stakeholders and municipalities on content and tourism products that enhance Randolph County's destination brand and better attract and serve visitors, residents, and potential residents.
- Continue to seek new and nurture existing business relationships with producers and suppliers to provide the Authority with brand-compliant promotional products.

TACTICS

- ✓ Continue to build the Authority's professional photography and video library with a goal of quarterly/seasonal photo and video shoots that produce images for use in marketing and promotional materials, product development, website, and social media platforms.
- ✓ Continue outdoor signage opportunity for advertisement for tourism partners.
- ✓ Continue to support and build on the successes of the Sunset Signature Series, RhinoLeap Productions, and Liberty Showcase Theater's seasonal line-ups.
- ✓ Continue to support future capital improvement plans for the Asheboro Regional Airport.
- ✓ Continue to work with the Randolph County Historic Landmark Preservation Commission to promote designated local historic landmarks that preserve the heritage and character of Randolph County.
- ✓ Purchase branded promotional items as budget allows to use in SMERF and group travel welcome packs, travel media swag bags, and other efforts as applicable.
- ✓ Support the Randolph County Trails Advisory Committee and Randolph County Trails Coordinator to promote, coordinate, and assist with the development of trails that offer quality outdoor experiences and health and wellness opportunities to visitors, businesses, residents, and potential residents.
- ✓ Support the City of Asheboro in the marketing of the Zoo City Sportsplex and its hosting of athletic events.
- ✓ Support the Town of Seagrove's plans for the continued renovations of the Historic Luck's Cannery – Luck Comer Lail Center.



- ✓ Support the Town of Liberty Redevelopment Committee – Experience Liberty - transition to a non-profit organization that supports recruitment of businesses to its downtown and creates a business incubator to support these new businesses.

III. Marketing & Communications

Leverage market research and data to craft highly targeted and integrated consumer marketing and communications campaigns. This includes advertising, brand communications, cooperative partner programming, publications, and tourism strategies aimed at boosting overall visitation and hotel revenues.



STRATEGIES

- Continue to grow Randolph County’s destination brand focus as outlined in this document by marrying social platforms, website, and advertising messages with clear, planned seasonality.
- Continue to build on the Authority’s social media marketing strategy to take full advantage of online conversations, engagement, and networking, and build brand ambassadors and shareable content.
- Encourage visitors to do and spend more by creating inspiring content that showcases what Randolph County promises; and gain exposure for official tourism content/promotions in VCs, local high visitor traffic areas, and state welcome centers.
- Foster a strong partnership with the Randolph County Economic Development Corporation to better incorporate Randolph County’s quality of life story into their recruitment efforts.
- Increase website traffic through the updated, user optimized HeartofNorthCarolina.com that is designed to appeal to multi-generational population segments and serves as the single, official source for the area’s tourism information and assets.
- Increase hotel occupancy and revenues through compelling marketing programs – advertising, online, packaging, and promotions targeted principally at leisure visitors.
- Strengthen relationships with partners and stakeholders to collaborate on promotions, content, and/or campaigns that enhance the Heart of North Carolina destination brand and attract to better serve visitors.

- Support increased visitor attendance for annual festivals and events, as well as signature and special performances and events, converting day-trippers to overnight visitors by creating compelling content.

TACTICS

- ✓ Utilize a 2024-25 Marketing & Promotional Calendar as a guide to steer all tourism marketing initiatives to our key brand messaging; and provide ongoing brand strategies education that shapes the HNCVB as the “go-to” source for tourism/destination content.
- ✓ Collaborate with Randolph County Economic Development Corporation to build consistent messaging that brings together their traditional economic development marketing strategies and the HNCVB’s visitor-driven economic development strategies.
- ✓ Continue social media strategy for HNCVB and VCs promotion, including Facebook, Google, Instagram, and YouTube to find visitors before they arrive, respond to visitors in the destination, mute negative travelers, and better understand out-of-market visitors.
- ✓ Encourage Authority partners and stakeholders and community organizations to participate in Authority marketing programs and co-op opportunities through direct and online communication platforms.
- ✓ Develop quarterly Consumer Outreach newsletter corresponding with event promotions, attraction highlights and discount offers, and marketing messages.
- ✓ Develop quarterly Partner Outreach newsletter targeted to our tourism partners, using their compelling content, highlighting our work for them, and sharing across municipality lines.
- ✓ Continue blog content creation on HeartofNorthCarolina.com for social media material and earned media opportunities.
- ✓ Submit select festivals and events to local, regional, state, and national online, print, and TV event calendars.
- ✓ Utilize outdoor signage at HNCVB location to generate weekly/monthly messages for events and attractions in a high traffic area.
- ✓ Utilize inquiry fulfillment processes and work interdepartmentally on special promotions such as grand openings, new exhibits, attractions, festivals, and events, etc.

