

City of Forsyth

CRITERIA FOR INCLUSION & CVB SUPPORT

OVERVIEW

The Forsyth Convention & Visitors Bureau (CVB) is the official destination marketing organization for the City of Forsyth. As such, the CVB supports tourism development and promotion for the area, with the purpose of bringing visitors into the community to invest in the local economy. Support could include but is not limited to guidance and consultation, listing on the CVB website, posting on CVB social media, inclusion in printed collateral such as their visitors guide, mentions in paid advertising, story pitches to media, grants or assistance in applying for grants, and even dedicated marketing collateral where an attraction is not able to provide for their own. The amount of support the CVB can provide, however, is limited by available resources and the constraints of its legal governance, such as hotel/motel tax. With this in mind, the CVB has prepared a set of guidelines for how attractions/businesses are selected to receive their support, including what kind and how much.

CRITERIA FOR SUPPORT FROM THE FORSYTH CONVENTION & VISITORS BUREAU

To be considered for inclusion in print and/or digital materials published by the Forsyth Convention & Visitors Bureau and other marketing/financial support, an entity must meet the following criteria:

- **Must be located within Monroe County limits**
 - **Must support Forsyth/Monroe County's "Tourism Product" (see definition), with preference and priority being given to those which support it to a higher degree (see "Allocating CVB Resources")**
 - **Must have a physical location that can be visited and is open to the public (cannot be private/membership-based)**
 - Tours are intangible but should still include visits to physical locations, though tour sites may be to places otherwise not accessible to the public.
 - **Must provide a unique, visitor-attractive experience falling into one of the following categories:**
 - food/drink (restaurant, brewery, winery, distillery, tasting room, coffee shop, ice cream parlor, bakery, etc.)
 - shopping (boutique, gift shop, gourmet grocery, bath and body shop, etc.; must sell tangible products to be considered a shop)
 - attraction
 - Historic/Cultural Site (publicly accessible museums, memorials, battlefields, cemeteries, buildings, etc that have been designated culturally or historically significant)
 - Parks/Trails (outdoor sites and locations with public access points, i.e. gardens, state/national parks, lakes, designated trails, public golf courses, etc.)
 - Arts/Entertainment (theaters, music venues, public art, museums and galleries, etc.)
 - Family Fun (amusement parks, zoos, aquariums, museums, farms, etc.)
 - Experience Centers (DIY workshop studios, paint and sip studios, pottery studios, archery or similar ranges, etc.; must offer convenient availability for travelers, i.e. walk-in or day of booking vs long-term classes and required advanced booking)
 - Other categories as deemed appropriate by the CVB for tourism purposes
 - experience/activity (tours and excursions including self-guided; sport activity such as golf, boating, paddling, archery, bird watching, etc.; crafted "intangible" experiences for visitor amusement catering to interests including agritourism, gastronomy, history, outdoor leisure and adventure, film tourism, etc.)
 - accommodation (hotels, bed-and-breakfasts, campgrounds, etc. local lodging options which contribute to hotel/motel tax)
 - transportation (visitor-centric, i.e. airports, unique or experiential transportation such as a trolley, wine shuttles, etc.)
 - events (large-scale or unique events which would be found interesting to visitors)
 - Must not be a large franchise or chain business, defined as more than 5 locations in a 50-mile radius from the city.
 - Exceptions:
 - hotels (given hotel/motel tax funds CVB operations and its publications)
 - small chains uniquely local (even iconic) to an area, as in The Varsity in Atlanta
 - unique/landmark locations as with the original Chick Fil A Dwarf House in Hapeville
- **Must be in good standing as a partner of the CVB**

BUSINESSES THAT DO NOT MEET THE CRITERIA FOR INCLUSION IN PUBLICATIONS/SUPPORT FROM THE CVB INCLUDE, BUT ARE NOT LIMITED TO:

- dance studios and similar
- beauty salons (hair, nails, etc.) and similar (not to be confused with spas)
- fast-food chains and similar
- service-oriented businesses such as law firms, insurance companies, banks, etc
- hospitals and health centers, etc.
- Gas stations and convenience stores
- Vape shops and liquor stores

WHAT IS A TOURISM PRODUCT?

As defined by the UN's World Tourism Organization (UNWTO), a Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers."

