

Welcome!

TDA Coffee Talks

December 6th, 2022





Agenda

- Welcome
- Internal Updates
 - Agritourism
 - Community Programs
 - Keep Rutherford County Beautiful
- Rutherford Bound
- Marketing
 - Internal Marketing
 - The Agency Presentation
- Q&A

TDA Board Members

Executive Committee

Board Chair: Dave Long
1st Vice: Mary Jaeger-Gale
2nd Vice: Jim Masek
Treasurer: Jeff Geisler

Other Members

Dana Bradley
Janet Mason
Kitty McCammon
Margaret Annunziata
Mia Chapman (Secretary)
Willard Whitson
Spence Romine

Ex-Officios

David Hunt
Paula Roach

Agri-Tourism



- TDA marketing Agri-Tourism product and Farmer’s Market.
- TDA funded \$5,000 to support the launch of the Lake Lure Farmers Market.
- TDA funds annual maintenance for Rutherford County portion of VisitNC Farm App.
- TDA sponsored/ICC hosted Ag Breakfast August 24th 2022.
- TDA/ICC sponsored Agritourism class. Five farms have signed up for education program.



Community Programs



- TDA to continue to support marketing all community festivals and event
- Events sponsored in 2022:
 - Earl Scruggs Music Festival
 - Forest City Fireworks
 - Hot Nights Cool Rides
 - Dirty Dancing Festival
 - Lake Lure Music Festival
 - Olympiad
 - Lake Lure Storytelling
 - Hilltop Festival



Keep Rutherford County Beautiful

- 2022 Trash Bowl
 - September 16th-October 2nd
 - 18,370 lbs of litter collected (3x as much as the previous year)
 - 375 volunteers – 289 from schools (8 RC High Schools), 86 from the community
 - Thomas Jefferson won with 6,090 pounds collected. RS Central 2nd place w/ 2,660 and Chase in 3rd w/ 2,340 pounds.
 - RC Solid Waste collected over 5,000 pounds
 - Republic Services donated bins, weighing and placing them
 - Pizza Parties
- Hilltop Festival booth with Roxi
- Keep America Beautiful - Affiliation Training & Induction Ceremony on Thursday, November 17th



Keep Rutherford County Beautiful



RUTHERFORD BOUND MASTER PLAN IMPLEMENTATION

Project Update



1 BACKGROUND AND PURPOSE

Rutherford Bound serves as the chief planning document for the Rutherford County Tourism Development Authority (RCTDA) and its partners pertaining to tourism-related capital infrastructure development. This chapter summarizes the foundation and intent for this important work, providing insight on the plan purpose, goals, process, and overall organization.

IN THIS CHAPTER

- 1 PROJECT BACKGROUND
- 2 PROJECT GOALS
- 3 PLANNING PROCESS
- 4 PLAN ORGANIZATION

*“The option of doing nothing is not an option.
We are going to DO something.”*

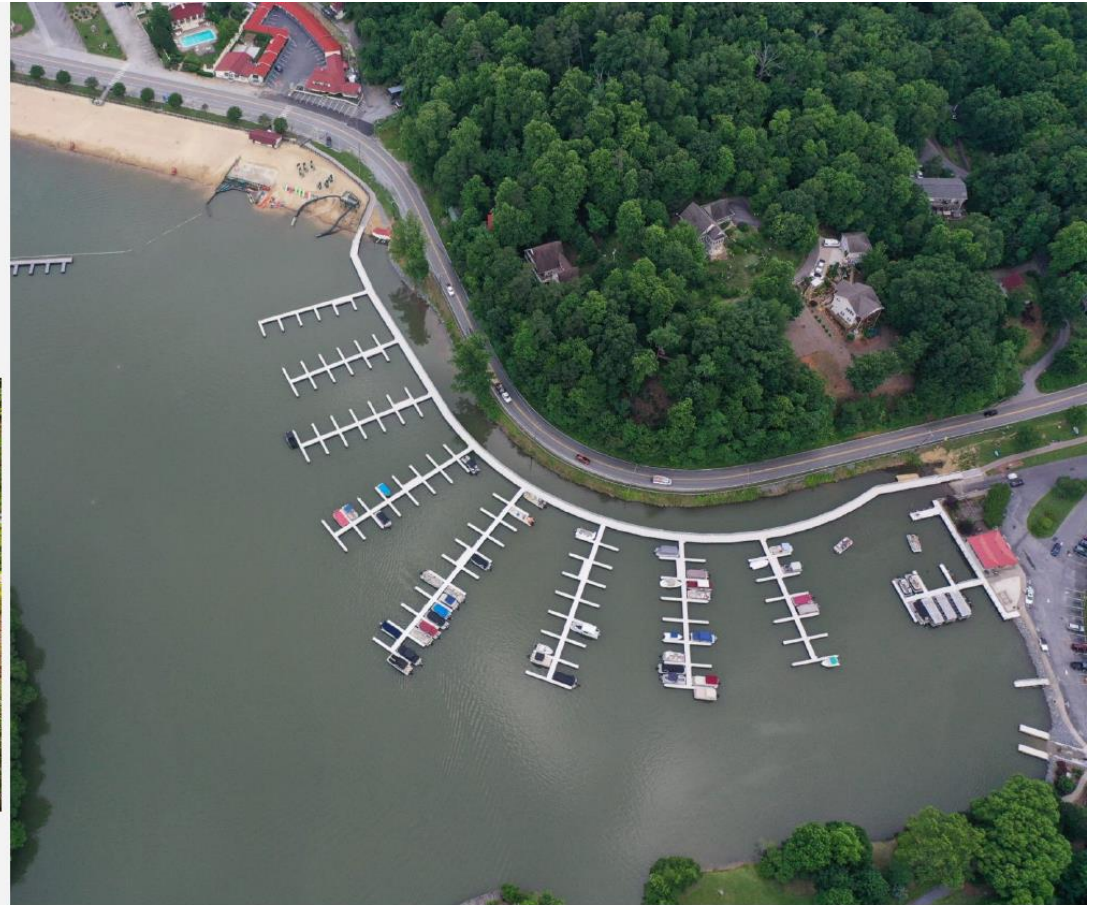
DON CASON, EXECUTIVE DIRECTOR,
RUTHERFORD COUNTY TOURISM DEVELOPMENT AUTHORITY



LAKE LURE

Successes:

