

REQUEST FOR BOARD ACTION

**HENDERSON COUNTY
BOARD OF COMMISSIONERS**

MEETING DATE: October 5, 2009

SUBJECT: Shop & Dine Henderson County Update

ATTACHMENTS: Yes

SUMMARY OF REQUEST:

Bob Williford, President of the Henderson County Chamber of Commerce, will present to the Board an update on the Winter 2009/Spring 2010 Shop & Dine Henderson County Campaign. The Chamber is requesting \$15,000 in continued funding for the Winter 2009/Spring 2010 Campaign.

BOARD ACTION REQUESTED:

The Board is requested to consider the request for \$15,000 in continued funding for the Shop & Dine Henderson County Campaign, and to direct Staff accordingly.

Suggested Motion:

No motion suggested.



Winter 2009 / Spring 2010 Campaign

Why a Campaign? Economic Slow-Down

Hendersonville and Henderson County have been blessed to experience a growing economy for many years. We have experienced occasional hiccups but never a prolonged slowdown. Today we, as well as businesses across the country, are experiencing a protracted slow-down.

More than ever before, it was decided that local businesses needed the support of local residents. A campaign was developed to educate the public of the benefits of shopping locally.

The Planning Committee

- Becky Polonsky Fletcher Area Business Association
- Lisa Schaak Blue Ridge Mall
- Karen Shirlin DHI
- Representative Highland Square Shopping Center
- David Voorhees Flat Rock Merchants Association
- Bob Williford The Chamber
- Chris Wright Laurel Park Village Shopping Center
- Jim Kastetter Seventh Avenue Group
- Mitsy Jones The Chamber
- Christina DeStefano Henderson County
- Representative Merchants & Business Association

Campaign Endorsers

- Henderson County Chamber of Commerce
- Fletcher Area Business Association
- Flat Rock Merchants Association
- Downtown Hendersonville, Inc.
- Hendersonville Merchants & Business Association
- Blue Ridge Mall
- Highland Square Shopping Center
- Laurel Park Shopping Village
- Historic Seventh Avenue Group

Review

Winter 2008/Spring 2009

Shop & Dine

Henderson County

Campaign

Two Focus Points

- ~ Educating the public on the benefits of shopping in Henderson County – retaining tax revenues and job creation.
- ~ Educating the public on the goods and services offered in Henderson County.

The Budget

The Plan

It was decided the best way to educate the public, and gauge the response, was to hold a series of “giveaway” campaigns:

~ **Shop & Dine for the Holidays:** winner received a \$500 gift card

~ **Shop & Dine Valentine’s Giveaway:** winner received a package valued at over \$800

~ **Shop & Dine Pot of Gold St. Patrick’s Giveaway:** winner received a package valued at over \$500

~ **Shop & Dine Staycation:** winner received a package valued at over \$500

The Plan continued...

Each campaign worked the same:

- ~ An advertisement ran in the *Times-News* telling the campaign rules and restrictions.
- ~ Shoppers had to show verifiable receipts for their shopping from Henderson County retailers.
- ~ Receipts must total \$100 or more. Receipts were stamped and returned to the shopper. The shopper then fill out an entry form for the contest.
- ~ Shoppers entered to win at the Henderson County Chamber of Commerce.
- ~ Shoppers could enter multiple times, as long as their receipts total \$100 or more each time.

The Winners!



Total of
\$40,000
In Receipts



Total of
\$10,500
In Receipts



Total of
\$18,500
In Receipts



Total of
\$19,200
In Receipts

The Plan continued...

In addition to the series of giveaways, an advertising campaign was initiated to educate the public on the importance of shopping locally.

Local elected officials and recognizable community leaders were used, along with quotes outlining the many reasons residents should shop locally.

This advertising campaign ran in the *Times-News*.

Samples of those ads follow.

We All WIN When We Shop & Dine Henderson County
Support Your Local Economy

"Our merchants are our neighbors. Money spent here in our community is money invested in our community. Let us go the extra distance this year to support one another."
Greg Newman, Mayor - City of Hendersonville

We All WIN When We Shop & Dine Henderson County
Support Your Local Economy

Your Support is Making a Difference!

