

# DUBLIN

## Visit Dublin FY14 Review

### Stats

- Hotel/Motel tax revenue up almost 8% over LY
- VC served almost 7K visitors in since January, 2014
- Answered 4055 leads since January, 2014
- Distributed almost 30K brochures since January, 2014

### Accomplishments

- Branding: Visit Dublin: Ahead of the Curve
- Logos for Visit Dublin & Downtown Dublin
- Mobile optimized websites for Visit Dublin & Downtown Dublin
- Increased photography portfolio
- Developed brochures and websites devoted to attractions, events, dining, lodging, and retiree attraction.
- Visitors Guide; 20 pages, full color
- Extensive advertising campaign including Georgia Travel Guide, Family Circle, Better Homes and Gardens, Everyday with Rachel Ray, Atlanta Magazine, and Georgia Magazine, wmaz.com, 41NBC, as well as Explore Georgia.org. Dublin's attractions and events appeared in 19 versions of Explore Georgia's newsletter e-blasts.
- Hosted 8 travel writers as part of the GA FAM Tour
- Developed itineraries for three travel writers and accompanied them on their tours.
- Updated existing 23 listings on ExploreGeorgia.org and created over 60 new and revolving listings promoting attractions, events, and dining destinations.
- Filed and received RVIC state designation for Dublin Visitors Center
- Improvements to the Visitors Center including the addition of a dog park, new signage, furnishings, décor, and computer kiosk. Began sales of souvenirs on behalf of local nonprofits like Dublin Service League and St. Patrick's Festival.
- Social media started at 0, Facebook- over 850 followers with over 1000 weekly impressions. Twitter- over 350 followers with over 10,000 monthly impressions. Instagram- over 350 followers. Developed initial presence on Pinterest, Vine, and Trip Advisor.
- Invited to speak as part of a three person panel at 2014 Governor's Conference on Tourism about social media.
- Partnering with the Dublin Laurens Chamber of Commerce to offer its membership a lunch and learn about how Twitter and Instagram can boost their sales.

### Community Partnerships Development

- Coordinated and participated as part of the 2014 Young Gamechangers
- Served as President of the Magnolia Midlands Travel Association
- Represented Dublin/Laurens County at state and regional conferences including Governor's Conference, GA Trail Summit, Savannah Southern Womens Show, RVIC conference, AARC Conference, RTA Leadership Conference, Best of Atlanta, Tourism Day at the Capitol, and RTA President's events.
- Coordinated and hosted MMTA annual retreat
- Served as part of the St. Patrick's Committee marketing committee
- Helped organize and recruit vendors and entertainment for Arts & Crafts Festival
- Served a staff role during The Nutcracker
- Served as part of the Chamber's map committee

### Product Development (Organization)

- \$25 K towards Carnegie restoration
- Funded a new stage floor and furnishings at Theatre Dublin
- Funded farmers market signage, vendor décor, and promotional materials

### Plans for FY 2015

- Continue working with YGC/UGA and community leaders to develop a plan of action for gateway signage and beautification, development of SBR40, and the river walk
- Continue developing a partnership with Columbus and Savannah for long term development of SBR40
- Develop signed birding and hiking trails in partnership with DNR at River Bend and Beaverdam WMA's, as well as directional signage
- Continue working with state and regional partners towards the development of a statewide "Retire GA" campaign
- Partner with the new Dublin-Laurens Museum and Historical Society to promote and develop the museum and new tours across Laurens County
- Develop product development plan for First African Baptist Church
- Serve on the board of Keep Dublin Laurens Beautiful, with emphasis on sourcing grants and gateway beautification
- Serve on the St. Patrick's Festival Marketing committee
- Serve final year as RTA President