- Boardwalk and Boat Slips
- Town Center Walkway & Gazebo Seawall



Lake Lure Lake Walk



Morse Park Overlook



Buffalo Creek Parking Lot



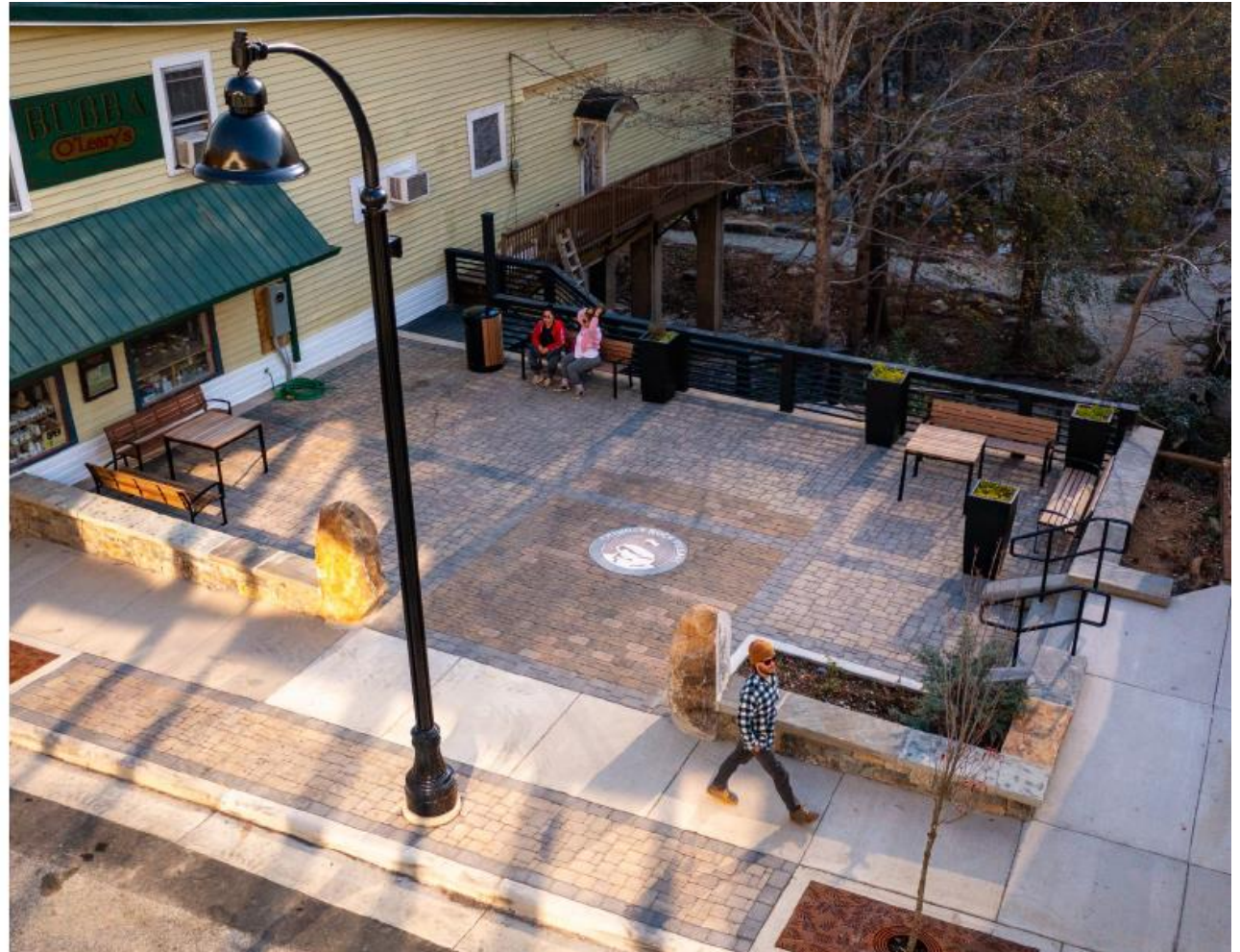


Tourism Development Authority
RUTHERFORD COUNTY, NC

CHIMNEY ROCK VILLAGE

Success

- Riverwalk Plaza



Tourism Development Authority
RUTHERFORD COUNTY, NC

KIWANIS PARK - RUTHERFORDTON



Lake Lure, Chimney Rock &
THE BLUE RIDGE FOOTHILLS
Rutherford County, NC

SPINDALE

Success:

Phase 1 Streetscape



Tourism Development Authority
RUTHERFORD COUNTY, NC

THERMAL BELT RAIL TRAIL

Watts Property Fence Enhancement

- TBRT Partners Meetings
- Watts Industry Meetings
 - Canvas (\$20K) – Watts Contributions
 - Landscaping (\$20k) – RCTDA Contribution
- School system coordination (on-going)



RUTHERFORD BOUND PHASE 2 -- PROJECT SUMMARY

1. Lake Lure: Morse Park Improvements (Recreation and parking facilities)
2. Chimney Rock Village: Phase II Streetscape
3. Rutherfordton: 2nd & Main Streetscape and Norris Park Disc Golf Course
4. Spindale: Skatepark & Pump Track and East Main Streetscape
5. Forest City: Farmers Market and TBRT Enhancements
6. Thermal Belt Rail Trail and Purple Martin Greenway Enhancements
7. Broad River Paddle Trail: Hwy 221 and 221-A Public Accesses
8. Ellenboro: Cotton Gin Park
9. Rutherford County Trails Collaborative: Various Projects
10. Tourist Recreational Construction Projects: Legacy Soccer Park



Case for Support Video – 2022

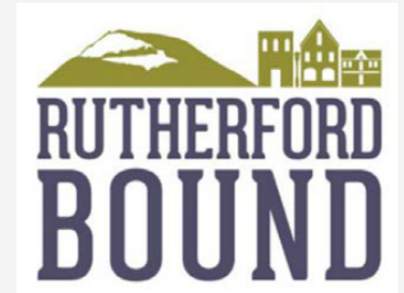
5 minute video- <https://vimeo.com/704251378>



Tourism Development Authority
RUTHERFORD COUNTY, NC

FY 22-23 PLANNING SCOPE OF WORK

- Project Coordination
- Grant Writing and Fundraising
- Trail Development Planning and Support



FUNDING OPPORTUNITIES

STATE

1. Parks and Recreation Trust Fund (PARTF)
2. Accessibility for Parks (AFP)
3. Land and Water Trust Fund
4. NC Commerce, Rural Economic Development Division (REDD), Rural Transformation Grant
5. NC Water Resources

FEDERAL

1. Appalachian Regional Commission
FY 2023 ARC Area Development Grant
2. Recreational Trails Program (RTP)
(administered by NC DPR)
3. Land and Water Conservation Fund

PRIVATE

1. RHI Legacy Foundation
2. Community Foundation
3. Duke Energy Foundation
4. Business & Industry



Tourism Strategic Plan

Budget 2022-2023

Strategic Plan Implementation

	<u>2020-2021</u>	<u>2021-2022</u>	<u>2022-2023</u>	
	* (3 years)	* (1 year)	* (1 year)	
Chimney Rock	\$150,000	\$150,000	\$100,000*	
Lake Lure	\$150,000	\$150,000	\$100,000*	
Rutherfordton	\$150,000	\$150,000	\$100,000*	
Spindale	\$150,000	\$150,000	\$100,000*	*Contingent on Occupancy Tax Receipts
Forest City	\$150,000	\$150,000	\$100,000*	
Rutherford County	\$150,000	\$150,000	\$100,000*	
TBRT/Purple Martin	\$85,000	\$200,000	\$100,000*	
Chimney Rock Trail	-0-	\$50,000	-0-	
Lake Lure Trail	-0-	\$50,000	-0-	
Bostic, Ellenboro & Ruth	-0-	-0-	\$100,000*	
County Trail Enhancements	-0-	-0-	\$100,000*	
Tourist Recreational Construction Projects	-0-	-0-	<u>\$100,000*</u>	
Total TDA Dollars	\$985,000	\$1,200,000	\$1,000,000	

****New Tourism Related Capital (1 year)**

Lake Lure/CR – TBD			\$250,000
Rutherfordton/Spindale – PARTNERS Project			\$250,000
Soccer Complex			\$125,000
Forest City – Farmers Market			\$125,000
The Year of the Trail – State Promotion			<u>\$250,000</u>
			\$1,000,000

Grant Funded

Paddle Trail Access 221	\$14,350	\$16,000	\$200,000
<u>Paddle Trail Access 221-A</u>	<u>\$14,350</u>	<u>\$16,000</u>	<u>\$234,300</u>
Total Grant Capital	\$28,700	\$32,000	\$434,300
Total Implementation Dollars	\$1,013,700	\$1,232,000	\$2,434,300

- The TDA has had a record breaking year
 - We hope to give \$100,000 per year to communities and County (matching)
 - We hope to provide Rutherford County Trails System with \$100,000 per year (non-matching)
 - Bostic, Ellenboro, Ruth new to Rutherford Bound (matching)
- **Proposed Fund Balance Tourism Related Capital Expenditure Request – Will require Legislative approval

Rutherford Bound Funding Summary: November 7, 2022

		GRANTS	\$ 5,620,000
		LOCAL GOVERNMENT	\$ 4,371,737
		RUTHERFORD COUNTY TDA	\$ 2,943,118
		CAPITAL CAMPAIGN DONATIONS	\$ 29,550
		OTHER PRIVATE AND MISC. DONATIONS	\$ 2,402,745
		PROJECT FUNDING TOTAL	\$ 15,367,150



LAKE LURE STRATEGIC PRIORITY

Morse Park Master Plan Implementation

Recreation and Support Facilities (Parking expansion)

Strategic Action Steps:

