


- Welcome
- Tourism and Rutherford County
- Who Is Your TDA Staff?
- What Services Do We Offer?
- How will the Alliance Help Me?
- Hands on Help
- Q&A


Bond Build Become

Welcome




Ann Almond, [TDA](#) Executive Director

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Tourism and  
Rutherford County  
Ann Almond, TDA Executive Director

TDA or CVB or T & T  
DMO – Destination Marketing Organization  
County Organization  
Formed by state legislation  
July 8, 1991, 1<sup>st</sup> tax collection,  
September of same year \$32,968 at 3%  
This year's budget is \$607,000..come a long way in 18 years!

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### Funding

Generated  
3% to 5%      October 2006  
Administrator  
Separate and apart

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Rutherford County  
Ann Almond, TDA Executive Director



### Mission Statement

To promote travel, tourism, retirement and conventions in Rutherford County through state, regional, national and international advertising and promotions.

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## Tourism and Rutherford County

Ann Almond, TDA Executive Director



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## Tourism and Rutherford County

Ann Almond, TDA Executive Director



### Strategic Priorities

- 1) Position Rutherford County as a key destination
- 2) Develop shoulder and winter seasons
- 3) Develop tourism product
- 4) Maximization of peak season
- 5) Increase stakeholder and constituent participation
- 6) Address Visitor Information Center deficiencies
- 7) Build tourism industry benchmarks (research)
- 8) Strengthen financial capacity
- 9) Electronic and website development
- 10) Organize Dangling County Host Group

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# Tourism and Rutherford County

Ann Almond, TDA Executive Director



## 2008 Economic Impact of Travel on North Carolina Counties

*Prepared for the North Carolina Division of Tourism, Film and Sports Development by the Travel Industry Association of America*

Rank	County	Expenditures (\$ Millions)	Percent Change (\$Millions)	Payroll Millions	Employment (Thousands)	State Tax Receipts (\$ Millions)	Local Tax Receipts (\$ Millions)
	ORANGE	152.22	3.2%	29.93	1.77	8.09	3.14
	ALAMANCE	143.01	1.5%	23.67	1.31	8.07	2.66
	RUTHERFORD	134.72	-0.2%	20.49	1.19	7.70	4.27
	MACON	120.56	4.5%	22.38	1.16	5.43	10.25

New numbers just received!

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# Tourism and Rutherford County

Ann Almond, TDA Executive Director



## COUNTY TOURISM REVENUES

**Tourism Jobs** 1,190 Jobs in 2008 (Loss of 20 jobs)  
(In Thousands)

1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
930	1,090	1,060	1,110	1,115	1,060	1,120	1,150	1,200	1,250	1,210
+80	+160	-30	+50	+5	-55	+66	+30	+50	+50	-40

*Prepared by the NC Division of Tourism, Film & sports Development by the Travel Industry Association of America.*

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*TDA DATA & TRENDS*  
Ann Almond, TDA Executive Director



**Tourism Payroll**

(\$ Millions)

\$20.49 Million in 2008 (+.23)

1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
\$11.77	\$15.21	\$15.20	\$16.89	\$17.16	\$16.41	\$17.52	\$18.19	\$19.29	\$20.44	\$20.26
+1.36	+3.44	-0.01	+1.69	+0.27	-0.75	+1.11	+0.67	+1.10	+1.15	-0.18

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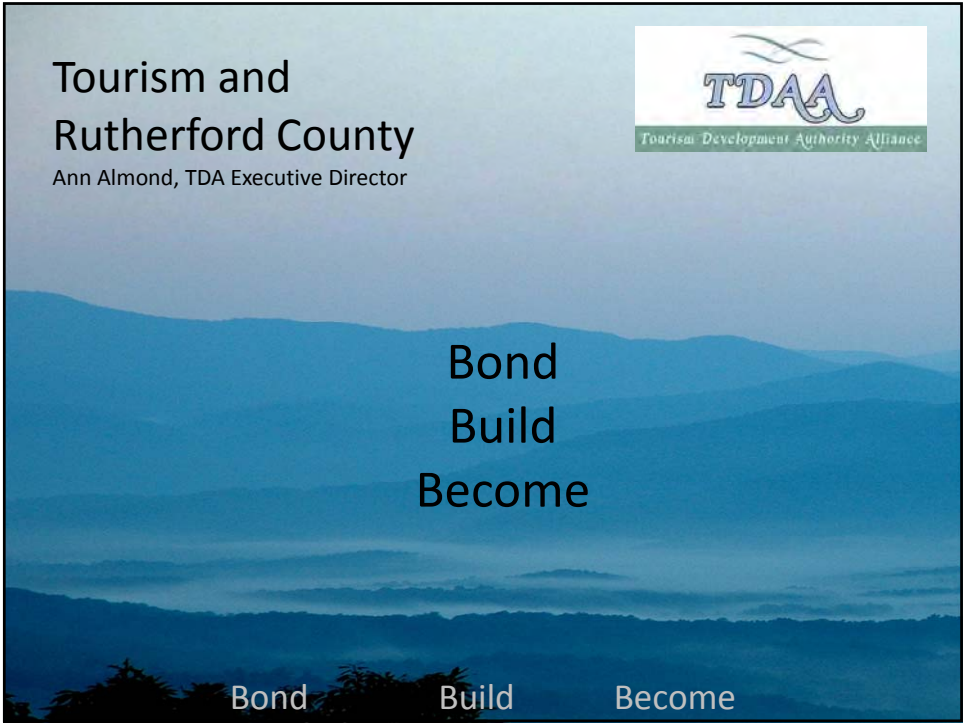
**Tourism State & Local Tax Receipts**

