

City of Forsyth

CONVENTION &
VISITORS BUREAU

LET'S RECAP THE FOURTH QUARTER OF 2025

1. Hosted 3 New Radio Show Episodes and Added 10 New Stories to the Website

- Interviews with:
 - Mr. Tommy Moon and Mr. Robert Williams
 - Mr. Lee Andrews
 - Mr. Dean Nelson
- Stories added to the Blog:
 - Exploring Forsyth's Artistic Side
 - Where Small Town Charm Meets Hollywood
 - Eat Regal This Season – with flavor, peace and a plan!
 - Holiday Fun in Forsyth
 - Forsyth Restaurant Holiday Hours 2025
 - Santa Paws: Coco's Gift Giving Guide
 - Experience Gilmore Girls – Forsyth Style
 - Clowning Around with Lee Andrews
 - Last Minute Holiday Tips & Traditions from Forsyth Antiques & More
 - A Look Ahead with Dean Nelson

2. Continued the Visit Forsyth GA Monthly Newsletter

- October 14 - 1696 subscribers (54% open rate; 4% click rate)
 - Featured Story: Celebrating 20 Years of Juliette's Green Tomato Festival
 - Plus, 7 additional features and coming soon events supporting local partners!
- November 11 - 2047 subscribers (52% open rate; 2% click rate)
 - Featured Story: Roots to Table – Holiday Tips from Chef Chelsia
 - Plus, 9 additional features and coming soon events supporting local partners!
- December 9 - 2089 subscribers (51% open rate; 1.2% click rate)
 - Featured Story: Santa Paws – Coco's Gift-Giving Guide
 - Plus, 18 additional features and coming soon events supporting local partners!

* Industry Average Metrics = 27-30% open rate and 1-3% click rate

3. Published Ads in:

- Compass Media Culinary Campaign (Pioneer Woman and more!)
- Compass Media Fall Family Getaway
- Travel Taste + Tour Fall Campaign
- Atlanta Falcons Yearbook
- Discover GA Outdoors app
- Georgia State Parks
- Chickfila Bowl Program

4. Continued Roots to Table Culinary and Fish. Beer. Repeat. Campaigns

5. Launched New Video Series with 3 Video Itineraries Posted in Q4:

- Family-Friendly Fun in Forsyth, Georgia
- The Perfect Date Night in Forsyth, Georgia
- A Gilmore Girls Day in Forsyth, Georgia

6. Initiated New Collaboration with:

- Department of Corrections Training (Lt. Tonya Raines)
- City of Forsyth Police Department
- City of Forsyth Community Development Department
- Georgia Power Volunteer Services
- High Falls Folk Fest
- Kram Tire
- Bolingbroke Antiques & Mercantile
- Bolingbrew Coffee
- The Social Fox
- Dr. Butler Caldwell & Miki Leigh Caldwell
- Thrifted
- Clark House Originals
- Arrin Freeman Art
- Driven Sports Interactive
- Upright Family Christmas Lights
- ProKnows
- New Tourism Partner, Samantha Holley – content creator and videographer

7. Continued our Support Local Campaign featuring shop/dine coupons for group travel distribution & visitors

- Distributed 1,068 sets of coupons

8. Added Listings and Events to:

- Georgia Magazine (11)
- Explore Georgia (13)
- Community Calendars (10)
- Visit Forsyth GA Website (15)

9. Provided Outreach at 10 events reaching 1300+ people collectively:

- Moose Lodge Toy Run
- Plein Air at Juliette
- Green Tomato Festival in Juliette
- GPSTC/2025 Georgia Fire Service Conference
- GPSTC/2025 Southeastern Tactical Shoot Out
- High Falls Folk Festival
- GA Power Softball Tournament
- Forsyth Fun Day
- MCHS Golden Jubilee Banquet
- Forsyth-Monroe Chamber Hometown Holidays Parade

10. Helped Provide Support to MCHS for the Golden Jubilee Celebration and Tour of Homes

- Commemorative Program & Swag
- 3 Display Canvases: "Highlights" Timeline, Founding Members, and List of Former Presidents

11. Drove 17.8k Visits to the Website October 1 - December 31

- 104% increase from Q3
- 137% increase from Q4 2024

12. Hosted an Average of 6.2 visitors/day (379 over 61 days) to the Welcome Center from October 1 to December 31

13. New Collateral Developed:

- MCHS Golden Jubilee Program
- MCHS Display Canvases: "Highlights" Timeline, Founding Members, and List of Former Presidents
- Mrs. Dull's Possum Recipe Postcard

14. New Swag Developed:

- Juliette Stickers
- Juliette Wristbands
- Cooling Towels
- MCHS Magnet
- MCHS Pen

15. Continued Work with the Ocmulgee National Park Preservation Initiative Technical Advisory Committee

16. Developed 2026 Budget

17. Plans and Goals for Q1 2026:

- Annual Organizational Planning Meeting Including Review of 2025 and Setting Goals for 2026
- Submit for 2 Award Nominations
- Celebrate 1-year Anniversary of the Monthly Newsletter
- Enhance Newsletter Webpage
- Enhance Social Media Presence with New Content Series, Including Continuation of Short Video Series and new Two Truths and a Lie Series, among others
- Launch "With Love From Juliette" Campaign, Introducing Love Locks
- Develop Americana Campaign Ahead of FIFA/America's 250
- Partner with City of Culloden for New Rack Card
- Outreach at Forsythia Festival
- Continue Leveraging "Fish.Beer.Repeat." Campaign, including Booth at Fisharama/Turkeyrama Event
- Continue to Leverage "Roots to Table" Campaign
- Continue to Develop Pitch Decks and Photo Ops for Media Opportunities, Such as Georgia Outdoor Writers Association
- Refresh Photo Bank
- Develop "Embrace the Vibe" Campaign/Series
- Continue Doing Outreach with In Progress Construction Projects: Buc-ees, Oglethorpe Power, ECG Training Center, etc.
- New City/County Map
- New Collaboration with Red Dog
- Present Quarterly Report to City Council
- Prepare for and Host Tourism Partners Meeting
- Hold Plot & Plan Newsletter Organization Meeting
- Prepare for and Host Tourism Day with Leadership Monroe
- Attend Georgia Association of CVBs Annual Conference

FOR QUESTIONS...

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