IV. Information Technology

Support the Authority's destination marketing plan and program of work by leveraging information technology and cloud-based services to provide the essential resources for destination marketing and communication initiatives aimed at attracting more visitors.

STRATEGIES

- Maintain the organization's use of internal information to ensure that data is organized and shared in a manner that adds value, enhances productivity, and protects against loss
- Continue to maintain alternative methods of communication during crises or emergency situations in the county or during scheduled server downtimes
- Enable staff by providing training and support on all the Authority-related technology deployments in an effective manner that promotes productivity and empowers staff with learning opportunities via existing webinars and knowledge-base access
- Identify, manage, and solve all organization technology-related concerns
- Continue use of Linktr.ee for multiple URL links for various access points of our website – use generated QR code on all advertisements and collateral materials; link will be used on social media platforms
- Work with Compass Media to increase awareness of website and traffic levels through search engine optimization and marketing that generates inquiries, lead conversions, and improves user satisfaction with compelling content and key words.



TACTICS

- ✓ Continue to supply devices to key staff that enable them to interact more effectively with visitors, event organizers, partners and stakeholders, community organizations, municipalities, media, and group travel suppliers
- ✓ Continue to monitor Google Analytics and manage Search Engine Marketing (SEM)/Pay-Per-Click (PPC) to evaluate, troubleshoot, and improve visibility in search engine results; ensure that integration and communication between DK Communications Group, Compass Media, and Google Analytics are seamless and maintain data integrity
- ✓ Maintain cybersecurity needs by evaluating current security tools to identify potential problem areas
- ✓ Maintain Humanity employee scheduling software to improve, streamline, and simplify staff scheduling processes
- ✓ Make Official Travel Guide available in an online version in a highly visible location on HeartofNorthCarolina.com

- ✓ Provide third-party support and hosting to this site and any additional initiatives in which the Authority has taken leadership roles: LibertyAntiquesFestival.com
- ✓ Support and maintain all aspects related to HeartofNorthCarolina.com and its family of websites and the Content Management System's (CMS) external data feeds, inventories (*promotional materials and collateral materials at HNCVB and both Visitor Center locations*), and content delivery processes with cross-departmental access as applicable to staff member's program of work
- ✓ Continue optimization of the refresh of HeartofNorthCarolina.com website design with brand content, vibrant imagery along with videography, and vivid copy that builds visitor trust by providing straightforward travel information, helpful logistical details, and tips that will help simplify the travel process
- ✓ Use website as a tool to facilitate critical data during a crisis to communicate with visitors/travelers, as well as partners and stakeholders, community organizations, and municipalities
- ✓ Maintain an agreement with an IT Consultation group to manage network administration, maintenance and set up of hardware/software for all devices, advice on updates to hardware/software as needed, provide troubleshooting, and help desk assistance at the HNCVB and both Visitor Center locations

V. Public Relations

Collaborate with the public relations agency **DK Communications Group** to create a compelling public image and an irresistible invitation to the Heart of North Carolina for potential visitors, the public, the news media, content creators, bloggers, and online communities. In addition, play back those opportunities locally so that residents will be our most devoted tourism ambassadors.

