

The background features abstract green geometric shapes, including triangles and polygons, in various shades of green, creating a modern and dynamic look.

right!
Dalton!
VisitDaltonGA.com

Dalton Area Convention & Visitors Bureau

Primary marketing arm for the City of Dalton and Whitfield County, specializing in soliciting and promoting tourism, conventions, meetings, conferences, trade shows and any and all other group business designed to bring overnight visitors to Dalton-Whitfield County therefore enhancing the economic fabric of the community.

A Taste of the DACVB!

- ✓ Advertise/Market Dalton-Whitfield
- ✓ Book Group Business!
- ✓ Visitor Information Center/Gift Shop/Bandy Heritage Museum
Downtown Dalton - Freight Depot
- ✓ Visitor Information Center/Gift Shop/W & A Railroad Tunnel, Museum and Clisby Austin Home
Tunnel Hill
- ✓ Trolley - *private rentals/route from hotels to Downtown Dalton*
- ✓ Product Development

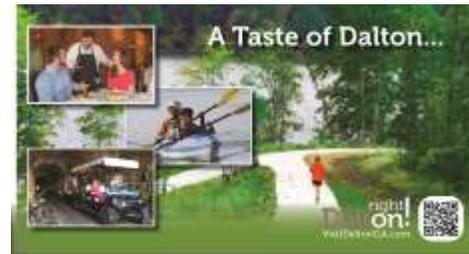
Advertising & Marketing

2021 Looking Back

- (8) I-75 Billboards
- (2) Electronic Billboards
- GA Parks Print + Website Banner Ads
- GA Great Places
- HHCTA Travel Guide/Maps
- Southern Living
- Floor Focus
- USA Today
- GA Map
- Southeast Region of the National Model Railroad Assn.



I-75



USA Today - Midwest & SE
GA Parks



Electronic Billboards



GA Parks Banner Ad



sernmra



Southern Living



Floor Focus



Advertising & Marketing

2022 Going Forward

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Electronic Billboards



Floor Focus



USA Today



Southern Living

Advertising & Marketing

2022 Looking Forward Cont..

- Visitor Guide (annual)
- Dining Guide (qtrly)/QR Cling
- Off The Rails Series
- GA Logo signs along I-75
- Tunnel Hill Guide by Cell Guide
- VisitDaltonGA.com
- DaltonEvents.com
- CivilWarRailroadTunnel.com
- DaltonCivilWar.com
- RVIC (Ringgold & Valdosta) - Explore Boards
- VG Distribution - Hotels
- Social Media - Instagram, FB, Twitter



Advertising & Marketing

COVID-19 2021 - Our Industry

Governors Executive Order/CDC Guideline Timeline:

- January-April 2021 - Executive Order in full effect - Reservation only at the Tunnel Hill Campus, sporting events could continue, meetings/banquets - gathering limitations including food and beverage.
- May 2021 - 50+ page Executive Order paired down to 30+ pages then to 25+ pages.
- June 2021 - All provisions restricting the hospitality industry removed.
- July 2021 - Executive Order paired down to 1 page.

Group Business! Meetings/Sporting Events/Concerts

2021 Looking Back

Partners

Hotels

Dalton Convention Center

Dalton Parks/Recs

Whitfield County Parks/Rec

Attractions/Community at large

Memberships

GSAE (GA Society of Association Executives)

GACVB (GA Convention & Visitors Bureau)

HHCTA (Historic High County Travel Assn)

GA Sports

Tradeshows

GSAE ~ SportsETA ~ Small Market Meeting Symposium

~ Destination SE

2022 - Looking Forward

Partners

Hotels

Dalton Convention Center

Dalton Parks/Recs

Whitfield County Parks/Rec

Attractions/Community at large

Memberships

GSAE (GA Society of Association Executives)

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GA Sports

Tradeshows

GSAE ~ Small Market Meeting Symposium

SportsETA ~ Destination SE

Group Business!