1. Preliminary Engineering for Parking
2. NC AFP/PARTF Grant

Current Status: Conceptual Design

Funding Requirements: TBD

Current TDA Funding: FY 22-23 = \$225,000





CRV STRATEGIC PRIORITY: PHASE II STREETScape IMPLEMENTATION

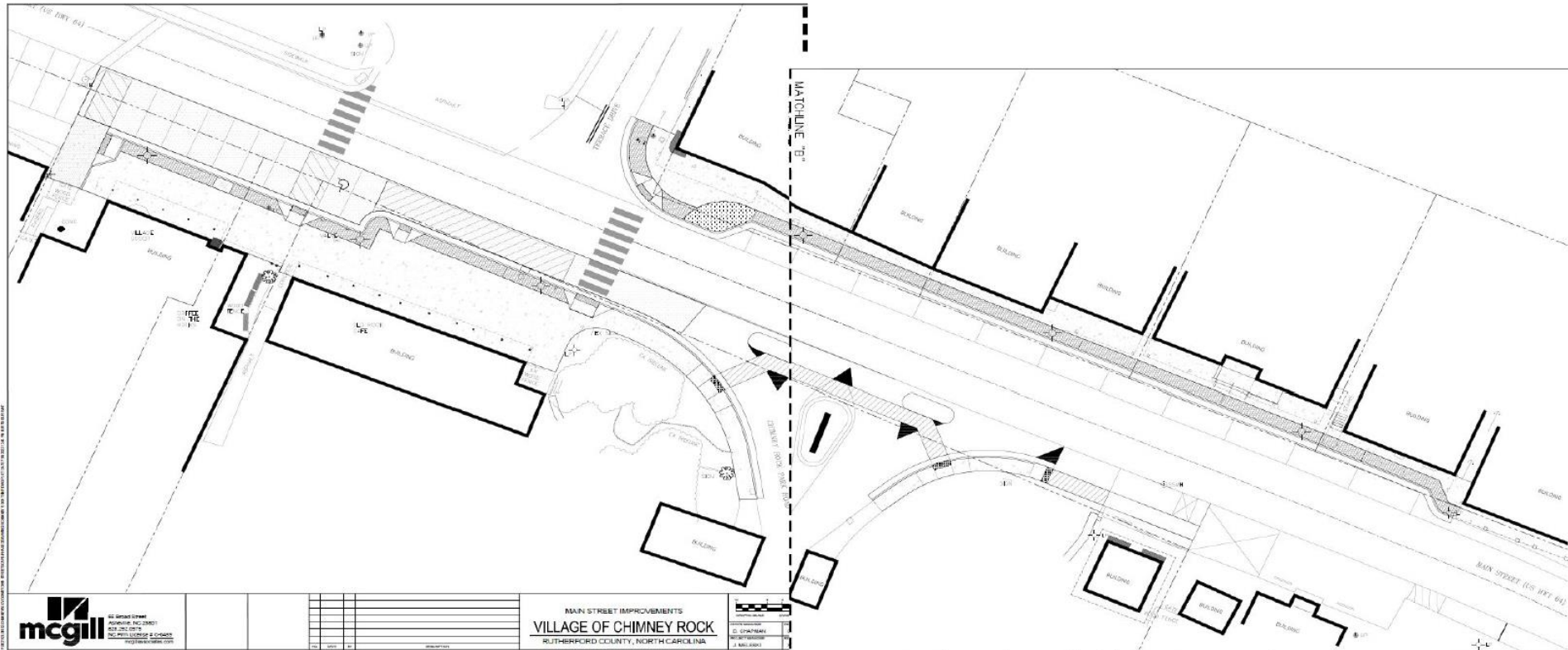
Strategic Action Steps:

1. Landowner Agreements/ Easements
2. Engineering & Permitting
3. Grant Procurement: ARC (\$300,000)
4. Bidding & Construction

*Current Status: Preliminary Engineering
Funding Requirements: \$750,000*

*Current TDA Funding, FY 22-23 = \$100,000 + \$125,000
Local Match by CRV = \$225,000*





mcgill
 40 Grand Street
 Asheville, NC 28801
 828.251.0876
 www.mcgillinc.com

NO.	DATE	DESCRIPTION

MAIN STREET IMPROVEMENTS
VILLAGE OF CHIMNEY ROCK
 RUTHERFORD COUNTY, NORTH CAROLINA

SCALE: AS SHOWN
 DATE: 08/20/2013
 DRAWN BY: J. MILLER
 CHECKED BY: E. CHAPMAN

mcgill
 30 BRUNN STREET
 RUTHERFORD COUNTY, NC 28803
 828.251.0876
 www.mcgillinc.com

NO.	DATE	DESCRIPTION

MAIN STREET IMPROVEMENTS
VILLAGE OF CHIMNEY ROCK
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SCALE: AS SHOWN
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 CHECKED BY: E. CHAPMAN



Tourism Development Authority
 RUTHERFORD COUNTY, NC

RUTHERFORDTON

STRATEGIC PRIORITY ONE

Norris Park Recreation Center

Site Improvements + Disc Golf, Walking Path, Bathrooms, & Pavilion

Strategic Action Steps

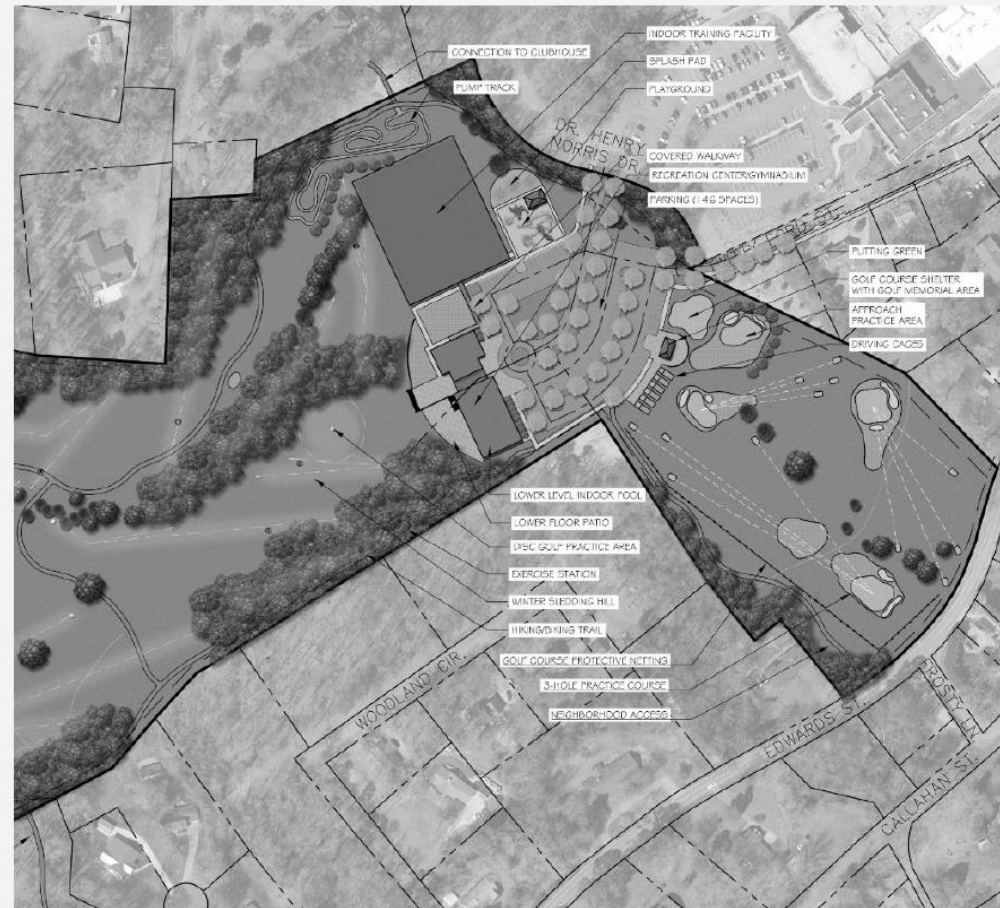
1. PARTF Grant: \$450,000
2. RHI Grant \$450,000
3. Engineering & Construction Documents
4. Permitting & Bidding
5. Construction

Current Status: Conceptual Design

Funding Requirements: \$1,600,000

Current TDA Funding, FY 22-23 = \$50,000
FY 23-24 = \$100,000

Local match = \$150,000



RUTHERFORDTON

STRATEGIC PRIORITY TWO

2nd & Main Streetscape and Redevelopment

Strategic Action Steps

1. NC Commerce RTGF: 2nd Cycle (\$950,000)
2. Engineering & Permitting
3. Construction Documents
4. Bidding & Construction

