



**Johnston
County**
VISITORS BUREAU

WHAT TOURISM DOES FOR CLAYTON

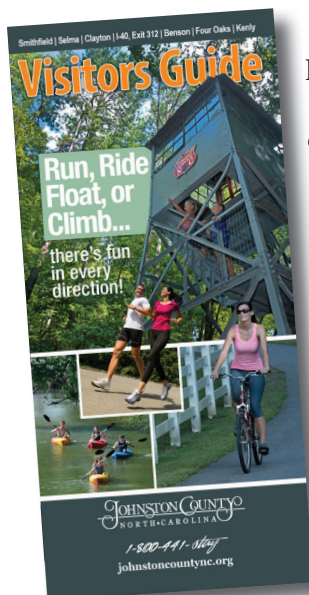
SECTION 01

MINI ANNUAL REPORT

THE STAFF AND BOARD OF THE JOHNSTON COUNTY VISITORS BUREAU WOULD LIKE TO PROVIDE A BRIEF REVIEW OF OUR MARKETING PROGRAMS AND ACTIVITIES OVER THE PAST YEAR FOR THE TOWN OF CLAYTON.

Our mission is to attract and serve visitors to Johnston County making an economic impact in our destinations. In 2016, domestic visitors to Johnston County spent \$232.49 million staying in our hotels, visiting attractions, enjoying restaurants, shopping, as well as attending meetings, festivals and special events.

That's money that supports local small businesses!



In 2017, Clemmons Educational State Forest was featured on the cover of the Official Johnston County Visitors Guide. 50,000 copies are printed each year and used for visitor inquiries, tradeshow, and to in-market visitors at hotels and attractions.

FAM TRIPS AND MEDIA VISITS

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

- NC Welcome Center Managers toured the county, we used Shenanigan's bus services, toured Clayton, and had a fabulous dinner at the Clayton Steak House
- Revival 1869 has participated in several media missions with us, preparing unique cocktail recipes using local moonshine from Broadslab. That resulted in an article for Revival and Clayton in *The Toronto Sun*
- Hosting travel writers to share what's happening in Clayton: North American Travel Journalist Assn. (12), Travel Media Showcase (4), and VisitNC Canadian Fam (5), all toured Revival and Deep River, with dinner at Manning's for the NATJA group



Ashby Brame, JVCB Marketing & PR Manager, promotes Johnston County at the Atlanta Media Mission hosted by the VisitNC team.



NC Welcome Center Managers from across the state spent the day touring Johnston County visiting area attractions and capping off the day with dinner at the Clayton Steakhouse.

HOSTED MEETING PLANNERS AND PROVIDED GROUP SERVICES

- We have hosted the Society of Government Meeting Planners at The Clayton Center to showcase the meeting space to planners (many that are in Raleigh)
- Assisted with services with the Main Street Conference
- Provided support services for the Clayton Rugby Football Club tournament at the East Clayton Community Park and the Taekwondo Tournament at the Community Center including room blocks, grants, and welcome bags

SECTION 02

ADVERTISING & PUBLICITY

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

- The Beer, Wine, Shine Trail has a new App and our partners along the trail in Clayton include Deep River, Manning's, Clayton Steakhouse, Flipsides, Wine on Main, and First Street Tavern
- We are working with Shenanigans to expand the Beer, Wine, Shine and Dine Tours around the county
- Facebook live posts from Revival (Holiday Drinks and dedication of the Ava Gardner Room)
- Beer, Wine, Shine Trail video project features Deep River and interviews with Paul and Lynn Auclair
- JCVB developed the Relocation landing page for Novo Nordisk project to help new residents relocating to the area
- Submitted the Clayton Harvest Festival to Southeast Tourism Society's Top 20 Events -- and the Harvest Festival won the September 2017 award
- Social media support for Harvest Festival on Facebook, Twitter, Instagram



