

City of Forsyth

LET'S RECAP THE FIRST QUARTER

- 1. Moved to and set up a new office with new signage**
- 2. Updated addresses on business accounts, marketing collateral & reprints, websites, etc.**
- 3. Prepared and held Annual Organizational Planning Meeting**
- 4. Launched the Visit Forsyth Monthly Newsletter**
 - February 14 - 649 subscribers (53% open rate; 3% click rate)
 - March 18 - 737 subscribers (56.5% open rate; 1.2% click rate)
 - *Industry Average Metrics = 27-30% open rate and 1-3% click rate*
- 5. The 2025 Forsythia Festival was Held March 8 & 9**
 - Provided Community Marketing Assistance including paid billboard ads
- 6. Hosted New Radio Show Episodes and Added New Stories to the Website**
 - Interviews with:
 - *Melissa Lee and Kerri Swearingen*
 - *Ms. Rosemary Walker*
 - *Sheriff Brad Freeman*
 - *Mr. Steve Reece*
 - Stories added to the Blog:
 - *Monroe County Fine Arts Center*
 - *Year of Milestone Celebrations*
 - *Black History Month in Forsyth*
 - *The Story of Culloden's Slave Cemetery*
 - *The Forsythia Festival*
- *(in progress) Where Heroes Come to Train*
 - *(in progress) Fish From the Sky*
 - *(in progress) Fish. Beer. Repeat.*
- 7. Identified New Opportunity with FIFA World Cup 2026**
 - Began conversations with Atlanta Host Committee
 - Plan to offer 2 overnight experience options for attending international visitors
 - *5 games in June 2026 and 3 in July with at least 3 days in between games for exploring outside Atlanta; visitors expected to come to Atlanta for 2+ week stay*
 - Working to identify logistical needs (such as transport shuttle) and possible collaborations
- 8. Developed a New Guys Getaway Package: Fish. Beer. Repeat.**
 - Launching in April
 - Partnership with All Seasons Guide Service, Fox City Brewing, Jonah's on Johnston, and more
 - Ad Campaign + Itinerary + Bookable Packaged Experience + Story Pitch + FIFA Op
- 9. Started Working to Develop "The Fried Green Tomatoes Experience" Getaway Package**
- 10. Began conversations with Access Atlanta about their Influencer Program, with team coming to Forsyth in August**
- 11. Published Ads in:**
 - *Georgia Great Places*
 - *Georgia State Parks*
 - *Atlanta Braves Yearbook*
 - *Southern Living*

12. Identified another opportunity for new product development— weddings/etc.— and campaign building upon the Juliette Love Letters at Valentine's: In Love with Juliette

13. Expanded on Success of the Shop/ Dine QR Code cards with new collateral and window clings, incorporating Events

14. Launched New 2025 Shop/Dine Coupons

15. Published 84 social posts from January 1 to March 21 on Facebook and Instagram each with countless reposts

16. Hosted 240 visitors to the Welcome Center from January 27 to March 20, averaging 6.31 visitors per day

17. Set up and staffed Visit Forsyth for Forsythia Festival, Gang Symposium at GPSTC, & Dept. Juvenile Justice Women's Symposium at GPSTC

18. Updated the Hello Neighbor packet

19. Completed first hotel run with 20 stops to replenish materials and re-establish Rec. Dept. displays

20. Developed a shared Billboard initiative for hotels

21. Continued working the Shell Rotella Truck photo shoot for May

22. Provided 35 groups with swag and marketing collateral from January 9 to March 21 for events including the Chamber's Capital Day and Monroe County's BRECC (Building Resilient Economies in Coal Communities)

23. Secured new artist and began revisions to downtown map



FOR QUESTIONS...

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