

City of Forsyth

CONVENTION & VISITORS BUREAU

LET'S RECAP THE THIRD QUARTER

1. Hosted 3 New Radio Show Episodes and Added 7 New Stories to the Website

- Interviews with:
 - Dr. Denise Buff
 - Mr. Tommy Moon and Mr. Robert Williams
 - Ms. Happy Wyatt
- Stories added to the Blog:
 - The Alumnae of Tift College
 - Books, Feathers, Farmers, and Elvis, Oh My!
 - Have You Met Chef Robert, Yet? Grits Cafe
 - It'll Soon Be Fall, Y'all!
 - In the Kitchen with Chef Chelsia (in the works)
 - The Making of Juliette (Oct 1 scheduled)
 - 1823 Artisan Guild & Plein Air Event (Oct 1 scheduled)

2. Continued the Visit Forsyth Monthly Newsletter

- July 15 - 1174 subscribers (48% open rate; 2% click rate)
- August 12 - 1231 subscribers (49% open rate; 2% click rate)
- September 16 - 1619 subscribers (55.1% open rate; 2.6% click rate)
- Industry Average Metrics = 27-30% open rate and 1-3% click rate
- Met with Content Committee to Plot & Plan Content Outline for Next Six Months

3. Published Ads in:

- Compass Media Culinary Campaign
- Atlanta Hawks Yearbook
- MLB/Atlanta Braves Program
- Discover GA Outdoors app
- Travel, Taste + Tour
- Georgia State Parks
- Georgia's Great Places
- Social Media Boosted Ads
- KOA Guide
- Welcome Home/MoCo Reporter

4. Story Featured in Journey Georgia

5. Continued Fish. Beer. Repeat. Campaign

- Transitioned to an "Experience" vs a "Package"
- Social Media Posts and Ads

- Buckarama Event (10x10 Booth with Video, 9 Square Backdrop, New Stickers and SWAG, Updated FBR Rack Card, Back Pocket Guide to Adventure, + Event Cards and Visitor Guides)

6. Launched Roots to Table Culinary Campaign featuring Her Majesty's Kitchen, Grits Cafe, and The Whistle Stop Cafe

- HMK Silent Auction Package at Georgia Governor's Tourism Conference
- Compass Media Culinary Campaign
- Coming Soon:
 - Chef Stories (Blogs and Social)
 - Social Media Ads
 - Homegrown Recipes Book
 - Themed 9 Square Backdrop
 - Themed Stickers and SWAG
 - Themed Pitch Deck

7. Prepared Materials for Fried Green Tomatoes/Juliette Campaign to Launch at October's Green Tomato Festival

- Updated Fried Green Tomatoes Rack Card
- Updated Juliette Bucket List and Map
- Developed Fried Green Tomatoes Pitch Deck for Media
- Designed and ordered Juliette Frame Magnets
- Developing Back Pocket Guide to Juliette
- Developing Juliette-themed Stickers
- Developing a General-themed and Juliette-themed 9-Square Backdrop for booth
- Developing a Bragboard for GTF
- The Making of Juliette Blog and Radio interview to launch October 1 and Headline October Newsletter

8. Initiated Collaboration with:

- Oglethorpe Power
- Buc-ee's
- ECG Training Center

9. Celebrated Chef Chelsia Ogletree's Chopped win

- Social Media Posts scoring best engagement in page history
- Featured in Culinary Campaign + Ad Ops
- Photo op with Chef Chelsia to present banner
- Newsletter Headline/Featured Story
- Travel Taste & Tour/Sip & Savor Story

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

- Distributed 750+ sets of coupons and 20 each of locally sourced swag - H&J BBQ sauce, Queen Bee Coffee, and Bee Buff Honey Lip Balm

11. Added Listings and Events to (as of 9/22):

- *Georgia Magazine* (18)
- Explore Georgia (57)
- Community Calendar (18)
- Visit Forsyth Website (42)

12. Provided Outreach at 6 Events:

- GPSTC/Department of Juvenile Justice training
- Culloden Independence Day
- Georgia Wildlife Federation's Buckarama event
- Forsyth Golf Club's Grand Reopening and 90th Anniversary Celebration (with new logo + Themed Stickers and Golf Towels)
- MEAG/GMA Training
- Georgia Fire Service Conference at GPSTC

13. Celebrated Community Milestones:

- Monroe County Historical Society Jubilee - 50 years
- Hubbard Alumni Association - 40 years
- The Monroe County Fine Arts Center - 10 years
- Backlot Players/Rose Theater - 30 years
- The CVB - 10 years
- Forsyth Golf Club - 90 years (initiated collaboration)

14. Completed Norfolk Southern Grant in September and GA Council for the Arts Grant in July

15. Drove 8.6k Visits to the Website this quarter (to date)

16. Hosted an average of 6.1 visitors/day to the Welcome Center from July 1 to September 29

17. Created a Food Truck Database for Meeting Planners

18. New Swag Developed:

- FBR hats
- Rescue knives - Georgia Public Safety Training Capital
- Golf Towels
- Golf Stickers

- Pickleball Stickers
- Juliette Frame Magnet
- Historic Forsyth Frame Magnet with MCHS
- SWAG In the Works:
 - Juliette Stickers
 - Culinary Stickers
 - Ms. Dull's 'Possum recipe card
 - Cooling Towels
 - Hubbard Magnet with HAA

19. New Collateral Developed:

- Launched New Illustrated Downtown Map with Updated Street Map on Reverse Side

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

21. Attending Georgia Governor's Tourism Conference in Savannah 9/23-9/26

22. Plans for Q4 and 2026:

- Access Atlanta to Visit Oct 6-7, with Content Launching November 1
- Develop 2026 Budget
- Continue to Develop pitch decks and photo ops for media opportunities, such as Georgia Outdoor Writers Association
- Outreach at Green Tomato Festival in October
- Outreach at High Falls Folk Festival in November, + Radio Interview and Blog in October
- Outreach with GPSTC (2025 Georgia Fire Service Conference, 2025 Southeastern Tactical Shoot Out)
- MCHS Golden Jubilee Celebration in December
- GA Power Softball Tournament
- Resume Rose Theater Rack Card
- Develop City of Culloden Rack Card
- Continue Doing Outreach with In Progress Construction Projects: Buc-ees, Oglethorpe Power, ECG Training Center, etc.
- New City/County Map for Q1 2026
- New Back Pocket Guide to Scenic Drives for Q1 2026
- Launch Juliette Love Letters brand by Feb 2026
- Launch Hidden Fox on website for Q1 2026
- Outreach at Forsythia Festival in March 2026
- Develop and Launch Paddle. Golf. Repeat. Campaign in 2026
- Later in 2026, Develop Collateral and Campaign for First Nations in Partnership with Ocmulgee National Park Preservation Initiative
- Follow Up on Data Center/Rumble Rd.
- Follow Up on Stellantis



WELCOME CENTER IN HISTORIC DOWNTOWN FORSYTH

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FOR QUESTIONS...

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