Current Status: Conceptual Design

Funding Requirements: TBD

Current TDA Funding, FY 22-23 = \$50,000



SPINDALE STRATEGIC PRIORITY ONE SKATE PARK & PUMP TRACK

Strategic Action Steps

1. PARTF Grant: \$425,000
2. Engineering & Construction Documents
3. Permitting & Bidding
4. Construction (begin in approx. 1 year)

Current Status: Preliminary Engineering & Design

Funding Requirements: \$1,882,000

Current TDA Funding: Prev. \$324,000 (includes County allocation) FY 22-23 = \$100,000

*Corporate Donation (Meta) = \$300,000
RHI Legacy = \$250,000*

Land Conveyed by United Methodist Church

Site Plan



SPINDALE STRATEGIC PRIORITY TWO

EAST MAIN STREETSCAPE

Strategic Action Steps

1. Shovel-ready Construction Documents
2. Grant procurement: RTGF (\$950,000)
3. Bidding & Construction

Current Status: Conceptual Design

Funding Requirements: TBD

*Proposed TDA Funding: FY 23-24
= \$100,000*



FOREST CITY STRATEGIC PRIORITY FARMERS MARKET

Strategic Action Steps

1. PARTF Grant = \$450,000
2. Construction Documents
3. Bidding & Construction

Current Status: Conceptual Design

Funding Requirements: \$1.7 million

TDA Funding:

Previous allocations = \$150,000

FY 21-22 = \$150,000

FY 22-23 = \$100,000 + \$125,000



STRATEGIC PRIORITIES: Identify Opportunities in Smaller Municipalities

Bostic

- Bostic Spur acquisition
- Max Gunter Park and Porch View Park Renovations
- Lincoln Center Promotion

Ruth

- TBRT Enhancement

Ellenboro

- Cotton Gin
- Gateway Signage
- Playground upgrades
- Community needs survey



THERMAL BELT RAIL TRAIL & PURPLE MARTIN GREENWAY

STRATEGIC PRIORITIES
AESTHETICS & LANDSCAPE IMPROVEMENTS

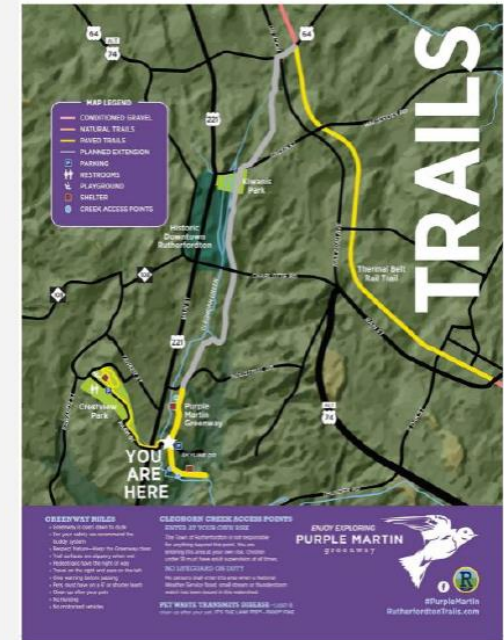
Strategic Action Steps

1. Identify Enhancement Projects
2. Implementation

Current Status: Conceptual Design

Funding Requirements: \$2,000,000

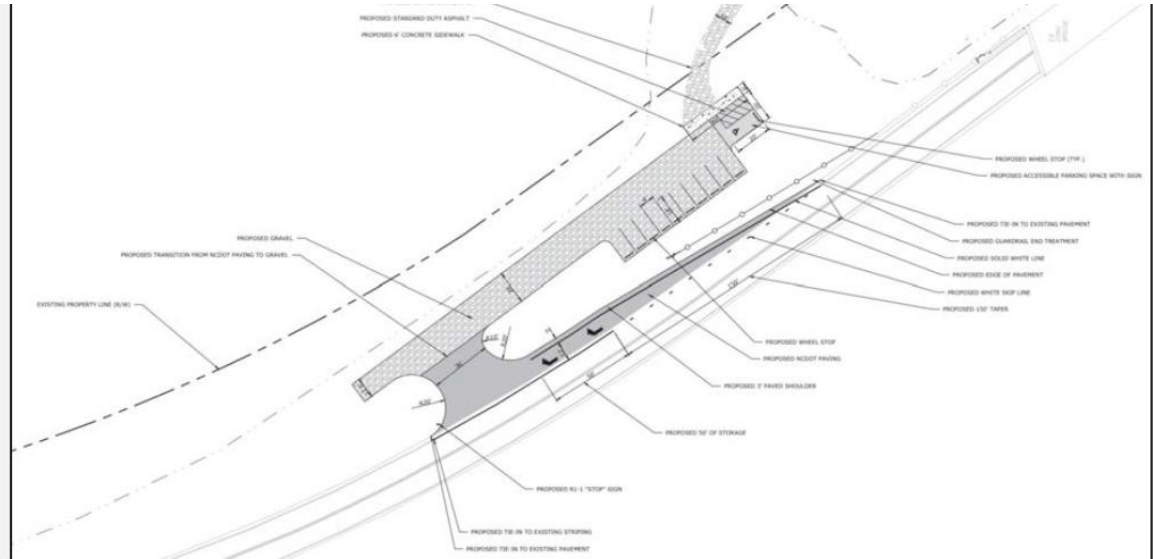
*Current TDA Funding: FY 21-22 = \$80,000
FY 22-23 = \$100,000*



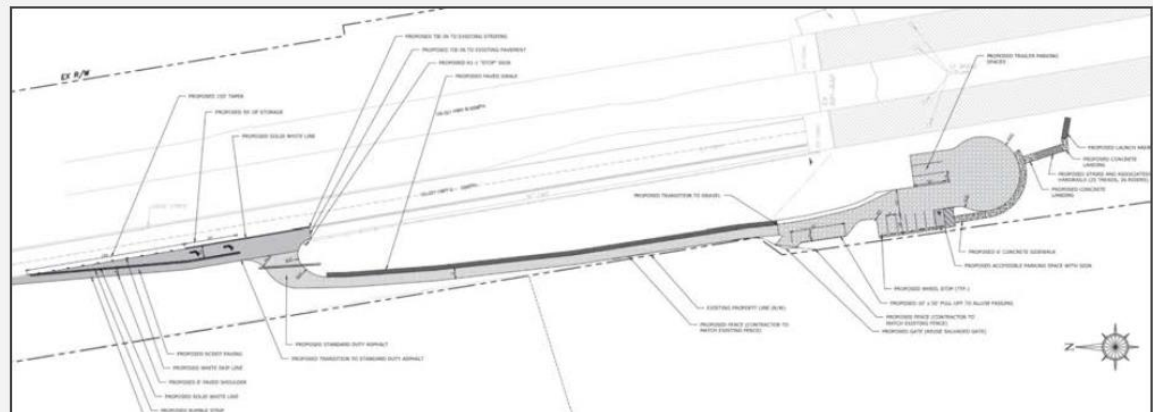
BROAD RIVER PADDLE TRAIL IMPLEMENTATION

- BIDDING AND CONSTRUCTION
- PREVIOUS GRANT FUNDS: \$495,000
- RHI LEGACY - 2022: \$100,000

HWY. 221-A RIVER ACCESS



HWY. 221 RIVER ACCESS





Colfax Cotton Gin Park, Illustrative Master Plan
Ellenboro, North Carolina



DESTINATION BY DESIGN
PLANNING | ENGINEERING | COMMUNICATIONS



THE TDA IS SUPPORTING TRAIL DEVELOPMENT IN RUTHERFORD COUNTY

- I. State Trail Designations
- II. Significant Project Funding
- III. Public Relations/Media Attention

