

Rutherford County Tourism

July 2020

- Financial Review
 - June RFF / 2020 – 2021 Budget
- Marketing Highlights
- Tourism Master Plan Update
- Wayfinding Update
- Agri-Tourism
- Community Programs
- Keep Rutherford County Beautiful Update
- Cycle NC (Mountain Region)

TDA Board Members

Executive Committee

Board Chair: Willard Whitson
1st Vice: Dave Long
2nd Vice: Richard Lundy

Other Members

Brandon Higgins
Jim Masek (Secretary)
Jeff Geisler (Treasurer)
Kitty McCammon
Mary Jaeger-Gale
Janet Mason
Rocky Guarriello
David Hislop

Ex-Officios

Eddie Holland
Paula Roach

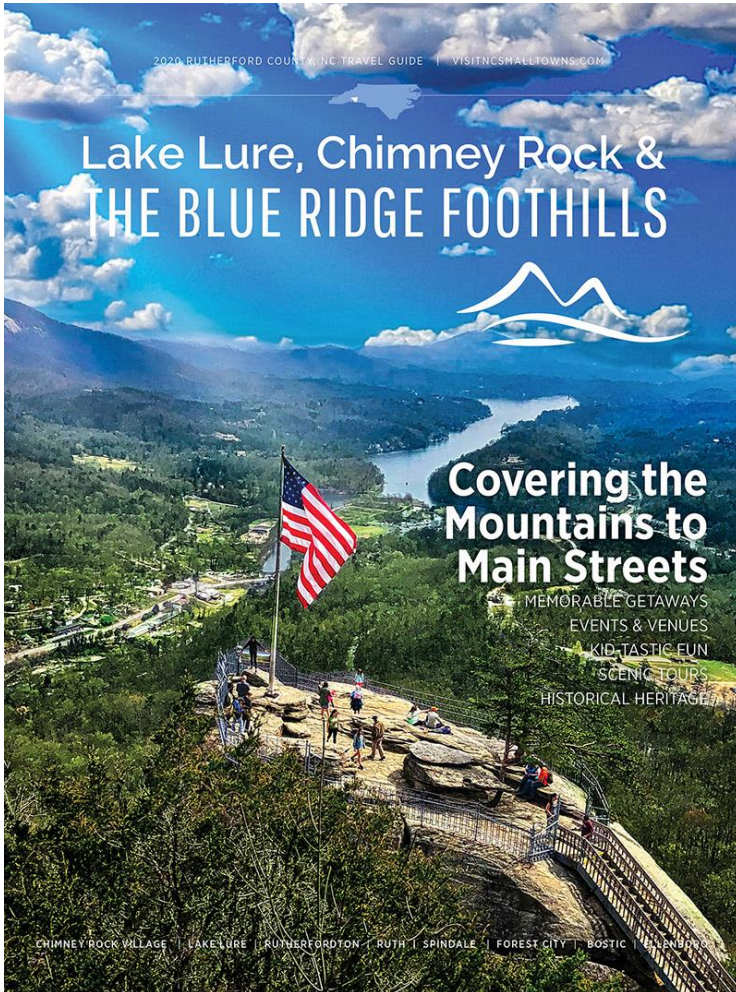
Rutherford County Tourism
Rolling Financial Forecast
2019-2020 June RFF

