

# City of Forsyth

CONVENTION & VISITORS BUREAU

## LET'S RECAP THE THIRD QUARTER OF 2026

### \* Highlighted Items

Indicate Support for the 2026 Goals Directive as Identified at the 2026 Annual Planning Meeting

### 1. Hosted 5 New Radio Show Episodes and Added 6 New Stories to the Website

- Interviews with:
  - Mr. Derek Jackson, Asst. Historic Site Manager at Jarrell Plantation
  - Ms. Ashley Quinn, Middle Georgia Preservation Alliance
  - Visit Forsyth GA Team Scores Big With World Cup
  - Ms. Nicole Newsom, Director of Marketing for Visit Forsyth GA
  - Mr. Casey McCrea, Owner of Driven
- Stories added to the Blog:
  - Celebrating 50 Years with Dr. Margie Bryant
  - The History of Monroe County Emergency Services
  - Jarrell Plantation Celebrates 50 Years
  - The Story Behind Fox City Express Patch
  - Headstones & The Hidden Stories Behind Them with Ms. Ashley Quinn
  - Visit Forsyth Scores Big With World Cup Visitors

### 2. Continued the Visit Forsyth GA Monthly Newsletter

- July 14 - 3,379 subscribers (50.5% open rate; 3.9% click rate)
  - Featured Story: The Americana Summer Bucket List: Part II
  - Plus, 16 additional features and coming soon events supporting local partners!
- August 11 - 3,585 subscribers (47.1% open rate; 0.6% click rate)
  - Featured Story: Visit Forsyth GA World Cup Update!
  - Plus, 16 additional features and coming soon events supporting local partners!
- September 8 - 3,622 subscribers (48.2% open rate; 1% click rate)
  - Featured Story: The Year of the Woman Farmer
  - Plus, 19 additional features and coming soon events supporting local partners!

\*Industry Average Metrics = 29% open rate and 0.96% click rate

### 3. Published Ads in:

- TRIPInfo
- Compass Media's Fall Culinary Travel Program - integrated campaign with digital and print in Food Network Magazine and The Pioneer Woman (Circulation to 16 Eastern states)
- 2027 Georgia State Parks Guide
- Southern Living Fall Co-op
- Georgia Great Places Fall/Winter

### 4. Held or Attended the Following Meetings/Presentations:

#### July

- Met with Alex Grondin from 13 WMAZ to discuss upcoming events on July 14<sup>th</sup>
- Attended Forsythia Festival Committee Meeting on July 20<sup>th</sup>
- Attended Hometown Holidays Parade Committee Meeting on July 20<sup>th</sup>
- Attended Forsyth-Monroe County Chamber of Commerce Business After Hours on July 23<sup>rd</sup>
- Met with Monroe County Historical Society to discuss placement of Art Connects With Community kiosk at the Depot
- July CVBA Meeting on July 28<sup>th</sup>
- Attended Junior Leadership Committee Meeting at Monroe County Board of Education on July 30<sup>th</sup>

#### August

- Attended 50<sup>th</sup> Anniversary Celebration for Dr. Margie Bryant on August 1<sup>st</sup>
- Presented at City Council Meeting on August 3<sup>rd</sup>
- Met with Michael Borders of Iron Eagle about relocation on August 4<sup>th</sup>
- Met with Connie Copelan to work on Rose Theater rack card on August 4<sup>th</sup>
- Met with Todd Ussery about plans for Thirteen North Lee Street.

(continued →)

- Met with Dr. Jessica Evans from Monroe County Schools to discuss Hello Neighbor packets for new teachers on August 4<sup>th</sup> & 5<sup>th</sup>
- Met with Bridget Daniel of Forsyth-Monroe County Chamber of Commerce on August 6<sup>th</sup> about *Georgia Trend* May Article Collaboration
- Met with Jeff Mooney of All Seasons Guide Service to plan for Buckarama on August 6<sup>th</sup>
- Attended Forsythia Festival and Holiday Parade Committee Meetings on August 11<sup>th</sup>
- Attended Grand Opening of Public Works Facility on August 12<sup>th</sup>
- Attended County Comprehensive Plan Public Hearing on August 18<sup>th</sup>
- Met with Brijesh Patel of Clarion Pointe/Comfort Suites on August 20<sup>th</sup> regarding letter to corporate
- Met with Dillan Patel for updates on Pixel Market
- August CVBA Meeting on August 25<sup>th</sup>
- Met with Tom Roenbeck for tour and interview about new Holiday Inn Express renovation on August 26<sup>th</sup>
- Met with Hubbard Alumni Association on August 27<sup>th</sup> about Rural Mural Project Grant Opportunity
- Attended Leadership Monroe Meet & Greet on August 27<sup>th</sup>

