

Tourism Current and Ongoing Project List/February Highlights

Important Upcoming Dates: Charlotte Travel Show March 3-5; AAA BlueRidge Parkway FAM Tour April 21st ; Virginia Tourism Corporation FAM tour May 18th-21st; Travel Writers FAM tour June 24th-26th

Crooked Creek

Concessions/License Sales - Current ongoing seasonal

N/A

Equine/Recreation Trail Signs - Current - Ongoing

N/A

Visitor Center

Brochure and Artisans Inventory - On going

Conducted annual inventory on brochures eliminated dated materials, requested new 2010 materials from applicable locations.

Fulfillment Request - On-going

Prepared and mailed 167 fulfillments from leads and inquiries.

Tourism Department

Web-site - Current - Ongoing

Working with Southwest VA.Business Network to complete Phase I and launch new tourism web-site.

Carroll County Brochure Project - Current

Completed and received 2/25/2010 brochure. This new brochure is fully paid for by advertisers. Tourism printed and will distribute 50,000 copies of this 32 page, booklet style brochures.

Bluegrass, Gravy & River Quilts Program	In anticipation of the Parkway's 75th Anniversary, Carroll's Tourism Office, Grayson County, Galax and the Crossroads Institute developed four nights of information and entertainment to help our citizens get ready for the influx of travelers the area will have for the 75th and beyond. These Thursday night evnets will be held in March and April. (Please look for our Flyer.)
Cascade Highlands Regional Tourism Initiative Current - Ongoing	Teleconference with group; discussed marketing plans and new web-design.
Blue Ridge Parkway 75th Anniversary Project - Current - Ongoing	Meet with local organizers on several occasions to discuss plans regarding September 10-12 2010. Also, discussed with Carroll, Grayson and Galax community leaders regarding progress on our 75th Aniversary plans and events.
GEM Grant - Current	Compiled data for Carroll and surrounding areas sent to software company for data to be used on interactive kiosk. Sent the administrative office the land deed for approval.
Carroll County Agricultural Fair - Current - Ongoing	Attended fair meeting. Spoke with Kevin regarding recommendations for the fair events and suggested a survey on facebook which since has been implemented to collect data.
Professional Photoshoot -Completed	
New Brand and Slogan development and deployment	Development and Phase I release of new slogan and logo on brochure has been completed this month.

<p>New Recreational Trail Development - (2nd Equine/Recreational Trail)</p>	<p>Emily installed ARC reader on a computer. We have been working with the program to layout the routes for these trails. Tourism Office is working with VDOT to secure three more loop tails in the Laureel Fork, Dugspur, Buffalo Mountain area.</p>
<p>Organization and Board that we regularly attend meeting or hold board appointment on</p>	
<p>Cascade Highlands - Donnie Vice Chair</p>	<p>Attended Monthly meeting</p>
<p>Round the Mountain - Donnie Trails Committee</p>	<p>Attended Quarterly meeting</p>
<p>The Crooked Road - Donnie Board of Directors</p>	
<p>The 9th District Development - Donnie Committee Member</p>	
<p>The Devils Den Nature Preserve - Amanda Board of Directors</p>	<p>Attended Monthly meeting</p>
<p>The New River Round Table - Donnie Board of Directors</p>	<p>Hosted Monthly meeting in Carroll</p>
<p>The Virginia Horse Council - Amanda Trails Committee</p>	<p>Provided Trails update to Sally Aungier</p>
<p>Carroll County Fair - Amanda Section Chair</p>	<p>Attended Monthly meeting</p>
<p>The Blue Ridge Host - Donnie and Amanda Board of Directors</p>	<p>N/A</p>
<p>Additional Information: Building POI data base for tourism to be compatible with web software and GIS. Reviewed search engine status for Carroll County and domain names. Met with New River Trail official regarding trail access in Fries; Independent meeting with Brandon McCann (Cascade Highlands Director) regarding planning Travel Writer FAM tour in June; Compiling location information and hotel suggestion for the 2010 State Coon Hunters contest that will be taking place in Laurel March 18-20. Meeting and planning session for the educational and informational seminar "Bluegrass Gravy and River Quilts" to be held at Crossroads beginning in March. Attended "Marketing in a Virtual World" class held at Crossroads institute and beginner Microsoft Outlook class in BOS Room Attended downtown Fries revitalization planning meeting with Todd Christianson et. al.</p>	