DESTINATION
BY DESIGN



Tourism Development Authority
RUTHERFORD COUNTY, NC

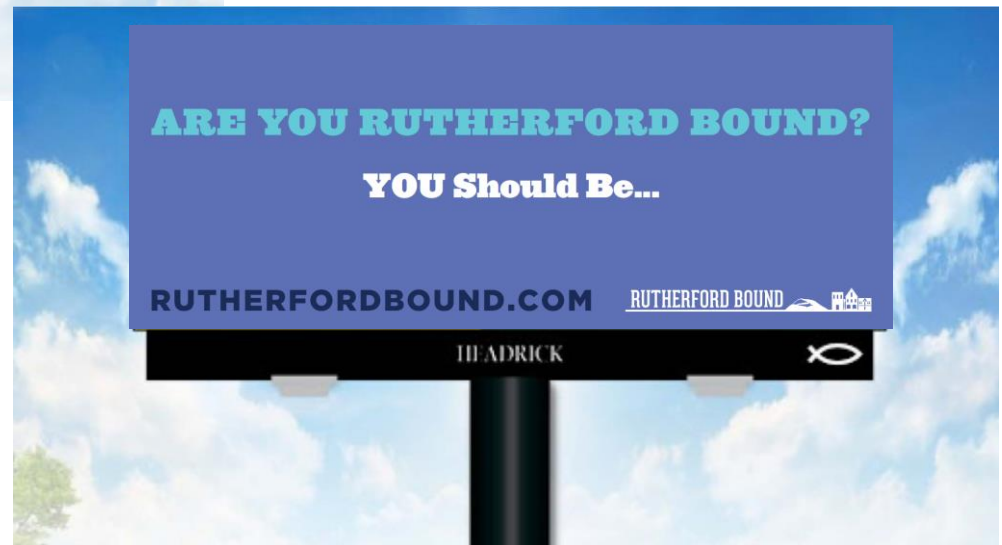
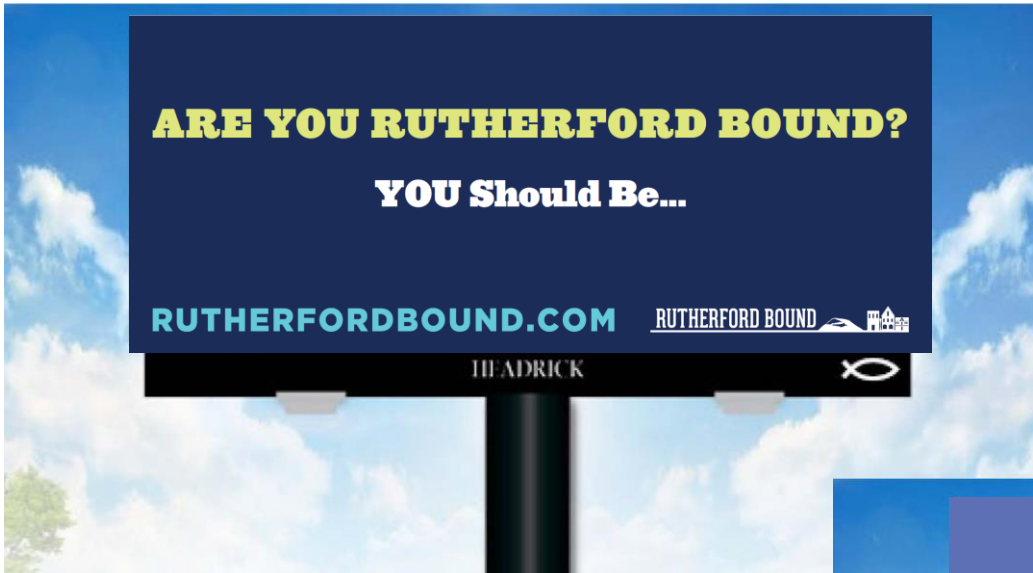
LEGACY SOCCER PARK PARTNERS

- RHI Legacy Foundation
- Town of Forest City
- Rutherford County
- RCTDA (\$250,000)
- Rutherford Co. Soccer Association (\$225,000)



MARKETING EFFORTS

Billboard Creative



MARKETING EFFORTS

Social Media Rutherford Bound Branding

Rutherford Bound
Published by Sprout Social · November 30 at 11:06 AM ·

Rutherfordton's KidSenses museum features exhibits aimed at kids ages Infancy-10. The museum is currently expanding to include a new maker space workshop called "The Factory" that appeals to tweens and teens ages 11 and up. This regional attraction will feature tools and technologies such as Laser Cutters, 3-D Printers and CNC-Robots.

If you would like to contribute to this projects' progress, please consider making a donation! Every dollar counts 🙌 <https://bit.ly/3Eij6Wb>

RUTHERFORDTON

THE FACTORY AT KIDSSENSES MUSEUM



FUNDING

\$4,600,000
BUDGET

\$3,600,000
COMMITTED

Phase 1 of the FACTORY construction which included necessary demolition and structural renovation of the historic building, new windows and entrances, and new sidewalks is complete. KidSenses Interactive Children's Museum caters to over 35,000 visitors each year, and the addition of The Factory, a maker center aimed at kids of all ages, and renovation of the museum's Discovery Garden expands the current 11,000 square foot museum to 27,000-square feet.


321 People reached 4 Engagements - Distribution score [Boost post](#)

Rutherford Bound
Published by Sprout Social · 6d ·

Many of us participate in Black Friday, Small Business Saturday and Cyber Monday, but do you participate in #GivingTuesday? It's a great opportunity to pause and think about ways you can help transform the world through generosity.

Here in Rutherford County, you have an opportunity to transform your own community! Rutherford Bound is seeking tax-deductible donations to help us bring our projects to life. Take a look at our current projects and consider giving what you can... [See more](#)

GIVING TUESDAY




81 People reached 1 Engagement - Distribution score [Boost post](#)

Rutherford Bound
Published by Sprout Social · November 21 at 9:42 AM ·

Don't forget to shop local this weekend! The charming small towns of Rutherford County have everything you need to stock up for the holiday season!

[#ShopLocal](#) [#ShopRutherfordCounty](#) [#BlackFriday](#) [#SmallBusinessSaturday](#) [#SmallBusiness](#) [#SupportLocal](#)



6,033 People reached 1,805 Engagements [Boost again](#)

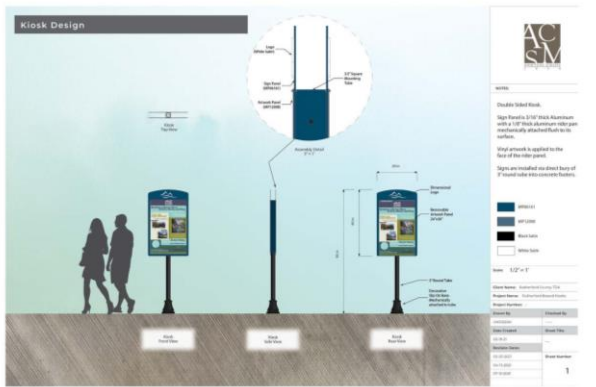
Boosted on November 21 at 10:33 AM Completed
By Katie Bonner

People reached 5.8K ThruPlays 5.6K [View results](#)

KIOSK DISPLAY

Locations:

- Chimney Rock Village (2)
- Rutherfordton (2)
- Spindale (2)
- Forest City Farmers Market
- Forest City Rail Trail Enhancements
- Ruth- Rail Trail Enhancements
- Lake Lure (2)
- 4 Open TBD



Chimney Rock Village Creative Example:

RUTHERFORD BOUND

Building a Better Place to Live, Work, and Play

Rutherford Bound is a community vision to enhance streetscapes, parks, greenways, trails, and river access points to improve the visitor experience and everyday life in Rutherford County.

CHIMNEY ROCK VILLAGE STREETScape

You're looking at the completed Phase 1 of the Chimney Rock Village Streetscape.

BEFORE:

AFTER:

Determined through local input, all of our projects are critical to ensuring Rutherford County remains competitive in our fast-changing economy.

Just up the street we are getting ready to begin Phase 2, which will provide locals and visitors greater mobility throughout the village with enhanced sidewalks, improved parking, a new civic plaza, street trees, and lighting.

Donate Today, and Help Us Bring This Project to Life. Every Dollar Counts.

Or you can donate at RUTHERFORDBOUND.COM

Lake Lure, Chimney Rock & THE BLUE RIDGE FOOTHILLS



MEDIA EVENTS

RIBBON CUTTING

THE LAKE LURE TOWN CENTER WALKWAY

WHEN? November 3rd, 2022 at 11:00 am

WHERE? In front of the entrance to Lake Lure Beach

The Town of Lake Lure and Rutherford Bound are excited to announce the Ribbon Cutting of the all new Lake Lure Town Center Walkway.