Communities across our country are experiencing poor economic times. The effects of the recession have been softened somewhat in Henderson County due to our citizens making a conscious choice to shop and dine locally. We all appreciate your continued support and faith in our community!

We hope everyone continues to Shop & Dine Henderson County from now on as you have before, local businesses need your support.

We All WIN When We Shop & Dine Henderson County
Support Your Local Economy

"Spending your discretionary dollars locally is good for your neighbor, good for your community and good for you."
Henry Johnson, Mayor - Town of Laurel Park

We All WIN When We Shop & Dine Henderson County
Support Your Local Economy

"When you shop and dine in Henderson County, over 2 cents of every dollar goes to keep our government running, including EMS and the Fire Department. Support our Emergency Services - Shop & Dine Locally!"
Rocky Hyde, Emergency Services Director

We All WIN When We Shop & Dine Henderson County
Support Your Local Economy

"Small business is the foundation of our economy. That is why I support them by shopping and dining locally. It's the right choice for Henderson County!"
Dr. Mally Parkhill, President Blue Ridge Community College

Henderson County Board of Commissioners:
Chuck McGrady, Park Williams, Charles Bill Payer, Charlie Plessner, Larry Young

Henderson County Government - City of Hendersonville
Henderson County Chamber of Commerce - Chamber Hendersonville, Inc.
Hendersonville Merchants & Business Association - Flat Rock Merchants Association
Fletcher Area Business Association - Historic Swain County Group - Blue Ridge Mall
Highland Square Shopping Center - Laurel Park Village - Village of Flat Rock
Town of Fletcher - Town of Laurel Park - Town of Mills River

Advertising

Nathan Billingsley donated his time and talents to help us design the original logo.

The Times-News, WHKP, WTZQ and Lamar Advertising all graciously agreed to match any advertising purchases made for the campaign.

The following pages give a breakdown of costs spent with each of these media outlets along with other advertising options used.

Times-News

~ A total of **\$11,832.58** was spent with the *Times-News* from November 16th, 2008 and through June, 2009. With the advertising match agreement, this equaled over 2000 column inches of advertising (or **63 quarter page ads**).

~ The center of the Downtown Page that runs on Mondays in the *Times-News* was used on various weeks in November and December to promote the campaign. This space was at **no charge**.

~ The Chamber of Commerce Sunday column in the *Times-News* was used to promote the campaign on November 2, December 14, and January 25. This space was at **no charge**.

Radio

~ A total of **\$3050.00** was spent with WTZQ between November, 2008 and June, 2009. Approximately 500 :30 second spots.

~ A total of **\$3050.00** was spent with WHKP between November, 2008 and June, 2009. Approximately 200 :30 second spots.

~ A total value of **\$750.00** was spend with MY 102.5 on 10 commercials that ran between December 3 and December 12.

Billboards – Lamar Advertising



\$2,000.00

Two billboards are currently up:
one on Four Seasons Blvd. and one on Spartanburg Hwy. Lamar has agreed to keep both up through the end of 2009. If an advertisers wants the locations where these billboards are, Lamar has agreed to move the billboards to another location.

Misc. Other Promotion

~ **\$175.00** on Shop & Dine Henderson County banner that has been posted on Main Street, Four Seasons Blvd. and Greenville Hwy.

~ **\$200.00** on ad that appeared before movie showings at Flat Rock Cinema. Ran from December thru March.

~ Channel 11 showed a 30 minute program with Bob Williford, Lee Henderson-Hill and Pam Brice. Showed at various times throughout the holiday season. **No charge.**

~ **\$460.00** for flyers to be inserted into the City of Hendersonville water bills during the December/January cycle.

~ We have allocated **\$800.00** for Nathan Billingsley to work on additional versions of the Shop & Dine logo to use in future promotions

Total Budget: \$23,500.00

Total Spent: \$23,427.58

Remaining Funds: \$72.42



Henderson County



Henderson County



Henderson County



Henderson County

Request

\$15,000

Continued funding for

Shop & Dine

Henderson County

Winter 2009 / Spring 2010 Campaign