STRATEGIES

- Leverage rural “road trip” trend into overnight stays for Raleigh, Charlotte, and Triad travelers.
- Convert statewide day trippers into overnight road trippers by showcasing the rich activities and fun that encourages extended stays.
- Use our special events as news hooks for deeper story telling opportunities – help foster the story behind the events, destinations, and people who power them.
- Continue experimentation with several types of hosting formats and themes to match media needs and interests.

TACTICS

- ✓ Key hosting opportunities for 2024 – 2025:
 - The North Carolina Zoo’s Anniversary Event (August 2, 2024)
 - Pumpkin Spice/Fall Media Tour (September 2024)
 - Luxury/Home Décor Media Tour (February 2025)
 - See for Yourself FAM Tour in Eastern Randolph County Area (March 2025)
- ✓ Host content creators/media outlets that want their own original, first-person perspective on our destination and its story without other media tagging along. First person stories are being discussed to distinguish authenticity in travel writing from AI-generated pieces. Some creators do not want to share what others are sharing at the same time.
- ✓ **NEW:** Activate paid user and media opportunities as part of PR to deepen our story telling and previous investments. Consider tying these to larger social and PR campaigns.
- ✓ Secure our spot as THE BEST central NC Fall Color Road Trip through coordinated PR, advertising, digital, and social media outreach. For PR, which means:
 - Long-lead fall color pitching and short-lead market visits



- Play back of coverage earned last year via social media
- Secure excellent photography of Spookywoods at night and our key destinations with fall color and fall activities
- ✓ Use strategic pitching to reach the drive markets outside of North Carolina with placements in regional outlets such as Southern Living, The Local Palate, Good Grit, and others.
- ✓ Continue to pitch, reach out, and exceed expectations with Visit NC PR opportunities and Visit NC Travel Guide.
- ✓ Continue feeding our deep relationships in Charlotte, the Triangle, Piedmont, and Greenville, SC media markets.
- ✓ Continue to nurture our relationships with statewide outlets: Our State Magazine, NC Tripping, AAA Go Magazine, and Spectrum News
- ✓ Develop contacts and leverage online, email-forward media outlets such as Cardinal & Pine, Axios, and 6AM City. Leverage stories into email placements/inclusion for maximum impact.
- ✓ Remain realistic about the demise of more media outlets and shrinking staff. We will prioritize our top markets, research, and strategically pitch to maximize our time and resources. The good news is that these outlets rely on PR professionals even more once we capture their attention.
- ✓ Use interviews on ZOOM or desk side visits to connect media with our vibrant destination.
- ✓ Strengthen relationship between PR and Digital Content Coordinator role to play back influencer content and identify future content creators.
- ✓ Leverage the Tourism Marketing Coordinator's expertise in group tour travel to identify future influencer visits and media contacts.
- ✓ Evaluate the sticky-ness of our textile recovery and resilience in media storytelling.
- ✓ Continue to work in collaboration with appropriate communications and public relations representatives in municipalities and local organizations county-wide including, but not limited to Asheboro City Schools, Downtown Asheboro Inc, Randolph Arts Guild, Randolph Community College, Randolph County Economic Development Corporation, Randolph County Public Library, Randolph County School System, Randolph-Asheboro YMCA, Randolph County Historic Landmark Preservation Commission, Seagrove Area Potters Association, and local chambers to ensure consistent Randolph County brand and quality-of-life messaging
- ✓ Share the Heart of North Carolina brand with local consumers, media, and members of the Randolph County hospitality community as we work together on festivals and event promotion.
- ✓ Offer marketing, PR, social media training or media training to partners to support our PR and marketing efforts as needed.

VI. Publications & Fulfillment

Effectively showcase Randolph County's tourism offerings by providing comprehensive travel information for use by consumers, partners, stakeholders, community organizations, municipalities, residents, potential residents, and targeted travel-related shows. Continue a successful collaboration with the creative agency **Manor House Creative** for these print projects.