	<u>18-19 Actuals</u>	<u>19-20 Budget</u>	<u>19-20 June RFF</u>	<u>Variance</u>	<u>20-21 Budget</u>
Total Revenue	\$ 1,649,709.40	\$ 1,374,285.00	\$ 1,603,283.12	\$ 228,998.12	\$ 833,500.00
Total Wages and Benefits:	\$ 265,545.67	\$ 267,235.00	\$ 261,536.56	\$ (5,698.44)	\$ 292,878.00
Total Marketing and Advertising:	\$ 266,213.96	\$ 391,000.00	\$ 357,328.48	\$ (33,671.52)	\$ 424,000.00
Total Rent and Utilities:	\$ 15,978.45	\$ 23,740.00	\$ 17,720.02	\$ (6,019.98)	\$ 23,170.00
Total Office Expense:	\$ 33,544.50	\$ 40,600.00	\$ 27,215.71	\$ (13,384.29)	\$ 39,800.00
Total Repairs and Maint. :	\$ 7,228.00	\$ 7,912.00	\$ 3,909.62	\$ (4,002.38)	\$ 6,987.00
Total Travel:	\$ 12,249.71	\$ 18,500.00	\$ 11,703.40	\$ (6,796.60)	\$ 21,000.00
Total Prof/Ins Fees:	\$ 54,097.42	\$ 60,575.00	\$ 58,955.00	\$ (1,620.00)	\$ 60,175.00
Total Project / Programs:	\$ 523,357.74	\$ 1,165,610.00	\$ 955,055.77	\$ (210,554.23)	\$ 629,400.00
Total Expenses:	\$ 1,178,215.45	\$ 1,975,172.00	\$ 1,693,424.56	\$ (281,747.44)	\$ 1,497,410.00
Total Cash Flow (Revenue over Expenses)	\$ 471,493.95	\$ (600,887.00)	\$ (90,141.44)	\$ 510,745.56	\$ (663,910.00)
Cash Fund Balance	\$ 1,298,912.00	\$ 698,025.00	\$ 1,208,770.56	\$ 510,745.56	\$ 544,861.00

* Includes \$174,000 of grants not in budget, therefore actual revenue flat to plan

- All Revenue and Expenses decrease to plan is due to COVID-19

Internal Marketing Updates



2020 Travel Guide

- Printed week of March 9th
- Contact Emily.Ostertag@rutherfordcountync.gov to get your copies

TDA is working diligently to revise marketing plan for when the area is open to visitors again after COVID-19

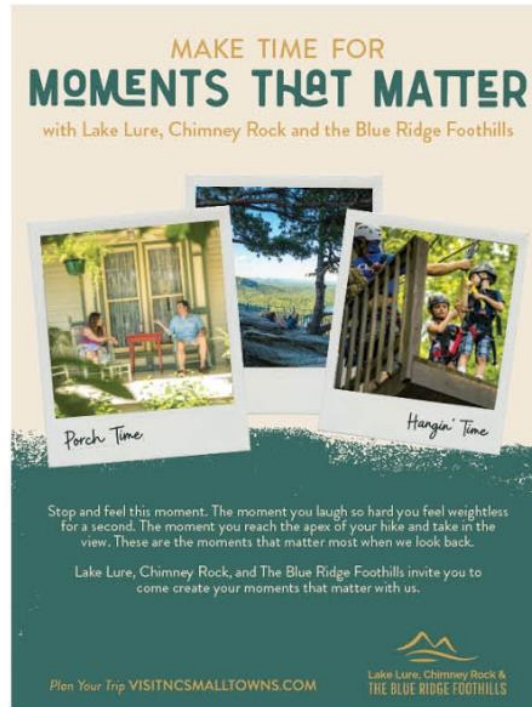
The Agency content...videos, etc.



the agency
MARKETING GROUP

COMMUNICATOR AWARD

In May of this year The Agency and Rutherford County Tourism Development Authority were awarded the top award, the Award of Excellence for their largest and most competitive category, 'Strategic Promotional Campaign' for our tourism campaign 'Moments that Matter'



Lake Lure, Chimney Rock &
THE BLUE RIDGE FOOTHILLS



**RUTHERFORD
COUNTY**
North Carolina

MARKETING PLAN- COVID-19

- Covid-19 Adjustments started in mid March as soon as NC shut down.
- Covid-19 Landing page on website- <https://www.visitncsmalltowns.com/coronavirus-update-resources/>
- Weekly webinars with Visit NC