## September

- Met with India Crumpton regarding Anchor of Hope Golf Tournament on September 1<sup>st</sup>
- Attended City Council Meeting on September 8<sup>th</sup>
- Met with Holiday Inn Express regarding newsletter feature on September 9<sup>th</sup>
- Met with Nolen Howard of Monroe County Historical Society on September 13<sup>th</sup> about video collaboration opportunity
- Met with Sam Holley to work on upcoming social media video projects on September 14<sup>th</sup>
- Attended Fried Green Tomato Festival Meeting on September 14<sup>th</sup>
- Attended Monroe County Historical Society presentation by Ed Williams on September 14<sup>th</sup>
- Attended Entertainment Tourism Alliance of Georgia workshop in Jackson, GA on September 16<sup>th</sup>
- Attended Monroe County Comprehensive Plan Steering Committee Meeting on September 17<sup>th</sup>
- September CVBA Meeting on September 22<sup>nd</sup>
- Attended Georgia Tourism Conference September 28<sup>th</sup> -30<sup>th</sup>
- Planned support for upcoming October events: High Falls Folk Fest, Georgia Forestry Association Leadership Summit, Georgia Power Softball Tournament, Southeastern Tactical Shootout at GPSTC, Fried Green Tomato Festival, and Forsyth-Monroe County Chamber Junior Leadership Tourism Day
- Upcoming Meetings: City Council on October 19<sup>th</sup>, One Monroe Quarterly Meeting on October 22<sup>nd</sup>, CVBA October Meeting on October 27<sup>th</sup>, and Monroe County Comprehensive Plan Public Hearing on October 29<sup>th</sup>

## 5. Updates to Visit Forsyth GA Website

- Created *Monroe Today* landing page
- Added World Cup & Americana Summer Report
- Added 2<sup>nd</sup> Qtr Report

## 6. Continued Collaboration with Sam Holley on Video Program

- Launched *Americana Summer Nights* video - July

## 7. Added Listings and Events to:

- *Georgia Magazine* (17)
- Explore Georgia (23)
- Community Calendar - Forsyth Monroe County Chamber of Commerce & Monroe County (14)
- Visit Forsyth GA Website (17)
- Welcome Center Windows (19)
- Art Connects Community Kiosk at Country Club Park (19)
- Monroe County Schools Monroe Messages (4)

## 8. Initiated New Collaborations with:

- Alex Grondin/13 WMAZ - PR/media
- Monroe County Schools, Forsyth-Monroe County Chamber of Commerce, and Monroe County Historical Society - Junior Leadership Tourism Day
- Dr. Jessica Evans/Monroe County Schools - Hello Neighbor Educator Packets
- Forsyth-Monroe County Chamber of Commerce - *Georgia Trend* May Community Spotlight
- Hubbard Alumni Association - Rural Mural Project (Flint Energies)
- Monroe County Board of Commissioners - Comp Plan Steering Committee
- Juliette River Club and Monroe County Historical Society - Juliette Historic Markers Project
- Judge Treadwell and Monroe County Historical Society - Emory Speer Historic Marker Project
- Ali Hawthorne/Team Smooth Sailing - Extreme Shed Hunt Event
- City of Culloden and Monroe County Historical Society - Backpocket Guide to Culloden
- Ashley Quinn/Middle Georgia Preservation Alliance - Radio Interview/Newsletter Story
- Glenn Dorner/Monroe County Emergency Services - Radio Interview/Newsletter Story
- Driven, Grits Cafe, Her Majesty Kitchen, Treats with Lenise, and Queen Bee Coffee (so far) - New Four Things Culinary Series
- Citizens of Georgia Power - Possible projects/collaborations

## 9. New Collateral Developed:

- Quick Reference Guide Series Updates
- Hotel Cart Update and Reprint
- City of Forsyth Visitors Guide Update and Reprint
- Rose Theater Rack Card
- Fall Bucket List for 2026

#### 10. Exhibited/Provided Outreach and/or SWAG at the following events:

- Explore GA's *Georgia, The Whole Day Through* Exhibition on FIFA World Cup Match Days - Engaged with 1000+ people in July alone (**see World Cup report for full report**)
- Georgia Wildlife Federation's Buckarama - Engaged with 1900+ people over 3 days
- Forsyth Fun Day - Engaged with 115+ people
- Knuckleball Golf Tournament - Contributed 90 golf towels and golf stickers (both designs), plus 90 Downtown Maps, Visitors Guides, and *Shop & Dine Like a Local* coupons
- Provided stickers for the registration table at the Georgia Governor's Tourism Conference

#### 11. Provided Support for the following:

- Monroe County Schools 2026 New Educators - Contributed 70 customized "mini" Hello Neighbor packets
- Visit Forsyth GA Gift Basket for La Quinta District Manager
- Judging for 1823 Artist's Choice at 1823 Artisan Guild
- Georgia Outdoor Writers Association October Meeting in Forsyth - itinerary/booking assistance and information
- Extreme Shed Hunt 2027 - hotel information
- Fried Green Tomato Festival - hotel information and event promotion assistance
- Forsyth Self Storage - Provided Two Pads of Downtown Maps

#### 12. Drove 16.3K Visits to the Website July 1 - September 30

- 13.12% increase from Q2 2026
- 208.96% increase from Q3 2025
- Bot traffic from China is still significantly lower than it has been since becoming a concern in Q4 2025, though numbers are slightly higher than last quarter. Numbers are more in the realm of typical.
- Bot traffic from Singapore has seen a 40% decrease since Q2, still high but declining. However, there is now new bot traffic from Seychelles and Japan.
- Data adjusted with the removal of all questionable bot countries of origin are:
  - 14.3K session in Q3 2026
  - 17.6% increase from Q2 2026
  - 180.5% increase from Q3 2025
- We are still seeing a steady increase in website traffic quarter-over-quarter and year-over-year