Meetings/Sporting Events/Concerts

2021 - Looking Back

- 83 Leads = \$16,964,488
(Sports - 55; Meetings - 12; DCC - 16)
- 64 Definite = \$12,868,423
(Sports - 43; Meetings - 9; DCC - 12)
- 25 Events Lost/Cxl'd = \$5,642,197
(12) Lost - Dates not given; TD Changed organizations
(13) Cxl'd - (3) due to COVID; lack of teams; rain out; Tournament Director changed organizations
- 2021 Estimated Actual EI = \$5,001,217
- New Events Booked in 2021 = \$1,071,795
(11) for 2021 (Sports - 5; Meetings - 2; DCC - 4)

2022 - Looking Forward - New Groups

- (2) Young Game Changers - DCC
- USSSA Youth FastPitch - Westside Park
- Antique Bottle Show - DCC
- (3) Hometown Productions - DCC
- ISA May Worlds - Heritage Point
- Connect Sports-Scenic City - Edwards, Westside, Heritage
- 2D Sports Baseball - Riverbend Park
- Owl City Showcase - Summer - Edwards, Westside, Heritage
- (4) Perfect Game Baseball - Riverbend Park
- YBOA Boys National Championship - City/County Community Gyms
- GA Mtn Moonshine Cruizin - DCC
- SSUSA Southern Championships - Riverbend Park
- NAWCC (Watch Makers) - DCC
- Grand Prince Hall of GA - DCC
- GACAA (Ag Comm) - DCC

The BIGger Picture!

Event Name: Top Flight Showcase
Event Date: 11/20-11/21 2021
Actual Economic Impact # %

Event Days	# of Attendees	Hotel/Facility CP # WS	# of Rooms Picked Up	Hotel Rate	Rate + 14% Tax	Total Room Revenue	2% Lodging Tax picked up	2% Sales Tax picked up	Sum of Feil. Shipping ft. (\$55.00/mt)	Facility Rental Cost	Total Economic Impact	State Hotel Fee \$5.00
2	500								\$ 55,000.00	\$ 4,950.00		
		Baymont										
		Super 8/College	5	\$ 74.99	\$ 85.49	\$ 427.44	\$ 26.25	\$ 26.25				\$ -
		Comfort Inn										\$ 25.00
		Courtyard	34	\$ 119.00	\$ 135.66	\$ 4,611.44	\$ 283.22	\$ 283.22				\$ -
		Country Inn	38	\$ 110.00	\$ 125.66	\$ 4,069.80	\$ 249.96	\$ 249.96				\$ 170.00
		Days Inn	0	\$ 73.00	\$ 84.35	\$ -	\$ -	\$ -				\$ 150.00
		Econo Lodge										\$ -
		Hampton	6	\$ 119.00	\$ 135.66	\$ 813.96	\$ 49.96	\$ 49.96				\$ -
		Hilton Garden Inn	20	\$ 129.00	\$ 147.66	\$ 2,943.20	\$ 180.60	\$ 180.60				\$ 30.00
		Holiday Inn	13	\$ 149.00	\$ 169.86	\$ 1,998.60	\$ 124.30	\$ 124.30				\$ 100.00
		Howard Johnson										\$ 50.00
		La Quinta	2	\$ 119.00	\$ 135.66	\$ 271.32	\$ 16.66	\$ 16.66				\$ -
		Quality Inn	5	\$ 79.00	\$ 91.19	\$ 455.94	\$ 28.60	\$ 28.60				\$ 10.00
		Red Roof Inn	4	\$ 79.00	\$ 91.19	\$ 364.75	\$ 22.40	\$ 22.40				\$ 20.00
		Super 8/Market										\$ -
			134			\$ 12,455.40	\$ 941.30	\$ 941.30	\$ 55,000.00	\$ 4,950.00	\$ 75,605.46	\$ 365.00

Tourism Gauge of Success

Lodging Tax Collection History (City/County)