- Run 5k rack card to promote Clayton Road Race (and others in the county - has been very well received)
- Billboard on US 70 for Clemmons, switches out to The Clayton Center for six months (\$6,600 investment)
- BLOGS Clayton: Country Stores features Clayton General Store, The Grocery Bag 6 Million Hot Dog sold, Nappy Roots Headlines Mondo Roots, Wedding Expos, Did you dig the Shindig?, Clayton Boyette Farms Family Fun, Shindig Brings Back Bands, Clayton Piano Festival History and Music Combine, Produce Stands and Farmer's Markets, Weekly Summer Concerts, NC Beer Month
- Clemmons State Forest on the cover of the JCVB Visitors Guide in 2017, with 50,000 copies printed for visitor fulfillment and distribution
- Comfort Suites and Morning Glory Inn are in the Sip and Stay Package program, which has a custom Clayton itinerary
- Ads for Relocation to Johnston County featured The Walk at East Village
- Ads for meeting planners, "Meet Outside the City" campaign featured Portofino

Above
Artist performs at The Shindig,
photo by local photographer
Jamaal Porter.

Right
Tourism industry partners
participate in the National
Tourism Week Day at the I-95
North Welcome Center.



SECTION 03

GRANTS

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

- JCVB is a Clayton Chamber “Supporter” Investor at \$3,000 and supports the Harvest Festival with a \$1,500 grant.
- Other \$500 Matching Marketing Grants for Clayton Events included: Mondo Roots, Clayton Youth Theater, Clayton Piano Festival, Clayton Rugby Football Club, Taekwondo Tournament. Total event grants awarded: \$4,000
- The Clayton Center received a \$10,000 Capital Grant for improvements to the auditorium.

OTHER STUFF

- Donna Bailey-Taylor serves on the Clayton Piano Festival board and JCVB supports the festival with marketing materials, PR and social media promotion
- JCVB has on staff Jamaal Porter, a Clayton photographer, who keeps the bureau stocked with fresh photos from Clayton
- Top 25 pages on johnstoncountync.org website: Clayton Harvest Festival listing (3,285 visits), Town of Clayton page (3,277 visits), Top listings #1 Clayton Parks and Recreation (1,998), #15 The Clayton Center (540), #18 Clayton General Store (486)



**TO LEARN MORE ABOUT AND ENGAGE
IN THE MARKETING PROGRAMS IN FY
2018-19, THE JCVB MARKETING PLAN IS
AVAILABLE ONLINE AT
WWW.JOHNSTONCOUNTYNC.ORG**

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

PARTNER SUPPORT

JOHNSTON COUNTY HOSPITALITY ASSOCIATION

Members of the tourism industry can become members of the Hospitality Association for an annual fee of \$50. JCVB hosts educational seminars, networking opportunities and a community service project that benefits the Social Services, Angel Tree.



HOSPITALITY HEROES PROGRAM

Available to all staff of tourism industry businesses is an online, FREE, hospitality training course. The program introduces new hires to National, State, and Local tourism facts, reviews the programs and workplan of the JCVB and a customer service module.



2018-18 WEBSITE HITS

The official website for Johnston County Tourism provides listings for all tourism related businesses and events to showcase the county. The new CMS site was launched in July 2017 with Simpleview, Inc. Listing hits generated were 1,890,360 and Coupon Hits were 48,260.



STAFF AND BOARD

JOHNSTON COUNTY VISITORS BUREAU STAFF

DONNA BAILEY-TAYLOR, PRESIDENT/CEO
ANGEL PHILLIPS, OFFICE MANAGER/VISITOR CENTER
ERIC DEAN, COMMUNICATIONS MANAGER/WEBMASTER
ASHBY BRAME, MARKETING & PR MANAGER
SARAH CAMPBELL, SPORTS & LEISURE SALES MANAGER
TAYLOR LEE, PART-TIME SALES AND MARKETING ASSISTANT

JOHNSTON COUNTY TOURISM AUTHORITY

SCOTTY HENLEY, CHAIRPERSON
RICK CHILDREY, VICE-CHAIRPERSON
LYNN DANIELS, SECRETARY
ERNIE BRAME, SPECIAL PROJECT COMMITTEE CHAIR
RICK HEILMAN, MARKETING COMMITTEE CHAIR
MATT ZAPP, SPORTS COUNCIL REPRESENTATIVE
CHERYL LANE
PAUL BOUCHER
RANDY CAPPS
KEITH BRINSON
CHAD McLAMB, EX-OFFICIO FINANCE

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