The Lake Lure Town Center Walkway offers a scenic walk through the Town of Lake Lure. The new and improved walkway connects the Lake Lure Flowering Bridge down to the beach and beyond.

RSVP to Elizabeth.Randall@RutherfordCountyNC.gov



RutherfordBound.com

RIBBON CUTTING

MORSE PARK OVERLOOK

WHEN? July 28th, 2022 at 11:00 am

WHERE? Adjacent to the gazebo in Morse Park

The town of Lake Lure and Rutherford Bound are excited to announce the Ribbon Cutting of the new Morse Park Overlook.



The Morse Park Overlook in the beautiful Morse Park in Lake Lure can be easily accessed using the new Lake Lure Town Walkway. The overlook, adjacent to the gazebo provides beautiful views of the lake, marina, beach, and the mountains beyond.

RSVP to Elizabeth.Randall@RutherfordCountyNC.gov



RutherfordBound.com

RIBBON CUTTING

PARKING LOT AT BUFFALO CREEK PARK

WHEN? Thursday August 25th, 2022 at 11:00 am

WHERE? 2191 Buffalo Creek Rd.

The Town of Lake Lure and Rutherford Bound are excited to announce the Ribbon Cutting of the all new Buffalo Creek Parking Lot.



This new parking lot provides better access to Buffalo Creek Park, Buffalo Creek Loop Trail, and the Buffalo Creek Boulders Trail. The parking lot previously accommodated 6-8 cars and now can fit 30 cars.

RSVP to Elizabeth.Randall@RutherfordCountyNC.gov



RutherfordBound.com



Building A Better Plae to Live, Work, Play & Visit

The Rutherford County Tourism Development Authority and other local leaders are executing a plan to improve quality-of-life infrastructure across all of Rutherford County, NC.

This multi-phase vision, known as 'Rutherford Bound', includes major revitalization investments such as streetscape enhancements, improved parks and pedestrian areas, and a county-wide system of greenways, trails, and river access points that will not only transform the visitor experience but the everyday life of those lucky enough to call Rutherford County home. Determined through local input, all of these projects are critical to ensuring Rutherford County remains competitive in our fast-changing economy.

Are YOU Rutherford Bound? Donate Today.



Donate Today, and transform your community.

EVERY DOLLAR COUNTS

14

Rutherford Bound planned infrastructure projects

5

Rutherford Bound completed infrastructure projects

\$15,367,150

Total money raised for Rutherford Bound projects



Be A Part Of The Transformation In YOUR Community



Donate Today, Every Dollar Counts

RUTHERFORDBOUND.COM



Tourism Development Authority
RUTHERFORD COUNTY, NC

CHIMNEY ROCK VILLAGE STREETScape



The Phase 1 Streetscape project, which included a new Riverwalk Plaza on Main Street between the Gem Mine and Bubba O'Leary's General Store is complete!



The Phase 2 Streetscape Project in Chimney Rock includes a section of Main Street near the entrance to Chimney Rock State Park. New sidewalks, street trees, decorative lighting, and vehicle parking are all included in this exciting plan which also proposes outdoor dining areas and enhanced crosswalks.

FUNDING

\$1,500,000

BUDGET

\$879,118

COMMITTED

RUTHERFORDTON THE FACTORY AT KIDSSENSES MUSEUM



FUNDING

\$4,600,000

BUDGET

\$3,600,000

COMMITTED

Phase 1 of the FACTORY construction which included necessary demolition and structural renovation of the historic building, new windows and entrances, and new sidewalks is complete. KidSenses Interactive Children's Museum caters to over 35,000 visitors each year, and the addition of The Factory, a maker center aimed at kids of all ages, and renovation of the museum's Discovery Garden expands the current 11,000 square foot museum to 27,000-square feet.

TOWN OF LAKE LURE



Phase 1, the new Lake Lure Marina and Boardwalk, which provides locals and visitors alike with exceptional facilities to experience one of North Carolina's most unique lake settings is complete!



Phase 2 of The Morse Park Master Plan focuses on two main elements: 1) expanding parking and 2) new recreation amenities including an ADA compliant picnic shelter, playground, and paved path.

FUNDING

\$3,500,000

BUDGET

\$1,000,000

COMMITTED

SPINDALE DOWNTOWN STREETScape, MASTER PLAN

The Phase 1 Streetscape project is now complete and features new sidewalks, street trees, lighting, and improved connectivity to the Thermal Belt Rail Trail for both the east and west sections of downtown. The next project that the Town of Spindale, in partnership with the Methodist Church and other community stakeholders, has initiated is a state-of-the-art skateboard park and bicycle pump track. The design proposes a direct connection to the Thermal Belt Rail Trail and includes public restrooms and a public gathering area between the trail and the park.



FUNDING

\$1,881,314

BUDGET

\$1,561,500

COMMITTED

INTERLOCAL PROJECTS RUTHERFORD COUNTY

Broad River Paddle Trail - When complete, the Broad River Paddle Trail will feature a series of improved river access locations starting from the Lake Lure dam and south to the county line. Each access will include parking, signage, and a safe river access.



Thermal Belt Rail Trail - Extensive enhancements along the Thermal Belt Rail Trail throughout Rutherford County will include public art and gateways inviting users to visit the various communities along the trail, improved aesthetics, additional landscaping, pocket parks and more.

FUNDING

\$2,800,000

BUDGET

\$1,445,000

COMMITTED

FOREST CITY FARMERS MARKET



Forest City is working to advance the engineering and construction of a new farmers market pavilion to support local food and to attract more visitors and residents to downtown. The new Farmers Market building will be 160-foot long with five separate bays. The building will have lights, fans, ventilation, and wiring for a facility sound system. Storage and restrooms will be provided in a separate building.

FUNDING

\$1,600,000

BUDGET

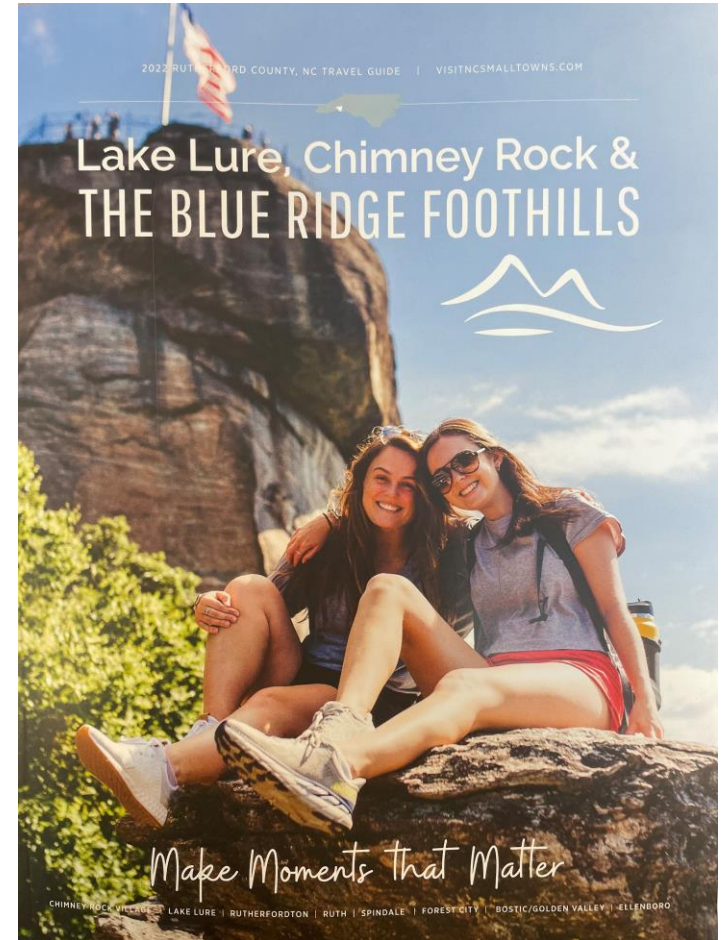
\$1,475,000

COMMITTED



Internal Marketing

- Rutherford County Travel Guide
 - 2022 guide won a gold award at NCTIA for Leisure Marketing
 - Contact administrative support Elizabeth Randall at Elizabeth.Randall@rutherfordcountync.gov for copies travel guides