(\$ Millions)


2008 Tax Receipts \$11.97 Million (+.11) Saves each resident \$190.00

1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
6.43	7.14	7.95	8.81	8.78	8.58	9.33	10.02	10.85	11.93	11.86
+0.56	+0.71	+0.81	+0.86	-0.03	-0.2	+0.75	+0.69	+0.83	+1.08	-0.07

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TDA logo: TDA with a stylized bird above it, and 'Tourism Development Authority Alliance' below.

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## Who is Your TDA Staff

Ann Almond, TDA Executive Director

Contact Me For: TDA Operations, Groups

Michelle Whitaker, TDA Communications Manager

Contact Me For: Public Relations, Media Relations

Crystal Millwood, TDA Database/Web Coordinator

Contact Me For: Website, Data Collection

Betty Early, TDA Administrative Assistant

Contact Me For: Fulfillment, Internal Finance

Jackie Wallace, TDA Visitor Information Specialist

Contact Me For: Visitor Information



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## What Services Do We Offer?

Ann Almond, TDA Executive Director



### TDA Services – All Free!

Event-based marketing

Seasonal branding - Endless Summer

Autumn Peaks Hometown Holidays

Marketing materials, promotion, monthly event calendars

Support to convention groups – family reunions - sports

Customized goodie bags

ID/luggage tags, welcome table, pre-post itineraries

Customized accommodation/attraction packages

Wedding

Mailing to out of town attendees....MORE TO COME...

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## What Services Do We Offer?

Michelle Whitaker, TDA Communications Manager



Other services fall into a category called Stakeholder Services. Who are our Stakeholders?

--Attractions

--Lodgings

--Restaurants

--Event Organizers

--Business Owners

--Chambers of Commerce

--Government Entities

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## What Services Do We Offer?

Michelle Whitaker, TDA Communications Manager



### Goal of Stakeholder Services?

--To maintain and grow market share, to present strongest marketing program possible, and to make the best use of funds.

--To market Rutherford County toward the goal of becoming a year-round destination.

--To create synergy, harmony, and cohesiveness of the tourism industry within and across Rutherford County.

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## What Services Do We Offer?

Michelle Whitaker, TDA Communications Manager



### What do the Stakeholder Services include?

--PR/Marketing of Lake Lure and the Blue Ridge Foothills  
Tourism Product Advertising

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# What Services Do We Offer?

Michelle Whitaker, TDA Communications Manager



FIND INSPIRATION...

LAKE LURE  
& THE BLUE RIDGE  
FOOTHILLS

Learn about all there is to do in your own backyard.

Pick up **FREE** brochures, maps and guides.      1090 US Highway 221 South  
Forest City, NC 28043

LakeLureandBlueRidgeFoothills.com  
**828-245-1492**

CHIMNEY ROCK · FOREST CITY · LAKE LURE · RUTHERFORDTON · SPINDALE

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# What Services Do We Offer?

Michelle Whitaker, TDA Communications Manager



Some call it a national historic trail. We call it main street, where you can walk over two hundred years of history in seven blocks. Come to a place where remembered pleasures still thrive, where some of our newest attractions explore our past. Experience Lake Lure & The Blue Ridge Foothills – the lake may lure you – but the rest is history.

LAKE LURE  
& THE BLUE RIDGE  
FOOTHILLS

[www.historyincluded.com](http://www.historyincluded.com)

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## What Services Do We Offer?

Michelle Whitaker, TDA Communications Manager



Renew. Relax. Rejuvenate. Retire.  
**Revisit Your Senses**

**LAKE LURE  
& THE BLUE RIDGE  
FOOTHILLS**

CALL 800-849-5998  
OR VISIT  
RevisitYourSenses.com

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## What Services Do We Offer?