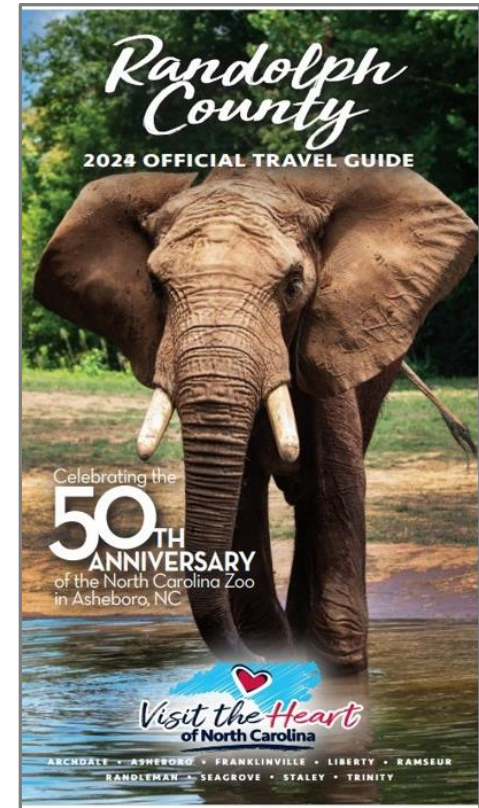
STRATEGIES

Produce, print, and distribute Official Heart of North Carolina Travel Guide to serve as flagship marketing print and online communications piece.

- Produce, print, and distribute partner promotional brochures and flyers as requested and determined by budget allocation.

TACTICS

- ✓ Continue to improve collateral delivery process educating partner and stakeholders and community organizations on the use of and how to request additional inventory of materials.
- ✓ Manage the production of customized area guides/maps for the Downtown Asheboro Inc., Randolph County Historic Landmark Preservation Commission, North Carolina Aviation Museum & Hall of Fame, and Deep River Rail Trail to align brand strategies. Oversee inventory equivalents and fulfill partner/visitor requests.
- ✓ Produce interest-based annual destination travel guide to serve as the primary consumer fulfillment publication that supports the Authority's marketing efforts and promotes Randolph County as a leisure and group travel destination offering one-of-a-kind, unforgettable, and inspirational experiences.
- ✓ Consider results of intercept study to determine the appropriate design of the annual destination travel guide by obtaining feedback directly from the source (the visitor) of what is the most appealing and intriguing.
- ✓ Produce partner publications for qualifying partners and stakeholders and community organizations that align our brand strategies with their unique purposes and uses.



VII. Group Travel

Develop and execute robust marketing strategies targeting travelers through third-party vendors and suppliers in the travel industry.

STRATEGIES

- Drive and grow group travel interest for more frequent, higher spending, longer trips.
- Increase awareness of the Heart of North Carolina as a destination for memorable getaways for the entire family, thriving arts & culture, safe visitor experiences, and embracing natural amenities by engaging with travel trade decision makers face-to-face.
- Provide excellent leadership and support in hosting and servicing.



TACTICS

- ✓ Pursue business from top local public sectors including government, healthcare, and educational institutions seeking connector relationships with key individuals to bring groups to the area.
- ✓ Provide sample itineraries as a resource on a website that can be customized to individual needs. These may be interest based or location based.
- ✓ Support the efforts of local organizations to bring group travel to Randolph County utilizing databases of available parks, recreational, and banquet and meeting facilities and aiding in contracting with lodging and other facilities in the county.
- ✓ Work strategically with state, regional, national, and international organizations, and allied associations by participating in available marketing and promotional missions to showcase the Heart of North Carolina to the travel trade industry; and explore opportunities to host familiarization tours through participation in targeted trade shows as applicable to the program of work and budget allocation.

VIII. Visitor Services

Effectively connect visitors with essential resources, creating exceptional experiences that will significantly increase return visits and referrals to the Heart of North Carolina.

STRATEGIES

- Maintain a high commitment to customer service excellence internally (*our partners and peers*), and externally (*our clients and visitors*), with additional safety protocols in place for daily interactions with visitors and fellow staff.
- Strengthen the roles of the HNCVB and VCs as key in enhancing the destination experience by providing visitor information and destination awareness and counseling.
- Strive to increase visitor volume one visitor at a time, thus encouraging positive experiences with expected results of longer stays, increased visitor spending, and repeat visits.