COFFEE TALK MARKETING PRESENTATION DECEMBER, 2022



CURRENT MARKETS

- CHARLOTTE
- RALEIGH
- ATLANTA
- TAMPA
- ORLANDO
- NASHVILLE
- ASHVILLE



OVERVIEW OF CURRENT MARKETING EFFORTS

Traditional Media (ended Oct. 31)

WBTV CHARLOTTE, NC- CBS This Morning

Combination of :30s and :10s to combat Political

WTVD RALEIGH, NC- Good Morning America

Combination of :30s and :10s to combat Political

WLOS Asheville, NC- Good Morning America

Combination of :30s and :10s to combat Political

WFTV ORLANDO, FL - Good Morning America

Combination of :30s and :10s to combat Political

WTSP TAMPA, FL- Good Morning America

Combination of :30s and :10s to combat Political

WNCW-Public Radio

:15 Second Ads

Monthly Average Spots Ordered- 45



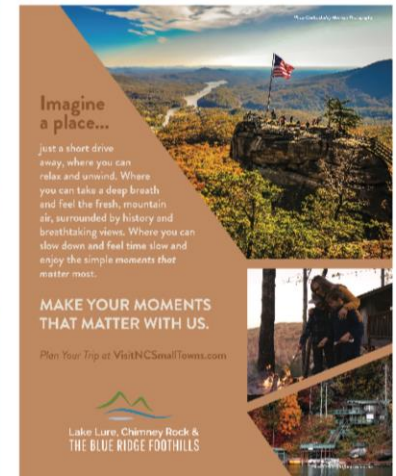
OVERVIEW OF CURRENT MARKETING EFFORTS

Traditional Media

Our State Magazine Print Publication

Full Page Ad every month July- October & March- June (8x per year)

A combination of digital ads will be added into the mix in the spring & summer to include digital display ads and email marketing.



Digital Marketing

- DIGITAL DISPLAY AND PROGRAMMATIC MARKETING
- YOU-TUBE PRE-ROLL
- GOOGLE PAY PER CLICK



OVERVIEW OF CURRENT MARKETING EFFORTS

Digital Media

PPC Google Ad Words

Markets:

Charlotte, N. Atlanta, Tampa/ St. Pete
Clearwater

AdGroups:

Adventure
Family
Romance Weekender
Cabins, Hotels, Rentals

Searches Sort by: Clicks ▾

Searches	Words	
chimney rock	lake lure	chimney rock state park
lake lure nc	chimney rock nc	romantic getaways in nc
lake lure inn	lake lure north carolina	
things to do in chimney rock nc	things to do in lake lure nc	
weekend getaways in nc	weekend getaways near me	
chimney rock north carolina	things to do in lake lure	

All searches < 1 / 10 >



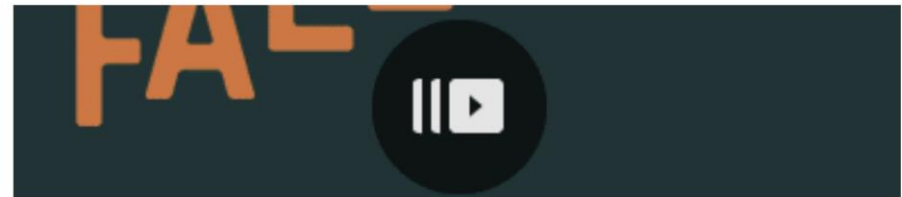
PROGRAMMATIC - DIGITAL DISPLAY CAMPAIGN

Creative:

Fall Gifs

Markets:

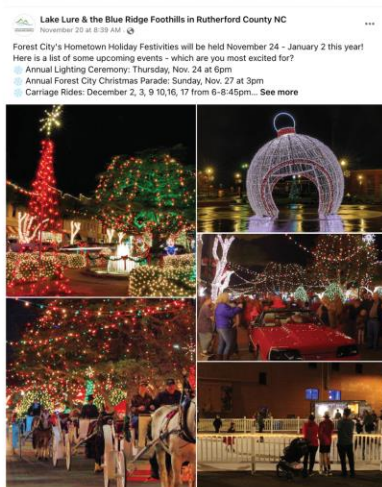
Charlotte, Raleigh, North Atlanta, Tampa,
St. Pete, Clearwater