Any number of businesses may make up the destination's Tourism Product, including accommodation, food and beverage, transportation, entertainment, and many other goods and services that are used throughout the trip. Anything a visitor does or interacts with on their journey plays a part in their overall experience, and that "experience" is what a destination marketing organization strives to develop and "sell" to bring visitors to the destination.

ALLOCATING CVB RESOURCES

A CVB is tasked with the role of tourism marketing and development for a specific area, with the purpose of bringing visitors from outside the area into the community to invest in the local economy. The longer someone stays in the area, the more they spend. The more they spend, the stronger the economy. With what resources are at their disposal, a CVB must strategically allocate support and attention among those elements which make up their destination's collective Tourism Product for the best possible economic impact.

Not all elements making up a destination's Tourism Product are created equal; they have different amounts of pull. Visitors need and want places to shop, dine and lay their heads while on a trip, and may choose to avoid destinations that can't offer those conveniences. But sometimes a specific element of the Tourism Product is enough to inspire visitation to a destination—these elements which have stronger pull are a destination's key attractors and are the core of the Tourism Product. All other elements support the core, and while essential to a visitor's in-market experience, more attention should be given out-of-market to showcasing those places which pose a unique draw for visitors.

Note: Another factor in the allocation of resources will be visitor accessibility; preference and priority will be given to those sites/businesses/experiences whose visitor accessibility is not significantly hindered by hours of operation, required appointments, etc.

Types of CVB Support

Visitors Guide: The City of Forsyth Visitors Guide is a publication produced by the CVB designed to inspire potential visitors to come to Forsyth. It is primarily distributed out-of-market, at state and regional visitor information centres and via request fulfillment on the CVB's website. With a hard cost and a fixed page count, there is also a limitation to how much can be included. As such, the majority of the piece is aimed at inspiring and intriguing potential visitors with large imagery and little bits of text dedicated to showcasing the "core" of Forsyth's Tourism Product—those elements with the largest draw, speaking most to the unique destination experience Forsyth can offer. A smaller amount of real estate is meant to assure visitors that all of the "support" conveniences they might expect are available—without detailing an exhaustive list, there are places to eat, shop and sleep. Those that are mentioned pose the most potential interest to tourists, those that offer some unique experience in line with the destination experience being marketed.

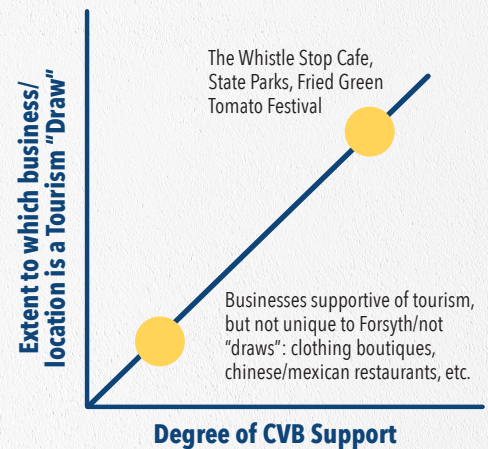
Website and Social Media: As digital platforms, the CVB's official website and social media channels have fewer physical limitations and can accommodate supporting more businesses. While the "core" may be more prominent in feature placements, all businesses which meet the Criteria for Inclusion & CVB Support may be included on these platforms.

Stories, Pitches and Materials for Media: The CVB is often approached by media for assistance with stories, and to stay top-of-mind for future story consideration will often pitch media on intriguing stories and angles. Businesses and attractions which the CVB may select for inclusion at such times will be chosen for the best chance to entice the journalist to visit and write about Forsyth, with consideration for the audience and specialties of each media entity.

Paid Advertising: Most advertising bought by the CVB targets an out-of-market audience. Businesses selected to be featured/pictured in ads will thus be from the "core" tourism product, with consideration for the publication/platform's audience and specialties.

Grants: Whether the CVB has an opportunity to provide financial support themselves or has come across a grant opportunity from a 3rd party or partner organization (Explore Georgia, Southeast Tourism Society, etc), preference and priority for such support will be given for a variety of factors, including but not limited to the extent of pull the attraction has on the tourism market as well as its extent of need and tourism potential.

Attraction Collateral | On a case-by-case basis, the CVB may determine the need for and thus produce collateral pieces (rack cards, brochures) promoting specific attractions. The primary consideration for such determination will be financial need paired with consumer demand/interest (core destination attractors, or candidates with strong potential to be an attractor, which lack the ability to provide their own promotional/informational materials).



FOR QUESTIONS...

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