

California bureau offers \$100 voucher

When Gov. Gavin Newsom announced a second state-wide lockdown in early December, businesses across California braced for more economic hardship.

For officials in one small town, it was a wake-up call to develop a plan to help the local businesses.

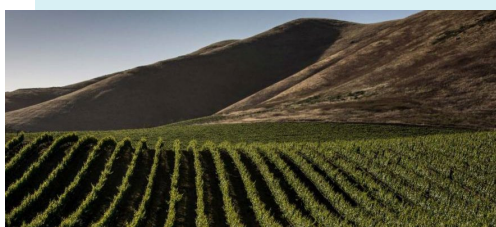
The result was a program called "Visit Santa Maria Valley," which will pay tourists \$100 to visit and stay for a minimum of two nights at one of the many hotels in the area. The payment is a voucher that can be used at any of the town's wineries, breweries or restaurants. The promotion started on February 4 and ends March 31.

Santa Maria Valley, which lies about 65 miles north of Santa Barbara, offers many of the same amenities as the more well-known California destinations, but at a lower price, officials said.

"Santa Maria Valley has so much to offer," Jennifer Harrison, Direct of the Santa Maria Valley Visitors Bureau, told CNN.

The Central Coast region has 13 beaches and 34 tasting rooms all within a 30-minute drive, according to the Santa Maria Valley website, which lists dozens of activities including hiking, golfing, art exploration and birdwatching.

– CNN via cbs58.com



Kansas Department of Wildlife, Parks and Tourism

DMOs plan special anniversary promotions

Destination marketing organizations planned special promotions to help celebrate their area's birthdays. Here are a few of them:

Kansas

A social media campaign launched by the Kansas Department of Wildlife, Parks and Tourism honored the Sunflower State on its 160th birthday Jan. 29.

"This celebration is a way for everyone to share in a toast to our state on its 160th birthday," said Bridgette Jobe, Kansas Director of Tourism. "Kansas is full of rich history, unique destinations, and beautiful wildlife and scenery. The 'To The Stars' format allows flexibility and creativity in sharing what makes Kansas special to each individual."

Individuals were invited to participate by sharing photos and videos to social media platforms and

tagging #ToTheStarsKS.

Kansas Tourism launched the tagline in June 2020 in tribute to the state's motto, Ad Astra Per Aspera. The Latin phrase means "to the stars through difficulties".

– ksnt.com

Hanover, VA

Hanover County hosted Virginia Tourism's life-sized LOVE artwork on the lawn of the Hanover Branch Library at Hanover Courthouse from Feb. 10 through Feb. 15, as part of the #HereinHanoverVA campaign to recognize the county's 300th birthday Nov. 26, 1720.

Public gatherings were canceled due to COVID-19.

The #HereinHanoverVA campaign on social media offers a safe, interactive way for Hanoverians to showcase achievements of the past, the vitality

Continued on page 2

Boat show goes on by decentralizing

The pandemic has spurred creative ways to hold events when large gatherings are banned.

How about a No Boat Show-Boat Show in Kentucky?

The concept was the brainchild of Michelle Allen, the Executive Director for the Somerset-Pulaski County Convention and Visitors Bureau, and Kyle Damron, owner of Wake Cumberland Watersports.

The concept is simple. There is no centralized “show,” but an opportunity for visitors to attend the showrooms of any boating-related businesses in the area.

Participating businesses and vendors will host “open house” type events on their property.

– somerset-kentucky.com

AT thru-hikers urged to postpone trek

Appalachian Trail thru-hikers – the intrepid outdoor adventurers who attempt a one-shot, end-to-end hike of the 2,190-mile trail from Georgia to Maine each year – should postpone their journeys. So says the Appalachian Trail Conservancy, the nonprofit that manages and maintains the mighty trail, which runs through 14 states, because the deadly COVID-19 pandemic continues to make long-distance hikes unsafe.

Hikers stay at shelters in close quarters along the trail. The shelters don’t allow for the CDC’s COVID-safety guidelines, which include maintaining social distance of at least 6 feet and washing hands often with soap and hot water.

– usatoday.com



DMOs plan special anniversary promotions

Continued from page 1

of the present and the promises of a bright future as Hanover County looks ahead to the next 300 years, according to organizers.

“What better way to celebrate Valentine’s Day weekend than with a photo of the iconic LOVE letters in beautiful Hanover County,” said Hanover County Administrator John A. Budesky. “We invite people to tag #HereinHanoverVA when they post images on their social media platforms.”

– richmond.com

Joplin, MO

The Joplin Celebration Commission is selling commemorative cookie cutters to celebrate the city’s 150th birthday in 2023.

The money raised from the sale of the cookie cutters will help the city put on public events, concerts and other programs to celebrate its anniversary.

The iris has a special meaning to the city of Joplin.

Patrick Tuttle, Joplin Convention and Visitors Bureau, says, “The iris flower has been the city flower for Joplin since 1938. And since Joplin is home to the national cookie cutter museum, we thought it would be fitting thing to connect with it and build a cookie cutter of the iris and it also has a brief history of why that is the city flower.”

Each cookie cutter costs \$10 and can be bought on the first floor of city hall or The Joplin Museum Complex.

– fourstateshomepage.com