OVERVIEW OF CURRENT MARKETING EFFORTS

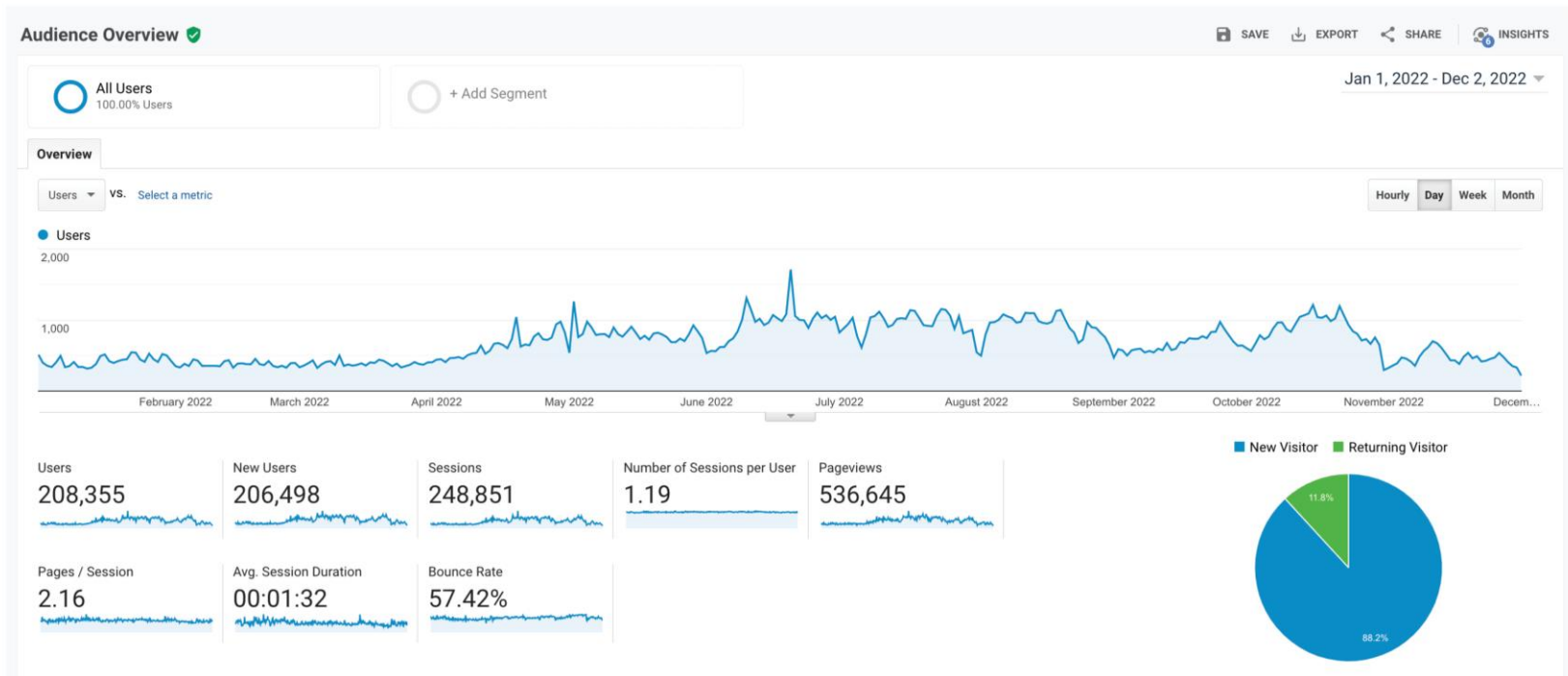
Social Media - Paid & Organic

Platforms and Posts



WEBSITE ANALYTICS

January - Dec. 2, 2022 Traffic Overview



WEBSITE ANALYTICS

January - Dec. 2, 2022 Top Cities

City	Acquisition			Behavior			Conversions Goal 1: Order a Visitors Guide		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Order a Visitors Guide (Goal 1 Conversion Rate)	Order a Visitors Guide (Goal 1 Completions)	Order a Visitors Guide (Goal 1 Value)
	208,355 <small>% of Total: 100.00% (208,355)</small>	206,599 <small>% of Total: 100.05% (206,500)</small>	248,853 <small>% of Total: 100.00% (248,853)</small>	57.42% <small>Avg for View: 57.42% (0.00%)</small>	2.16 <small>Avg for View: 2.16 (0.00%)</small>	00:01:32 <small>Avg for View: 00:01:32 (0.00%)</small>	0.54% <small>Avg for View: 0.54% (0.00%)</small>	1,343 <small>% of Total: 100.00% (1,343)</small>	\$470,050.00 <small>% of Total: 100.00% (\$470,050.00)</small>
1. Charlotte	18,894 (8.67%)	18,291 (8.85%)	22,811 (9.17%)	58.44%	2.13	00:01:33	0.34%	77 (5.73%)	\$26,950.00 (5.73%)
2. Atlanta	15,757 (7.23%)	14,707 (7.12%)	18,126 (7.28%)	59.25%	1.97	00:01:25	0.23%	41 (3.05%)	\$14,350.00 (3.05%)
3. New York	10,339 (4.75%)	9,833 (4.76%)	12,531 (5.04%)	57.69%	2.13	00:01:33	0.29%	36 (2.68%)	\$12,600.00 (2.68%)
4. Raleigh	10,009 (4.59%)	9,643 (4.67%)	11,587 (4.66%)	61.10%	2.05	00:01:16	0.28%	33 (2.46%)	\$11,550.00 (2.46%)
5. (not set)	9,903 (4.55%)	9,230 (4.47%)	11,019 (4.43%)	57.30%	2.12	00:01:27	0.39%	43 (3.20%)	\$15,050.00 (3.20%)
6. Nashville	6,962 (3.20%)	6,445 (3.12%)	7,681 (3.09%)	59.25%	1.77	00:01:13	0.22%	17 (1.27%)	\$5,950.00 (1.27%)
7. Forest City	4,634 (2.13%)	4,356 (2.11%)	5,423 (2.18%)	55.26%	1.98	00:01:40	0.11%	6 (0.45%)	\$2,100.00 (0.45%)
8. Chicago	3,091 (1.42%)	2,867 (1.39%)	3,534 (1.42%)	59.14%	2.06	00:01:28	0.57%	20 (1.49%)	\$7,000.00 (1.49%)
9. Ashburn	3,042 (1.40%)	2,834 (1.37%)	3,297 (1.32%)	70.91%	1.88	00:01:17	0.18%	6 (0.45%)	\$2,100.00 (0.45%)
10. Asheville	2,854 (1.31%)	2,754 (1.33%)	3,208 (1.29%)	52.31%	2.11	00:01:28	0.09%	3 (0.22%)	\$1,050.00 (0.22%)



WEBSITE ANALYTICS

January - Dec. 2, 2022 Top Pages

Page		Pageviews	% Pageviews
1. /		65,785	 12.26%
2. /towns/lake-lure/		29,469	 5.49%
3. /plan-your-visit/visitors-guide/		13,199	 2.46%
4. /plan-your-visit/trip-ideas/fall-itinerary/		12,879	 2.40%
5. /things-to-do/		11,731	 2.19%
6. /places-to-stay/		10,118	 1.89%
7. /places-to-stay/cabins-cottages-and-vacation-rentals/		7,771	 1.45%
8. /listing/lake-lure-beach-and-water-park/829/		7,686	 1.43%
9. /towns/rutherfordton/		7,659	 1.43%
10. /listing/last-of-the-mohicans/416/		7,043	 1.31%



HOW CAN YOU HELP?



ABOUT

The Carrier Houses B&B consists of (2) historic Victorian homes, both listed on the National Register of Historic Places. The first home was built in 1828 by Mr. Harvey Carrier, a merchant and builder. He built the Victorian home next door in 1879 and eventually gave it to his daughter as a wedding present. The B&B offers (3) rooms, each with modern comforts and conveniences such as private bathrooms, central heat/AC, free wifi, flat-screen TV's with cable, and plush amenities. In addition, each room is tastefully decorated in antiques and period furniture and fixtures.

We offer a delicious 3-course gourmet breakfast in the large dining room with great conversations with the innkeepers and other guests. Coffee and teas are available 24 hours a day.

Located in the Foothills, you can access any of the points of interest, such as Lake Lure, Chimney Rock, the Tryon International Equestrian Center and local amenities in less than an hour. Asheville, Hendersonville, Lenoir and Tryon are all close by as well. Rutherfordton's Main Street contains many restaurants and shops to spend the afternoon.

Relax on our spacious front porch and plan your day or in the evening as the sunsets. We look forward to hosting you soon.

AMENITIES

Delicious 3-course gourmet breakfast in the large dining room with great conversations with the innkeepers and other guests.

Coffee and teas are available 24 hours a day.

Private bathrooms

Central heat/AC

Free wifi

Flat-screen TV's with cable

Plush amenities

Easy access to Lake Lure, Chimney Rock, the Tryon International Equestrian Center, local wineries, Asheville, Hendersonville, Lenoir and Tryon.

Delicious 3-course gourmet breakfast in the large dining room with great conversations with the innkeepers and other guests. Coffee and teas are available 24 hours a day.

Private bathrooms

Central heat/AC

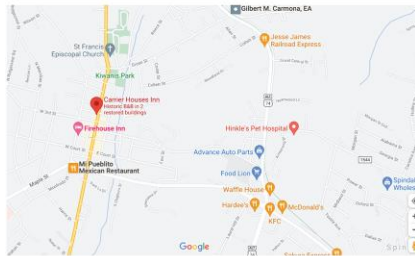
Free wifi

Flat-screen TV's with cable

Plush amenities

Easy access to Lake Lure, Chimney Rock, the Tryon International Equestrian Center, local wineries, Asheville, Hendersonville, Lenoir and Tryon.

MAP



- UPDATE your Listing on VisitNCsmall-Towns.com
- If you already have a listing, you can update it yourself.
- If you do not yet have a listing, the complete information needs to be emailed to Karen, and she will set it up.
 - You will receive two emails once she does. One is an email containing a link to the website, along with a temporary password. The second will contain some information with details on how you can edit and update your own listing!
 - It may take up to 2 days for the approval process.



HOW CAN YOU HELP?

- Make sure to ALWAYS submit your events to VisitNCsmallTowns.com
 - Go to the homepage- VisitNCsmallTowns.com
 - Click the tab at the top labeled "Events"
 - From Dropdown options select "Submit an Event"
 - Follow the instructions on the digital form to fill out event information and provide images.
 - **NOTE-** Events must be approved prior to them appearing on the website. It may take up to 2 days for the approval process.
-
- Make sure we can find and share your content on social media:
 - Facebook Events- whenever possible, make @LakeLureBRF a co-host on your event.
 - Facebook Posts- for relevant posts, you may want to '@ us' in the caption to ensure we see the post.
 - Instagram Posts- when you post something that you want us to know about specifically, you have 2 options. You can tag us in the picture or you can 'mention' us in the post.
 - We encourage you to use the #RCMomentsThatMatter wherever applicable.





Rutherford County TDA Staff

Executive Director: Don Cason

Marketing, Administrative, and Project Coordinator: Taylor
Hardin

Administrative Support: Elizabeth Randall

Welcome Center Coordinator: Kayley Smith

Full-time Information Specialist: Sarah Searcy

Full-time Information Specialist: Savannah Wheat

Contact Us:

tourisminfo@rutherfordcountync.gov

Main Line at TDA Office: 828-287-6013

Rutherford County Tourism Website
www.VisitNCSmallTowns.com

Rutherford County TDA Website
www.rutherfordcountync.gov/tourismdevelopmentauthority

Rutherford County TDA Tourism
Master Plan Website
www.rutherfordbound.com

TDA Office – Rutherfordton
146 N. Main St
Rutherfordton, NC 28746
828.287.6013



Lake Lure, Chimney Rock &
THE BLUE RIDGE FOOTHILLS

Welcome Center – Lake Lure
2932 Memorial Hwy. (US-64/74)
Lake Lure, NC 28756
800.849.5998 | 828.287.6113



Tourism Development Authority
RUTHERFORD COUNTY, NC

Question and Answer