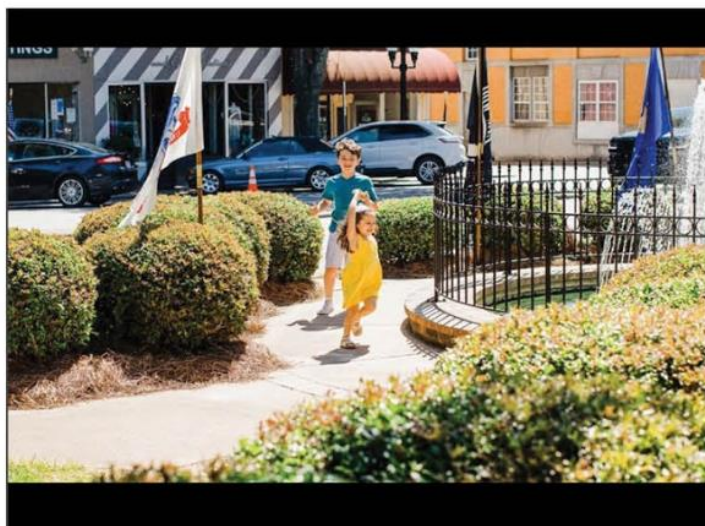
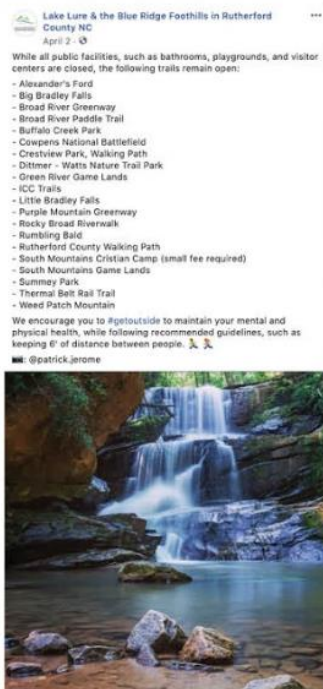
MARKETING PLAN- COVID-19

Organic Social Media: MARCH



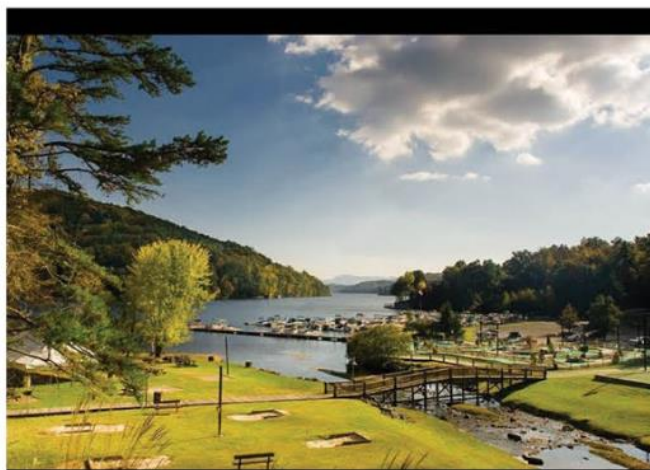
MARKETING PLAN- COVID-19

Organic Social Media: A P R I L



MARKETING PLAN- COVID-19

Organic Social Media: M A Y



 **visitlakelureblueridge** • Following
Rumbling Bald Resort Community

 **visitlakelureblueridgenc** Life is at ease with a lake breeze. 🌊

If you agree, get ready for some great news! @rumblingbaldresort will have their boats back starting Saturday, May 9th as they re-open the North Shore Beach Cabana for the season. 🏖️

As part of their phased re-opening, they will be offering a completely new fleet of rental Kayaks, Canoes, SUP

♥️ 💬 📌

 Liked by gettheagency and 94 others

MAY 1

Add a comment... Post

 **Lake Lure & the Blue Ridge Foothills in Rutherford County** NC
May 6 · 🌐

Who doesn't love a good comeback story?! 🙌

During these unprecedented times, we've seen our community come back stronger than ever. They're certainly using this time to pivot and better serve your needs. 🙌

Take a look at the recently reinvented Twisted Pear - Forest City, NC. Who's looking forward to their next visit? 🙌