#### 13. Finalized recipients and award design for Inaugural Tourism Awards

#### 14. Acquired and Fulfilled 688 New Travel Leads from Partner Vendors July 1 - September 30

#### 15. New SWAG Developed:

- Respect the Woods Air Fresheners
- Buck Yeah! Stickers x3 color options
- Rack Em Up Stickers
- I Love Forsyth Heart Stickers x2 color options
- Reordered FBR, Pickleball is My Happy Place, Sweet Life, and Gone Golfing Stickers

#### 16. Hosted an Average of 4 visitors/day (255 over 61 days) to the Welcome Center from July 1 to September 30

- A 30% decrease from this time last year due to reduced parking caused by construction on both corners of Jackson/Johnston Streets

#### 17. Received 17,334 Impressions and 301 Clicks to Website from TRIPInfo Campaign July 1 - September 30

#### 18. Posted 79x to Facebook, 69x to Instagram, and 188x to Stories (July 1 - September 30). Plus Added Americana Summer Nights Short Video to YouTube and TikTok, Resulting in:

- 301,509 page views on Facebook (32.66% increase from Q2 2026 and 88.97% increase from Q3 2025)
- 4,106 interactions on Facebook (28.19% increase from Q2 2026 and 0.71% increase from Q3 2025)
- 213 net new followers on Facebook (47.92% increase from Q2 2026 and 142.05% increase from Q3 2025)
- 20,835 views on Instagram (10.05% decrease from Q2 2026. 2025 data unavailable for comparison)
- 904 interactions on Instagram (8.59% decrease from Q2 2026. 2025 data unavailable for comparison)
- 16 net new followers on Instagram (54.29% decrease from Q2 2026. 2025 data unavailable for comparison)
- **Note: Creators are reporting drastic decrease in metrics platform-wide after an algorithm update on Instagram ~2 months ago.**
- 2.3K video views on TikTok (89.7% decrease from Q2 2026. 2025 data unavailable for comparison)
- 94 interactions on TikTok (92.6% decrease from Q2 2026. 2025 data unavailable for comparison)
- 19 net new followers on TikTok (97.6% decrease from Q2 2026. 2025 data unavailable for comparison)
- 116 video views on YouTube (75.8% decrease from Q2 2026 and 300% increase from Q3 2025)
- 1,182 impressions on YouTube (7.8% decrease from Q2 2026 and 240.6% increase from Q3 2025)

## 19. Q3 Press Pickups

- City of Forsyth Convention & Visitors Bureau (6) - including an interview on 13WMAZ about *Georgia, The Whole Day Through* activation and articles in the *Monroe County Reporter*
- Forsyth (11) - including multiple out of state and out of country visitors during the FIFA World Cup
- Juliette/Whistle Stop Cafe/Fried Green Tomatoes (28) - including *Southern Living*, *TRIPInfo*, and *WorldAtlas.com*
- High Falls State Park (7) - including Atlanta Outdoor Club Facebook and *Monroe County Reporter*
- Indian Springs State Park (4) - including *TravelersElixir.com*
- Jarrell Plantation Historic Site (2) - including *Monroe County Reporter*
- Dames Ferry Campground (1) - Atlanta Outdoor Club Facebook
- Driven Interactive Sports Lounge (1) - *Georgia Trend Magazine*
- Georgia Public Safety Training Center (1) - Georgia Southern University Website
- Grits Cafe (1) - *Monroe County Reporter*
- Dauset Trails Nature Center (1) - Georgia Uncovered Facebook
- Scoops Forsyth (1) - *VoyageATL*
- Grits Cafe (1) - Billy's Let's Eat Facebook
- Her Majesty Kitchen (1) - *ATL Magazine*
- Denise Buff & 1823 Artisan Guild (1) - *Artists Stories of Middle Georgia Podcast*



These passionate about the community theater will be delighted by The Rose Theater in Forsyth, Georgia. This historic theater has had multiple faces. It was a traditional movie house in the early 1900s, showing silent films. When television became the thing decades later, like so many other small town theaters it closed.

Our Rose, for a short time, became a space of entertainment exposure as well. Fortunately, a group of local theatergoers began to see the 1990s as The Backlot Players. An apt name since they had no home and performed live theater wherever they could - such as warehouses and lots. Their efforts so impressed the owners of this hall as a movie theater, Dr. Bill and Mrs. Anne Cummings, that they donated the building to the theatrical group.

The original donation consisted of the back walls left from a building erected in 1908 as part of a grocery store. It had no roof, it had no stage, a glorious old front with a facade that inspired a vision held the imagination of the town. The Backlot Players were intent on returning the building to its days of grandeur. Their loving restoration efforts continue to this day.



## FOR QUESTIONS...

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## WELCOME CENTER IN HISTORIC DOWNTOWN FORSYTH

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