TACTICS

- ✓ Assist travelers with hotel reservations; direct potential travelers to website itineraries to promote attractions, events, and experiences that extend length of stay and increase visitor expenditures.
- ✓ Assure that staff responds to all inquiries and requests for visitor information in a timely manner; and assists with SMERF market fulfillment as requested.
- ✓ Continue to make the HNCVB and VCs critical spaces for selling the destination with a focus on décor, alignment of materials/brochures offered, displays, and concentration on the right messages (*in person, on the phone, and digital communications*) offered by staff.
- ✓ Continue to utilize brochure information distribution methods and tools with a focus on pieces that are appropriate and relevant to meeting visitors' needs; maintain optimum levels of Randolph County brochure inventory to ensure distribution that represents the destination well. Grow relationships with tourism partners and stakeholder county-wide to increase brochure representation in the HNCVB & VCs as an added-value enhancement for them.
- ✓ Distribute destination travel guides in HNCVB, VCs, and other local, regional, and statewide high-traffic visitor areas, including the state's nine welcome centers.
- ✓ Document visitor feedback and complaints working internally and externally to ensure that responses are provided, and local partners are aware to allow for future improvement.
- ✓ Ensure that VC Manager stays knowledgeable of visitor center trends and federal regulations and maintains a relationship with NCDOT leadership and NC Department of Commerce Visitor Services Program Manager.

- ✓ Utilize a unified security plan that includes cooperative efforts with the Asheboro and Seagrove Police Departments, NC DOT, NC Highway Patrol and Randolph County Sheriff's Department to ensure that the HNCVB and VCs are secure, protected, and provide safe and hospitable visitor spaces.
- ✓ Utilize outdoor directional and indoor informational signage that extends brand messaging and encourages travelers to come inside the VCs during operational hours and incorporates HeartofNorthCarolina.com and the toll-free visitor information line number outside of normal operational hours.
- ✓ Work to continuously improve sustainable practices that reduce operating costs, improve working conditions and customer experience, and serve as an educational tool for visitors.



*Quarterly Staff Training at Carolina Bronze Sculpture
| February 2024*



Veterans Day 2023



Operation Thank You Event 2023

IX. Marketing Assistance/Grants/Sponsorships

The HNCVB allocates a portion of its occupancy tax appropriation from its adopted annual budget for support of the Authority's mission and marketing strategies.

OBJECTIVE

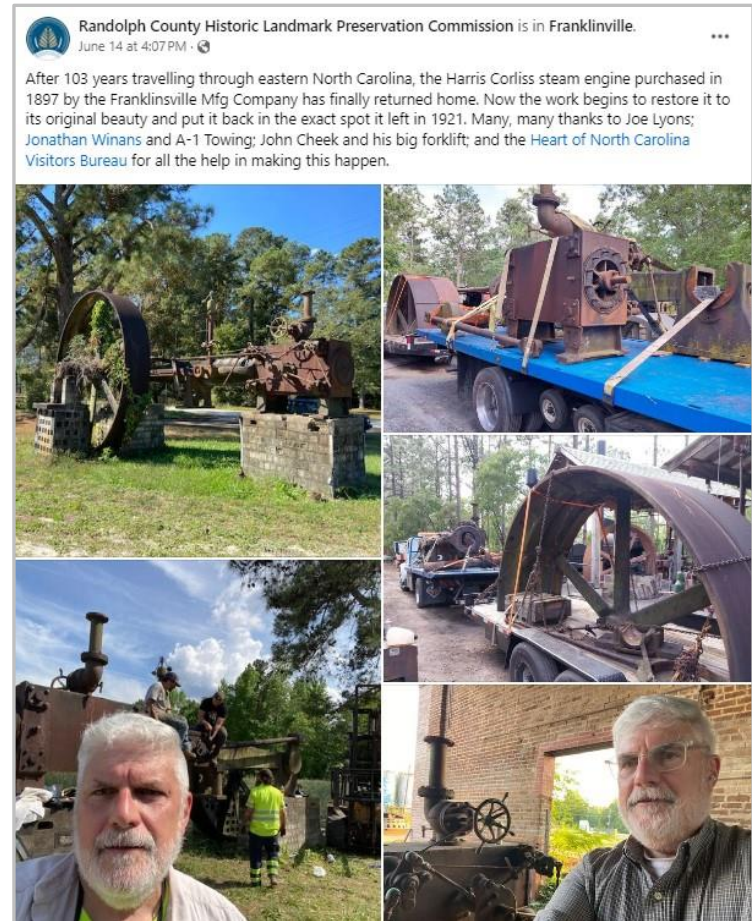
To support and stimulate the growth of new and innovative tourism products, events, and services that have the potential to increase overnight visitors to Randolph County through marketing assistance, grants, and sponsorships to nonprofit partners and municipalities with or without hotels; determined by budget allocation.