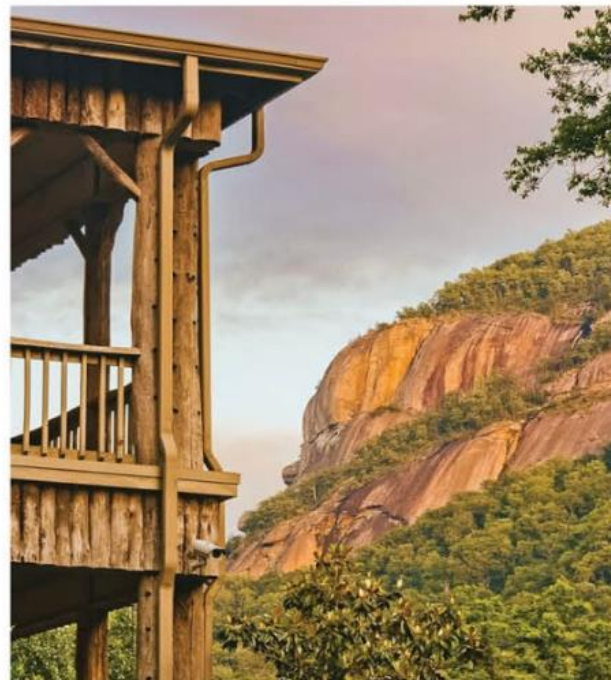


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Like Comment Share

MARKETING PLAN- COVID-19

Organic Social Media: JUNE



MARKETING PLAN- COVID-19

Stakeholder Communication

- Email went out Friday March 27
- Email went out Tuesday March 31
- Email went out Friday April 3
- Email went out April 23- Rutherford County is a WINNER, Updates & Call for Virtual Opportunities
 - link to new Covid-19 webpage resource
 - announced the award we won for Blue Ridge Country's Mountain Blue Reader Poll
 - requested Virtual Tours, online activities, interactive media, etc. We will compile in a google doc and share individually on social, combine into a blog and send that out as a newsletter to the public and promote on social.
- Email went out April 27- Coffee Talk Cancelled + Updates from RCTDA
 - Survey
 - Coffee Talk Cancelled
 - RCTDA Recovery Plan notes
 - Lake Lure- Vote for Us- carolinacountry.com/finest
 - Reminder to send Virtual Tours, interactive activities, etc.

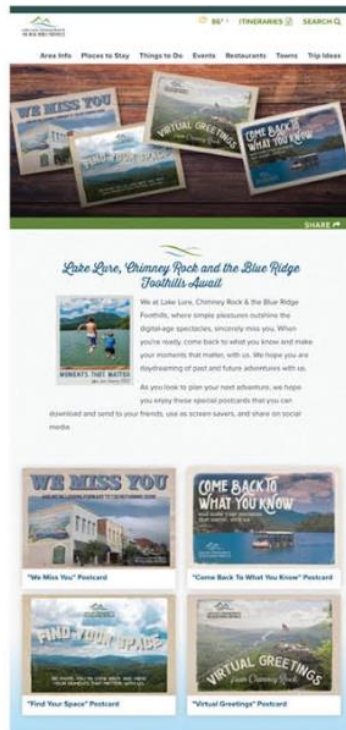
MARKETING PLAN- COVID-19

- May 8- Modified Stay At Home Order + Chimney Rock
 - Gov. Cooper announces Modified Stay at Home Order & Transition to Phase 1
 - What's New in Phase 1 graphic
 - Highlights of Phase 1
 - DHHS Materials and links
 - 3W's Campaign
 - Chimney Rock Reopens
- May 27- RCTDA Covid-19 Update- NC Enters Phase 2
 - North Carolina Enters Phase 2 of Lifting COVID-19 Restrictions
 - Staying Ahead of the Curve Graphic
 - 3 W's with graphic
 - Resources
- May 28- Count On Me NC is a mutual pledge and public health initiative that empowers guests and businesses to help keep everyone safe and protected.
- June 5- As a Stakeholder or local business, can we count on you to make the We Care Commitment?
- June 16- Count on Me NC