Michelle Whitaker, TDA Communications Manager



### Lake Lure AND THE BLUE RIDGE FOOTHILLS (Rutherford County)

**COUPLES PROPOSE HERE, HARRY HERE, HONEYMOON HERE, AND THEN COME BACK YEAR AFTER YEAR.** Here - to Lake Lure and the Blue Ridge Foothills, where there are countless unique ways to celebrate who you are. ✦ Exchange vows at awe-inspiring historic sites, inns, arts centers and churches. Have your ceremony outdoors - on a mountainside beach, in a lakeside pavilion, on a riverside plantation, or even atop the natural "chimney" at Chimney Rock State Park with its 75-mile panoramic view. You can hold your reception at any of these places, and also at one of our many fine restaurants. ✦ Accommodate your guests or make your honeymoon at B&B's, historic inns, intimate cabins, or upscale resorts. While you're here, there's so much to see and do. Whether you want to be outside or in one of our vibrant small towns, whether you want to find action or relaxation, you and your guests will have much to choose from during your stay. ✦ Lake Lure and the Blue Ridge Foothills not only has the location of a lifetime, but also all the services a wedding requires. From photography to catering and everything in-between - we know how to help. ✦ Everywhere you turn, we have anything you need. All you have to add is the two of you. ✦ Lake Lure and the Blue Ridge Foothills - here there is a different kind of rhythm and blues - and many call it wedding music.

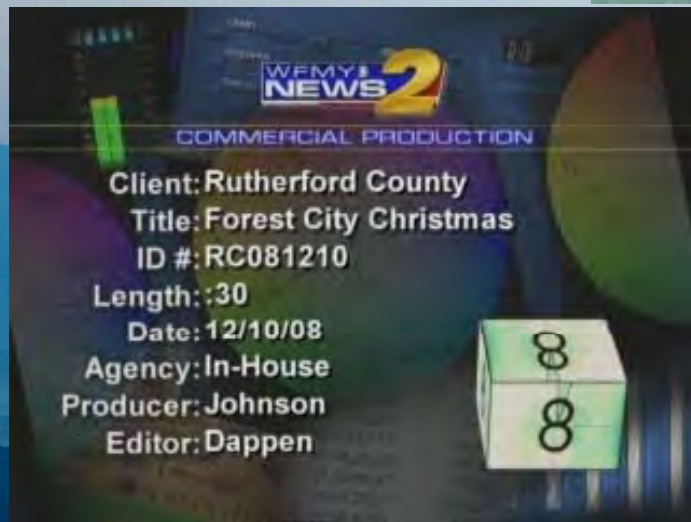
Go to [APlaceForRomance.com](http://APlaceForRomance.com)



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## What Services Do We Offer?

Michelle Whitaker, TDA Communications Manager



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## What Services Do We Offer?

Michelle Whitaker, TDA Communications Manager



What do the Stakeholder Services include?

- PR/Marketing of Lake Lure and the Blue Ridge Foothills
  - Tourism Product Advertising
  - [Website](#)
  - E-Newsletters
  - Sweepstakes
  - Media Relations – Media room, [information gathering for journalists](#), [press releases](#), [familiarization tours](#), [press gatherings](#)
  - Vocus
  - Packaging
  - Happenings....

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## How will the Alliance Help Me?

Michelle Whitaker, TDA Communications Manager

- eNewsletter
- Website – [www.TDAAlliance.com](http://www.TDAAlliance.com)
- Networking
- Information
- Feedback
- More Partnership Opportunities
- Hands on Help

What are your needs?

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### Hands on Help

*"Introduction to TDAAlliance.com"*  
Crystal Millwood, TDA Database/Web Coordinator

- Getting There
- Important Dates/Deadlines
- TDA Property Forms/Extranet Forms
- TDA Alliance Newsletters
- Other Useful Information

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## Hands on Help

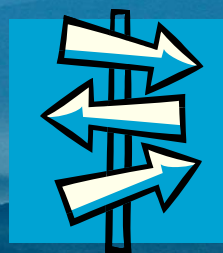
*"Introduction to TDAAlliance.com"*

Crystal Millwood, TDA Database/Web Coordinator



## Getting There

- [www.TDAAlliance.com](http://www.TDAAlliance.com)
- [www.RutherfordTourism.com](http://www.RutherfordTourism.com)  
Scroll to bottom of page and click on TDAAlliance on the far right.



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## Hands on Help

*"Introduction to TDAAlliance.com"*

Crystal Millwood, TDA Database/Web Coordinator



## Important Dates/Deadlines

- [Meetings & Advertising Opportunities](#)



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## Hands on Help

*"Introduction to TDAAlliance.com"*

Crystal Millwood, TDA Database/Web Coordinator



## TDA Property Forms/Extranet Forms

- [Add/Edit Property on TDA Website](#)
- [TDA/Extranet Property Forms](#)
  - Extranet Property Forms
  - Coupon Forms
  - Travel Packages Forms
  - Weddings Forms



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## Hands on Help

*"Introduction to TDAAlliance.com"*

Crystal Millwood, TDA Database/Web Coordinator



## TDA Alliance Newsletters

- [Current Newsletter](#)
- [Newsletter Archives](#)



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Hands on Help  
"Introduction to TDAAlliance.com"



## Other Useful Information

- [Downloadable Materials](#)
- [Events Calendar](#)
- [Pre-Planned Itineraries](#)
- [Photos & Videos](#)



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**Q&A**

Ann Almond, TDA Executive Director



**THANK YOU FOR COMING!**

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