- 2010 - \$1,035,690
- 2011 - \$1,278,622
- 2012 - \$1,315,000
- 2013 - \$1,401,540
- 2014 - \$1,492,026
- 2015 - \$1,623,115
- 2016 - \$1,658,139
- 2017 - \$1,771,559
- 2018 - \$1,816,011
- 2019 - \$1,765,247
- 2020 - \$1,249,930
- ❖ 2021 - \$1,689,581



VIC/Gift Shop/Bandy Heritage Museum

2021 - Looking Back

Visitors = 2,816 (up from 2020)

Executive Order Ended - June 2021

Expansion of Gift Shop

Begin to “Level Up” the Gift Shop

Made in Dalton Concept

Made in GA Concept

2022 - Looking Forward

Continue Gift Shop/VIC “Level Up”

featuring local artist

Kids “Entrepreneur”

Tufting Station

Train Day

Puzzle Bedspread

VIC/Gift Shop/W & A Tunnel, Museum & Clisby Austin Home

2021 - Looking Back

- **Visitors = 3,254** *(up from 2020)*
- **Executive Order Ended** - *June 2021*
- **Started guided tours back**
- **Exhibited at Home School Show**
- **Created “Tidbit Tuesday”** - *Weekly Blogs*
- **Created Living History Friday/Saturday** - *March & June 2021*
- **New Exhibit - Clisby Austin** - *July 23, 2021*
- **Battle Reenactment** - *cxl'd September 2021*
- **Moonlight & Moonshine Event** - *October 23, 2021*

2022 - Looking Forward

- **Work with the Natl Medal of Honor Museum** - *to cross sale & to celebrate the anniversary of Andrew’s Raiders*
- **Increase Admission Pricing**
- **GA Civil War Commission Grant = \$1000+**
 - *Self Guided Tour “Level Up” - Plexi-Glass*
 - *Mary Walker Voice Box to enhance exhibit*
 - *(4) signs for throughout the Tunnel*
- **Mural Change in the Museum**
- **Continue Living History Weekends** - *qtrly*
- **Battle Reenactment** - ?
- **Moonlight & Moonshine** - *October 22, 2022*
- **Christmas w/ the Austin’s** - *12/2022*

Trolley

2021 - Looking Back

- Regular Hotel Route Suspended until April 3, 2021
- 24 Private Rentals
- Mechanical Issues due to old fleet
- Total Riders = 1,079

2022 - Looking Forward

- Hotel Route Suspended unless there are large groups in town
- Modified distance for private rentals due to aged fleet - Keeping to Whitfield County or JUST over the line
- Research on replacing fleet with either new or gently used



Product Development

2021 Looking Back...

Off the Rails Series - Partnership; CVB, DDDA, Community Foundation, Creative Arts Guild - CVB pays \$10,000 in financial support + \$5-8,000 in kind. ****September Concert for GA Jewel & SPA.**

DaltonCivilWar.com - Partnership
Whitfield County paid for the change in website platforms - CVB oversaw the conversion and developed QR Codes that contain additional information for each board. Once developed the digital information was uploaded to match the QR code and display board. CVB will maintain.

Textile Heritage Driving Tour

Clisby Austin Exhibit- THHC Campus

Living History Day - THHC Campus

Moonlight & Moonshine

Gift Shop Expansion - Freight Depot

2022 Looking Forward....

Textile Heritage Driving Tour “Level Up”

Gift Shop “Level Up”

THHC Campus -
Plexi-glass of outdoor building
Additional signage in the Tunnel
Enhance exhibits w/ Voice Box
Living History Days

Off the Rails Series -
\$10,000 Financial + \$5-8,000 In kind

***July Car Show**

****September Concert for GA Jewel & SPA**

Moonlight & Moonshine

The background features abstract green geometric shapes, including triangles and polygons, in various shades of green, creating a modern and dynamic look.

right!
Dalton!
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