MARKETING PLAN- COVID-19

June Paid Social Media Campaigns

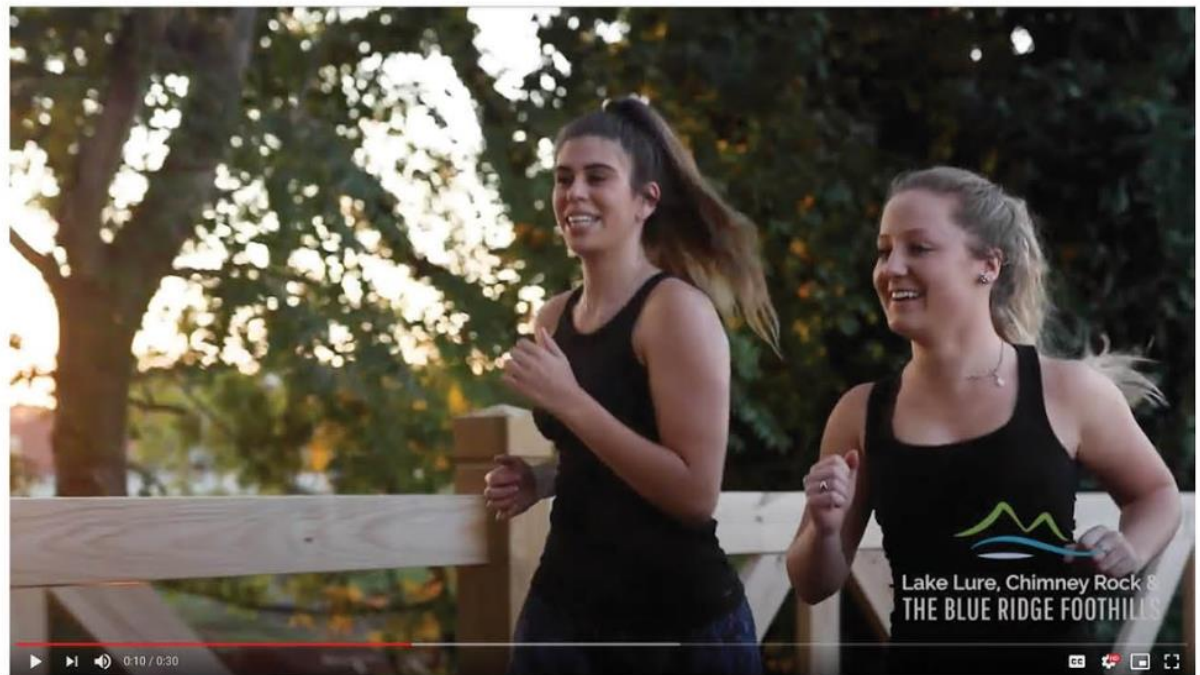
- Postcard campaign



MARKETING PLAN- COVID-19

June Paid Social Media Campaigns

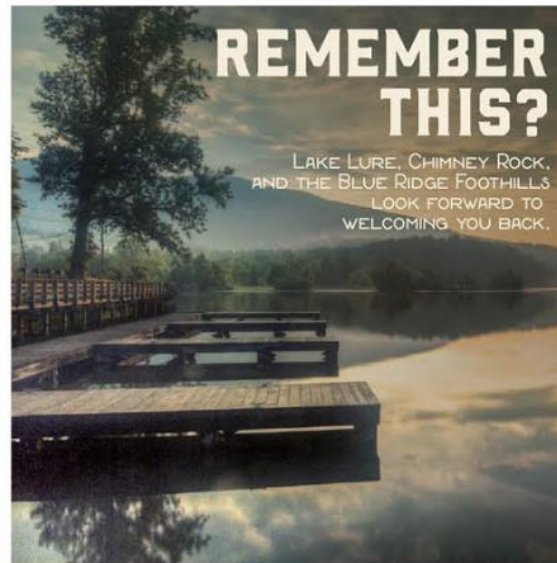
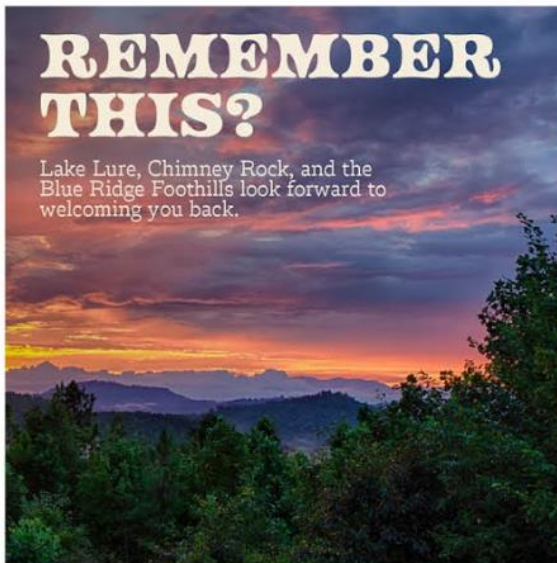
- Rail Trail Videos campaign



MARKETING PLAN- COVID-19

June Paid Social Media Campaigns

- Remember This Campaign



MARKETING PLAN- COVID-19

We Care Campaign



Lake Lure & the Blue Ridge Foothills in Rutherford County NC
June 5 at 4:30 PM

Lake Lure, Chimney Rock and the Blue Ridge Foothills care about our residents, workers and visitors.

We think that a shared and continued commitment is necessary for all of us to stay safe and healthy.

We ask that you commit to following guidelines outlined by the Local, State and Federal government, as some of our businesses have. As a resident, as well as a visitor, we encourage you to do the same and take the We Care Commitment.