STRATEGIES

- Provide marketing assistance for advertising and promotion; media and public relations; SMERF (*social, military, educational, religious, fraternal*) groups; and sports and recreational tournaments.
- Provide grants for product development (*rack cards, brochures, maps, wayfinding, and directional signage; feasibility studies, and strategic planning, etc.*); information technology (*websites, social media, geo-caching, email newsletters, and database/listserv support*); postage, shipping, and fulfillment (*postage, shipping, and handling*); visitor services (*visitor inquiries and reporting*).
- Provide sponsorships for festivals and events, and trade show and media mission partnerships.

TACTICS

- ✓ Analyze visitor attendance and economic impact of tourism products, events, and services prior to allocation of financial assistance/grant/sponsorship.
- ✓ Communicate key deadlines for products, events, and services to the partner or municipality to ensure funds are appropriated in a timely manner for the result.



X. Research & Performance Measures

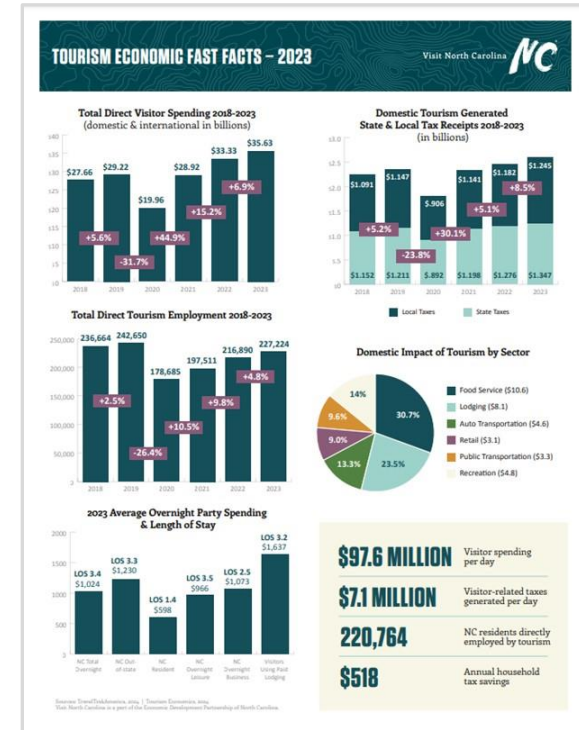
Effectively communicate the role and relevance of the Authority to its partners, stakeholders, and policymakers using powerful reporting tools that drive marketing and communications decisions.

STRATEGIES

- Maintain initiative-taking reporting, measurement, and format of monthly and annual tourism data internally, through Visit NC, and the acquisition of third-party research and economic metrics to better communicate tourism economic impact to media, industry, and policymakers.
- Research emerging markets that have potential for the destination and create specific travel driver strategies as applicable.
- Track marketing and communications efforts through segmentation data through a third-party provider to gain a more precise assessment of the impact of the Authority's marketing spend.
- Use data to implement and evaluate processes and programs and to provide critical information that shapes the strategic direction of Randolph County's travel industry.