WE CARE COMMITMENT

Lake Lure, Chimney Rock and the Blue Ridge Foothills care about our residents, workers and visitors. We think that a shared commitment is necessary for all of us to stay safe and healthy!

We ask that you commit to following guidelines outlined by the Local, State and Federal government. In addition to those guidelines we encourage you to take the WE CARE COMMITMENT.

Guests & Visitors commit to: Stay home if you have a cough, fever or other symptoms Avoid direct contact with staff & other customers Wash or sanitize hands before entering Wear face coverings Follow social distancing guidelines Use a credit or debit card if possible	Businesses commit to: Follow social distancing & capacity guidelines Train employees on COVID-19 safety procedures Follow CDC standards on cleaning & sanitation Wash your hands frequently & have hand sanitizer available Wear face coverings when interacting with guests Conduct wellness screenings of employees
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WELCOME AND THANK YOU FOR KEEPING ALL OF US HEALTHY!

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WELCOME AND THANK YOU FOR KEEPING ALL OF US HEALTHY!

MARKETING PLAN- LOOKING AHEAD

- July 6 is when all paid advertising will start back up
 - TV
 - Digital
 - PPC
 - Social Media
 - WFAE
 - Blogs
 - Newsletters
 - Print
- Markets we will be advertising in
 - Charlotte
 - Raleigh/Durham
 - Greenville, SC
 - Columbia
 - Savannah
 - Charleston
 - Atlanta
 - Nashville

We will be closely monitoring and making adjustments quickly as necessary.

MARKETING PLAN- LOOKING AHEAD

- New Script for all video ads
We are getting through this together. (slow and music scenes)
And we realize now more than ever, that it's the moments that we share that matter most. (pace picks up)
Let's get back out there
Let's head for adventure
Let's head for the hills
Let's create more moments that matter
LAKE LURE, CHIMNEY ROCK & THE BLUE RIDGE FOOTHILLS WELCOME YOU
Our glimmering lakes, our beautiful views and our charming main streets WELCOME YOU
We WELCOME YOU
Let's enjoy each other together with space again

Lake Lure, Chimney Rock and the Blue Ridge Foothills invite you to come back, and make your moments that matter, with us.

MARKETING PLAN- LOOKING AHEAD

- Count on Me NC
 - \$5M to be spent on Count on Me NC by Visit NC
 - Plan to get Rutherford County businesses to participate
 - Promote that RC is participating to visitors



RCTDA encourages all businesses to participate in the Count on Me NC training

The Rutherford County Tourism Development Authority encourages our stakeholders and all Rutherford County businesses to take part in **Count on Me NC**, a mutual commitment to keep everyone healthy and safe.

As North Carolina's restaurants, hotels, attractions and businesses reopen after the COVID-19 stay-at-home order, **Count On Me NC** is a mutual pledge and public health initiative that empowers guests and businesses to help keep everyone safe and protected.

Businesses can become a **Count On Me NC** business by taking COVID-19 training developed by public health officials and food safety experts.

COVID-19 BUSINESS TRAINING

As you begin to welcome back staff and guests, evidence-based COVID-19 training developed by public health officials and food safety experts will provide a vital roadmap for reopening your business. Each module contains best practices and procedures that will give your staff and guests the confidence you're doing everything possible to ensure their safety.

The training is done completely online and takes about 30 minutes to complete each module.

There are 5 Training Modules:

- Restaurant: Owners & Operators- Learn how to help ensure the well-being of everyone who enters your restaurant.
- Restaurant: Front of House Staff- Implement best practices for staff who regularly interact with guests and customers.
- Restaurant: Back of House Staff- Follow procedures designed to increase health and safety behind the scenes.
- All Businesses: Cleaning and Disinfecting Surfaces for COVID-19 Management- Learn protocols for cleaning and disinfecting to help keep everyone in your establishment safe.
- General Best Practices for COVID-19 Management- Understand the steps you can take to support the well-being of others.

At the completion of training, you'll receive a printable **Count On Me NC** certificate and be featured on our list of participating businesses. You'll also get access to a **Count On Me NC** toolkit that includes social media assets and other materials to help you show guests and staff that you've gone above and beyond to protect their well-being.

[Click here](#) to take the training, access additional resources and review frequently asked questions.



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You are receiving this email because you opted in at our website or in person at the Welcome Center.

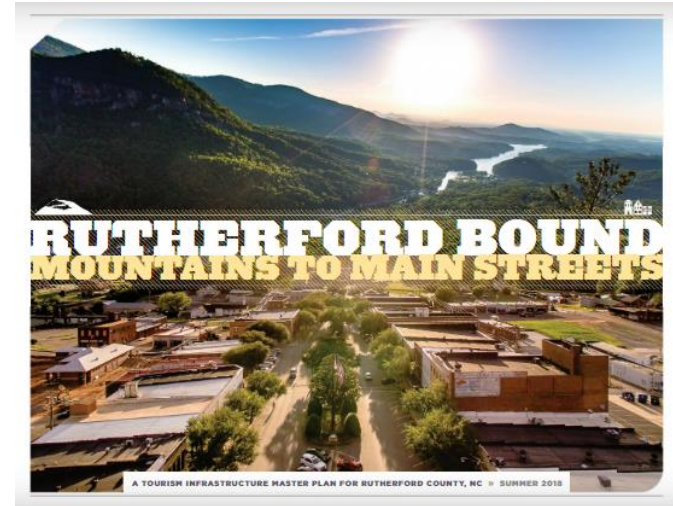
Our mailing address is:



Tourism Strategic Plan

County-Wide Plan

- County Recreation and Tourism Plan Completed
- TDA Board and Destination by Design partnering with Towns for TDA Master Plan Implementation and Funding Campaign
- Chimney Rock and Spindale Council vote unanimously to proceed with Tourism Plan Phase 1. Survey and engineering work in process. Construction timeline potential January - June 2021
- Rutherfordton started with Kiwanis Park construction. To be completed in October.
- Lake Lure board walk is complete and open. Phase II process to begin soon.
- Forest City continuing to move forward with their downtown plan, TDA to partner with Forest City Projects.
- US 221 River Access – NC Natural and Cultural Resource Grant \$100,000
- TDA Board Approves Rutherford Bound Partnership Team
 - Continue Program of Work to assist Towns and County to implement Tourism Assets
 - Develop a Program of Work that communicates and provides funding opportunities for all citizens of Rutherford County to assist Rutherford Bound
 - Develop a Program of Work to maximize Grant, Foundation and Industry Funding opportunities
 - COVID-19 will slow process but will not stop potentially resuming program in Fall of 2020
- Funding Summary
 - Grants over 1 million (RHI 500,000)
 - Local funding over 1 million (Towns, Local, and TDA)
 - TDA partnering with Community Foundation to provide accountability for Rutherford Bound Funding.



Wayfinding Update

- Rutherfordton, Spindale, Lake Lure, and Chimney Rock, Ellenboro, and Ruth complete
- Forest City is 50% complete – should be complete by late June or early July
- TDA to provide Wayfinding Monitoring Program



Agri-Tourism



Deer Valley Farm



- TDA to market Agri-Tourism product (when complete) and Farmer's Market
- TDA formed Agri-Tourism Committee made of TDA board members
 - Formed Agri-Tourism Advisory Committee including members of Agri-tourism community
 - Committee to resume in the Fall
- Agri-tourism Committee to develop program
- Community to work together to implement Agri-Tourism Program
- TDA to provide upfront cost of Farm App for Rutherford/McDowell
- TDA to fund annual maintenance for Rutherford County portion of Farm App

Community Programs

- 2019-2020
 - Since July 2019, the TDA has received 18 grant requests totaling \$43,577.25
 - To date, \$21,557.25 grants have been paid out and we are waiting on completion forms for the remaining grants
 - COVID-19 may impact events and festivals



Mayfest

Keep Rutherford County Beautiful

- Spring Litter Sweep 2020: Cancelled due to COVID-19
- Litter pick up April 2020
 - Total miles collected: 35.7
 - 23.7 to Dixie Lawn Care (funded)
 - 9.0 to TDA Staff
 - 3 to Other
 - Total Bags Collected: 547
 - 287 to Dixie Lawn Care
 - 138 to TDA Staff
 - 122 to Leslie Dinga team
- KRCB website is now up and running:
www.KeepRCNCBeautiful.org
 - Working on donations section and who should be in charge of funds
 - Committee to resume in Fall 2020
- 2019-2020 Budget: \$33,000