TACTICS

- ✓ Collect and analyze Randolph County occupancy tax collections, visitor spending, tax receipts, and jobs provided; and lodging room data for annual report to Authority Board of Directors and Randolph County Board of Commissioners; and disseminate as an Authority performance indicator and communications tool for government relations and community engagement.
- ✓ Collect and analyze visitor inquiries and conversion rates for monthly, quarterly, and annual Destination and VCs Data Reporting.
- ✓ Evaluate the most distinctive experiences that align with the destination brand's key attributes that generate the greatest visitor attendance and highest potential for repeat visits.



- ✓ Utilize Coverage Book software to automate public relations tracking and deliver concise reports that provide insights on the impact of placements.
- ✓ Conduct intercept studies to determine the outcomes of visitor satisfaction, spending, and domestic/international return visits.
- ✓ Work with tourism event partners to maintain event impact data on their annual festivals and events and provide additional research, destination brand training, marketing consultations and other stakeholder education to organizers identified for further development of signature events of interest to our visitors.

XI. Partnerships & Industry Advocacy

Develop strong partnerships with local, regional, state, national, and international organizations. Our aim is to build consensus and effectively coordinate tourism marketing efforts among existing partners, with a specific focus on the cities of Archdale and Asheboro. These cities house the majority of Randolph County's hotel properties, and unifying the brand strategy will allow us to maximize the use of occupancy tax dollars.

STRATEGIES

- Develop a comprehensive tourism communications plan with consistent messaging and guiding brand strategies for visitors, partners and stakeholders, community organizations, and municipalities
- Make sure that the Authority is involved with the appropriate agencies and organizations that ensure we have a voice on local, state, and national issues impacting Randolph County's travel and tourism industry
- Maximize partner and stakeholder relationships to support the development of distinctive visitor experiences.
- Serve as official liaison to the EDPNC/Visit NC to assist tourism partners and stakeholders, community organizations, and municipalities who qualify under the guidelines for inclusion in the state's various marketing promotions and co-ops including the state's annual travel guide.



TACTICS

- ✓ Assign appropriate staff to cover tourism-related community events serving as liaisons between the Authority and its partners and stakeholders and community organizations.
- ✓ Continue to serve on appointed industry advisory boards, commissions, and committees to assure the Authority is engaged with partners and stakeholders, community organizations, and government officials to provide thoughtful and prudent advice and recommendations on matters of travel and tourism.
- ✓ Conduct speaking engagements as requested with area civic groups, business roundtables, and other volunteer organizations to promote Authority's mission and tourism economic impact, while encouraging community advocacy of our tourism industry.
- ✓ Conduct monthly site visits to each lodging property to maintain open communication with management on hotel occupancy, demand, ADR; maintain face-to-face relationships with sales and frontline staff allowing the Authority to communicate key initiatives and training opportunities and gain additional insight into our leisure and group travel markets.
- ✓ Disseminate reports, agendas, minutes, and other correspondence to the Authority Board of Directors monthly, meeting with established committees of the Board as needed.
- ✓ Conduct annual "See for Yourself" tour consisting of frontline industry and local citizens to introduce attendees to members of staff and area visitor attractions to grow brand champions who understand and support the Authority's tourism efforts. Tour themes will reflect the year's marketing and editorial calendars.
- ✓ Collaborate productively with partners and stakeholders and other appropriate tourism-related businesses to coordinate and organize annual Operation Thank You for law enforcement and first responders in Fall of 2024, VCs Open House in Fall 2024, and National Tourism Day May 2025.

XII. Government Relations

Actively develop and maintain strong relationships with the Authority's Board of Directors, Randolph County Board of Commissioners, city, and town councils, as well as local, regional, state, and national elected officials.

STRATEGY

- Ensure that the travel and tourism industry is viewed as a positive economic development strategy for the county, region, state, and nation.

TACTIC

- ✓ Conduct presentations as requested and assign staff to cover various government and municipal events serving as liaisons between the Authority and its municipal partners.



Our Visitor Promise



We extend a warm welcome to every visitor to the Heart of North Carolina by championing a clean, customer-focused, and respectful environment. We are committed to providing excellent service and ensuring accountability for the safest outcomes.